

# FASCINATE

## CERTIFIED ADVISOR





Welcome to the  
**FASCINATE CERTIFIED ADVISOR  
TRAINING SESSION!**

Session 5 – Bonus Session

# BONUS SESSION

- Describe the materials available in your FCA Toolkit.
- Get more practice and hands on experience using Fascinate Anthem Brand Builder.
- Learn the step by step process of how to build a “Team Heat Map”.

# **ANTHEM BUILDER COACHING PRACTICE**

# BREAK OUT - PAIRS ACTIVITY

Objective:

- Get hands on Anthem Building practice and feedback.

Break out into assigned pairs.

- 1 Person = Client + 1 Person = FCA.
  - Anthem Building (10 mins) + FCA coaching feedback (2 mins), switch.
  - Time Keep
- 
- Have your Anthem, FCA Participant Workbook and Fascinate Advantage Assessment.

# HOW TO BUILD A TEAM HEAT MAP

SECONDARY ADVANTAGES

**INNOVATION**

You change the game with creativity

**PASSION**

You connect with emotion

**POWER**

You lead with demand

**PRESTIGE**

You earn respect with higher standards

**TRUST**

You build loyalty with consistency

**MYSTIQUE**

You command awe with substance

**ALERT**

You prevent problems with care

**INNOVATION**

You change the game with creativity

**PASSION**

You connect with emotion

**POWER**

You lead with demand

**PRESTIGE**

You earn respect with higher standards

**TRUST**

You build loyalty with consistency

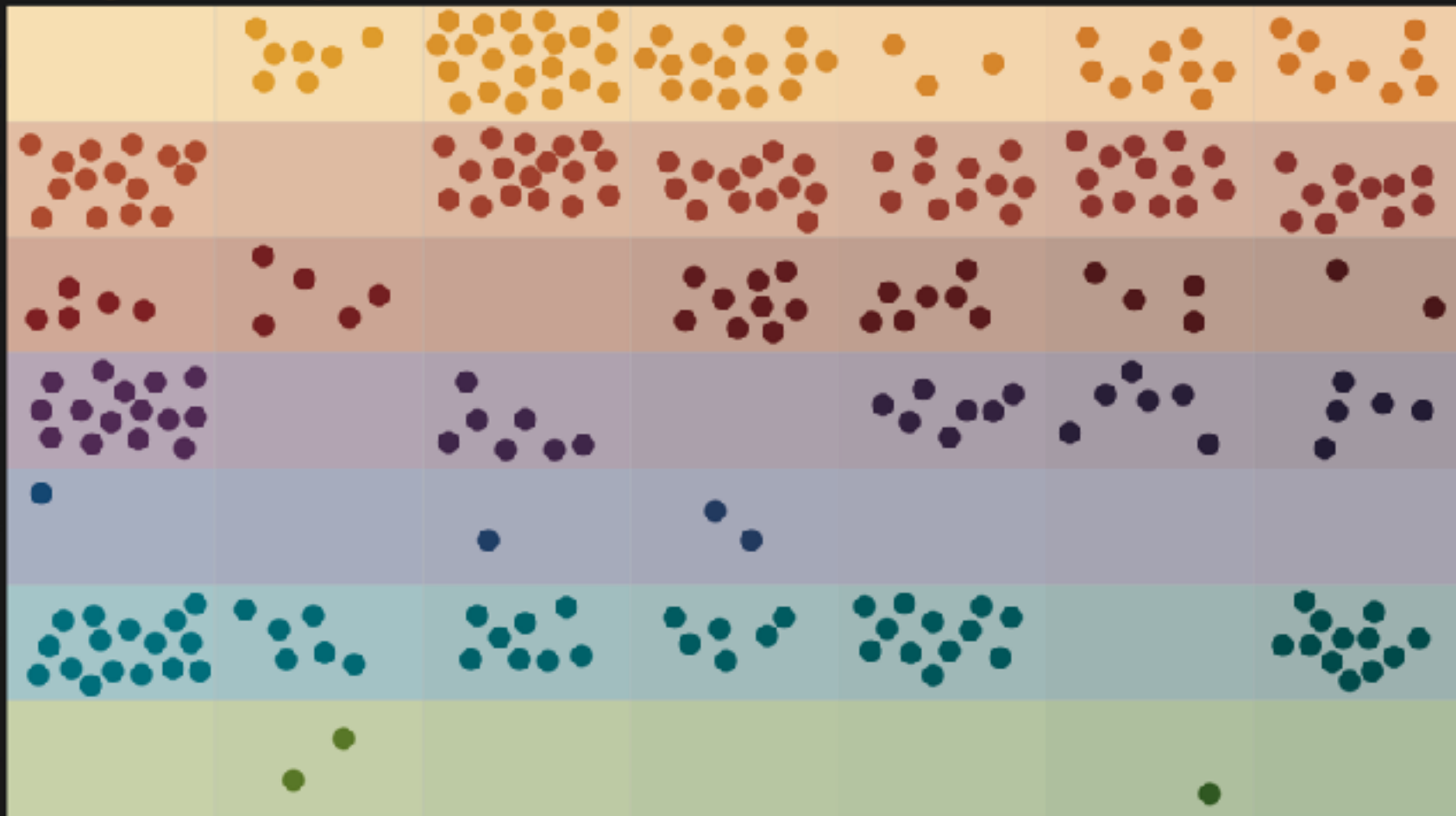
**MYSTIQUE**

You command awe with substance

**ALERT**

You prevent problems with care

PRIMARY ADVANTAGES





# HOW TO BUILD A TEAM HEAT MAP

1. Sum up the Primary and Secondary Advantages
2. Calculate the total # Advantages represented in the group
3. Sum up the group Dormant



# FCA JUNE COHORT

Name	Archetype	Primary	Secondary
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Carmen Gomez	The Mediator	Alert	Trust
Debra Swersky	The People's Champion	Passion	Power
Daina Middleton	The Royal Guard	Mystique	Prestige
Deane Ilukowicz	The Diplomat	Trust	Prestige
Haseena Sham	The Ringleader	Power	Passion
Melba Holliday	The Avante-Garde	Prestige	Innovation
Janet Lee	The Talent	Passion	Prestige
Janette Toral	The Secret Weapon	Mystique	Innovation
Jill Gottenstrater	The Beloved	Passion	Trust
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion
Juan Polanco	The Catalyst	Passion	Innovation
Kathleen Panning	The Detective	Alert	Mystique
Dee Dee Reid	The Ringleader	Power	Passion
Michelle Lopez	The Maestro	Power	Prestige
Narelle Goodfield	The Connoisseur	Prestige	Passion
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Sarah Wadle	The People's Champion	Passion	Power
Shea Petaja	The Catalyst	Passion	Innovation
Susan Robinson	Maverick Leader	Innovation	Power
Whitney Bishop	The Catalyst	Passion	Innovation



