



# FASCINATE

## CERTIFIED ADVISOR





Welcome to the

# FASCINATE CERTIFIED ADVISOR INTRODUCTION

Monday September 11<sup>th</sup>

# WHO`S HERE

## FCA Training Team

### **Finka Jerkovic,**

The Trendsetter

FCA Certification Program Director

### **Katrina Scarlett,**

The Quick Start

Zoom Tech Facilitator

## FCAs in Training

**Tony Awcock,** The Wise Owl

**Tina Bonnevie,** The Trendsetter

**Panida Chookul,** The Maverick Leader

**Ellen Ericson,** The Maestro

**Janelle Gerrard,** The Rockstar

**Cady Macon,** The Catalyst

**Robyn Mather,** The Talent

**Guido Walter,** The Provocateur

**Michael Wessels,** The Secret Weapon



# INTRO + TECH CHECK

- Your Name + Archetype
- Tell us about your business/work you do
- What is it about *How to Fascinate*® that fascinates you?



# SESSION OBJECTIVES

- Introductions
- Tech dry run
- Breakout Group “get to know”
- Program overview + expectations
- Establish group shared agreements
- FCA Hub – review training materials



# OVERALL PROGRAM OBJECTIVES

- Expertly use, promote, and sell How To Fascinate® products.
- Grow your business with the Fascination Advantage system.
- Access and use the How To Fascinate® Affiliate tools.



# YOU + YOUR BUSINESS

- Identify the value of your brand
- Make stronger first impressions
- Build powerful relationships
- Increase influence and impact
- Improve communication
- Increase team effectiveness



# TECH DETAILS

- ZOOM demo
- Google Docs demo



# BREAKOUT GROUP

- Talk about...
  - What you`re most excited about for the training?
  - Share more details about how you`re looking to use Fascinate.
  - Learn one Fascinating Fact about your teammate.
- Post Name+ Fascinating Fact in Google Doc.

# TRAINING BREAKDOWN

Pre-Work

6 Virtual Live Training Sessions

Homework

Post Training Call

FCA Training Hub



# GROUP AGREEMENTS – STARTER LIST

- Confidentiality
- Time sensitive
- Participate and increase engagement
- Use your experience and expertise
- Bring your Fascinate Advantage
- Have fun!

**What else? Post in Chat Box.**

# LIVE TRAINING – WEEK 1

## Session 1

Monday Sept 11  
5:00-7:00EDT

### Tech Training

- Intro and program overview
- Run a system check and verify technology.
- Test run your audio, video and system speed.
- Learn and do a dry run of the tech workshop tools.

## Session 2

Wednesday Sept 13  
5:00-8:00EDT

### Fascinate Overview

- Explain how the Fascination Advantage system works.
- Describe the characteristics of each Fascination Advantage.
- Apply the Fascination Advantages to real client/work situations.
- Recognize communication “red flags” and how to avoid them.

## Session 3

Friday Sept 15  
5:00-8:00EDT

### Anthem Builder

- Have the words to describe your distinct value.
- Create your personality tagline using the Fascinate Anthem method.
- Get hands on, practical experience using Fascinate Anthem Brand.

# LIVE TRAINING – WEEK 2

## Session 4

Monday Sept 18  
5:00-8:00EDT

- Apply the How to Fascinate® system to teams to identify a Team Fascinate Advantage.
- Build a `Heat Map` to visually describe the Advantages of a team.
- Analyze a team's advantage, weakness, blind spots and opportunities.
- Identify how a team is most and least likely to solve problems, deal with conflict and achieve results.

## Session 5

Wednesday Sept 20  
5:00-8:00EDT

### How to Fascinate® Products + Offers

- Describe `How to Fascinate®` competitive advantage.
- Explain the various How to Fascinate® product offerings.
- Learn how to create the perfect How to Fascinate® sales pitch.

## Session 6

Friday Sept 22  
5:00-8:00EDT

### How to Fascinate® Tools + Resources

- Understand how to use the Fascinate Affiliate tools.
- Learn how to integrate the How to Fascinate® system into your current coaching and/or training programs.
- Construct a Fascinate program/coaching client outline.
- Create a personalized Fascinate business development plan.



# FCA Hub

- Participant materials for each session
- Trainer's presentation for each session
- Activity outcomes for each session
- FCA Toolkit + Premium Vault

# REMINDERS

- ✓ Pre-Training Survey
- ✓ Complete Ultimate Personal Brand Playbook (Fri Sept 15<sup>th</sup>)
- ✓ Sign FCA Agreement
- ✓ Become a Fascinate Affiliate
- ✓ Review and Sign a Photo Agreement
- ✓ Sign a W-8 or W-