SECONDARY ADVANTAGES

INNOVATION You change the game with creativity	PASSION You do what you love	POWER You lead with conviction	PRESTIGE You set the standard with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You remain cool with substance	ALERT You prevent problems with care
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**INNOVATION**  
You have the game with creativity

**PASSION**  
You love & what you do

**POWER**  
You lead with conviction

**PRESTIGE**  
You set the standard with higher standards

**TRUST**  
You build loyalty with consistency

**MYSTIQUE**  
You remain cool with substance

**ALERT**  
You prevent problems with care

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•••						
				•	•	

THE MARY ADVANTAGE

SECONDARY ADVANTAGES

- INNOVATION**  
You change the game with creativity
- PASSION**  
You don't quit anything
- POWER**  
You lead with demands
- PRESTIGE**  
You don't accept anything less than the best
- TRUST**  
You build loyalty with consistency
- MYSTIQUE**  
No one knows you until you show up
- ALERT**  
You prevent problems with care

**INNOVATION**  
You change the game with creativity

**PASSION**  
You don't quit anything

**POWER**  
You lead with demands

**PRESTIGE**  
You don't accept anything less than the best

**TRUST**  
You build loyalty with consistency

**MYSTIQUE**  
No one knows you until you show up

**ALERT**  
You prevent problems with care

THE MARY ADVANTAGE

	Dapo	Susan			
Juan Shea Whitney		Debra Sarah	Janet		
	Haseena Dee Dee		Michelle	Jill G	
Melba	Jill H Narelle				
			Deanne		
Alfred Ricky Janette			Daina		
				Carmen	Kathleen

# TALLY UP TEAM PRIMARY

Name	Archetype	Primary	Secondary
Kathleen Panning	The Detective	Alert	Mystique
Carmen Gomez	The Mediator	Alert	Trust
Susan Robinson	Maverick Leader	Innovation	Power
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Daina Middleton	The Royal Guard	Mystique	Prestige
Janette Toral	The Secret Weapon	Mystique	Innovation
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Debra Swersky	The People's Champion	Passion	Power
Sarah Wadle	The People's Champion	Passion	Power
Shea Petaja	The Catalyst	Passion	Innovation
Janet Lee	The Talent	Passion	Prestige
Jill Gottenstrater	The Beloved	Passion	Trust
Juan Polanco	The Catalyst	Passion	Innovation
Whitney Bishop	The Catalyst	Passion	Innovation
Haseena Sham	The Ringleader	Power	Passion
Dee Dee Reid	The Ringleader	Power	Passion
Michelle Lopez	The Maestro	Power	Prestige
Melba Holliday	The Avante-Garde	Prestige	Innovation
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion
Narelle Goodfield	The Connoisseur	Prestige	Passion
Deane Ilukowicz	The Diplomat	Trust	Prestige

Advantage	#	%
Passion	7	32%
Mystique	4	18%
Power	3	14%
Prestige	3	14%
Innovation	2	9%
Alert	2	9%
Trust	1	4%

# TALLY UP TEAM SECONDARY

Name	Archetype	Primary	Secondary
Janette Toral	The Secret Weapon	Mystique	Innovation
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Shea Petaja	The Catalyst	Passion	Innovation
Juan Polanco	The Catalyst	Passion	Innovation
Whitney Bishop	The Catalyst	Passion	Innovation
Melba Holliday	The Avante-Garde	Prestige	Innovation
Kathleen Panning	The Detective	Alert	Mystique
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Haseena Sham	The Ringleader	Power	Passion
Dee Dee Reid	The Ringleader	Power	Passion
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion
Narelle Goodfield	The Connoisseur	Prestige	Passion
Susan Robinson	Maverick Leader	Innovation	Power
Debra Swersky	The People's Champion	Passion	Power
Sarah Wadle	The People's Champion	Passion	Power
Daina Middleton	The Royal Guard	Mystique	Prestige
Janet Lee	The Talent	Passion	Prestige
Michelle Lopez	The Maestro	Power	Prestige
Deane Ilukowicz	The Diplomat	Trust	Prestige
Carmen Gomez	The Mediator	Alert	Trust
Jill Gottenstrater	The Beloved	Passion	Trust

Advantage	#	%
Innovation	7	32%
Passion	5	23%
Prestige	4	18%
Power	3	14%
Mystique	1	4%
Trust	2	9%
Alert	0	0%

# TALLY UP PRIMARY + SECONDARY

TOP TEAM ADVANTAGES				
Advantage		Primary	Secondary	Total
1.	Passion	7	5	12
2.	Innovation	2	7	9
3.	Prestige	3	4	7
4.	Power	3	3	6
5.	Mystique	4	1	5
6.	Trust	1	2	3
7.	Alert	2	0	2

Calculate % by dividing Advantage Total by Total Advantages.

Example:  
12 Passion Advantages / 44  
Total Advantages = 27%

This tells us that 27% of Group has Passion as a Primary or Secondary Advantage

# GROUP ADVANTAGE TOTAL

	Advantage	Primary	Secondary	Total	% of Group
1.	Passion	7	5	12	27%
2.	Innovation	2	7	9	20%
3.	Prestige	3	4	7	16%
4.	Power	3	3	6	14%
5.	Mystique	4	1	5	11%
6.	Trust	1	2	3	7%
7.	Alert	2	0	2	5%

# TALLY UP TEAM DORMANT

Name	Archetype	Dormant
Juan Polanco	The Catalyst	Alert
Deane Ilukowicz	The Diplomat	Alert
Daina Middleton	The Royal Guard	Alert
Carmen Gomez	The Mediator	Innovation
Jill Gottenstrater	The Beloved	Mystique
Narelle Goodfield	The Connoisseur	Mystique
Debra Swersky	The People's Champion	Mystique
Sarah Wadle	The People's Champion	Mystique
Kathleen Panning	The Detective	Passion
Alfred Chung	The Secret Weapon	Passion
Janette Toral	The Secret Weapon	Passion
Melba Holliday	The Avante-Garde	Power
Oladapo Okuyemi	The Rockstar	Power
Haseena Sham	The Ringleader	Prestige
Susan Robinson	Maverick Leader	Trust
Shea Petaja	The Catalyst	Trust
Whitney Bishop	The Catalyst	Trust
Jill Heijligers-Peloquin	The Connoisseur	Trust
Michelle Lopez	The Maestro	Trust
Dee Dee Reid	The Ringleader	Trust
Antonius Ricky Suroso	The Secret Weapon	Trust
Janet Lee	The Talent	Trust

Advantage	#	%
Trust	8	36%
Mystique	4	18%
Alert	3	14%
Passion	3	14%
Power	2	9%
Prestige	1	5%
Innovation	1	5%



SECONDARY ADVANTAGES

<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You conquer with conviction	<b>POWER</b> You lead with demands	<b>PRESTIGE</b> You excel beyond with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You triumph over with substance	<b>ALERT</b> You prevent problems with care
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**INNOVATION**  
You change the game with creativity

20%  
Innovation

•

•

DT : Drama/Anarchy

**PASSION**  
You conquer with conviction

•••

27%  
Passion

••

•

**POWER**  
You lead with demands

••

16%  
Power

•

•

**PRESTIGE**  
You excel beyond with higher standards

•

••

•

14%  
Prestige

**TRUST**  
You build loyalty with consistency

•

7%  
Trust

**MYSTIQUE**  
You triumph over with substance

•••

11%  
Mystique

**ALERT**  
You prevent problems with care


Dormant: Trust 36 %

•

•

5%  
Alert

THE MARY ADVANTAGE

A vertical decorative bar on the left side of the slide, composed of seven horizontal segments in the following colors from top to bottom: yellow, orange, red, purple, blue, teal, and green. Each segment has a pointed right edge.

# HEAT MAP ANALYSIS – GROUP DISCUSSION

- Consider overall Advantage distribution, what insights can you offer?
- What value does this team bring?

# GROUP ADVANTAGE DISTRIBUTION

	Advantage	Primary	Secondary	Total	% of Group
1.	Passion	7	5	12	27%
2.	Innovation	2	7	9	20%
3.	Prestige	3	4	7	16%
4.	Power	3	3	6	14%
5.	Mystique	4	1	5	11%
6.	Trust	1	2	3	7%
7.	Alert	2	0	2	5%



# HEAT MAP ANALYSIS – GROUP DISCUSSION

- Can you name the team Archetype? What could it be?



## **THE CATALYST**

**Out of the Box | Energizing | Social | Enthusiastic | Creative**

Catalysts start ideas that provoke new thinking and action. Your passion is capable of igniting a team.

Buoyant and social, you embrace new situations and relationships with zeal. You deliver value through creative change.

### **A lesson that everyone can learn from you:**

There's rarely one 'right' way to get things done. Try different options, so you can keep evolving your process.



## **THE INTRIGUE**


**Discerning | Perceptive | Considerate | Selective | Warm and Cool**

Intrigues have the ability to relate to both things intellectually and emotionally. You have the most uncommon of traits. You have the rare ability to switch between taking an analytical view (Mystique) and emotionally connecting (Passion).

You're naturally curious and can become captivated by certain projects or ideas – but usually after careful consideration.

### **A lesson that everyone can learn from you:**

In some situations its better to hide your feelings. At other times, allow emotion to win.



# HEAT MAP ANALYSIS – GROUP DISCUSSION


- Consider the team Dormant, what challenges could this team face?

# TEAM DORMANT

Name	Archetype	Dormant
Juan Polanco	The Catalyst	Alert
Deane Ilukowicz)	The Diplomat	Alert
Daina Middleton	The Royal Guard	Alert
Carmen Gomez	The Mediator	Innovation
Jill Gottenstrater	The Beloved	Mystique
Narelle Goodfield	The Connoisseur	Mystique
Debra Swersky	The People's Champion	Mystique
Sarah Wadle	The People's Champion	Mystique
Kathleen Panning	The Detective	Passion
Alfred Chung	The Secret Weapon	Passion
Janette Toral	The Secret Weapon	Passion
Melba Holliday	The Avante-Garde	Power
Oladapo Okuyemi	The Rockstar	Power
Haseena Sham	The Ringleader	Prestige
Susan Robinson	Maverick Leader	Trust
Shea Petaja	The Catalyst	Trust
Whitney Bishop	The Catalyst	Trust
Jill Heijligers-Peloquin	The Connoisseur	Trust
Michelle Lopez	The Maestro	Trust
Dee Dee Reid	The Ringleader	Trust
Antonius Ricky Suroso	The Secret Weapon	Trust
Janet Lee	The Talent	Trust

Advantage	#	%
Trust	8	36%
Mystique	4	18%
Alert	3	14%
Passion	3	14%
Power	2	9%
Prestige	1	5%
Innovation	1	5%





# HEAT MAP ANALYSIS – GROUP DISCUSSION

- Look at the teams Double Trouble zones – what do they need to watch out for?

SECONDARY ADVANTAGES

INNOVATION <small>You change the game with creativity</small>	PASSION <small>You do what you love</small>	POWER <small>You lead with demands</small>	PRESTIGE <small>You aim higher with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You remain cool with substance</small>	ALERT <small>You prevent problems with care</small>
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**INNOVATION**  
You have the game with creativity

20%  
Innovation

•

•

DT : Drama/Anarchy

**PASSION**  
You love it without limits

•••

27%  
Passion

••

•

**POWER**  
You lead with demands

•••

••

16%  
Power

•

•

**PRESTIGE**  
You aim higher with higher standards

•

••

•

14%  
Prestige

•

**TRUST**  
You build loyalty with consistency

•••

•

•

•

7%  
Trust

**MYSTIQUE**  
You remain cool with substance

•••

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•

•

•

11%  
Mystique

**ALERT**  
You prevent problems with care

Dormant: Trust 36 %

•

•

•

5%  
Alert

THE MARY ADVANTAGE





# COMPLETE FASCINATE ADVISOR CERTIFICATION EVALUATION

**“To become more successful, don't change  
who you are - become more of who you  
are”**

**Sally Hogshead**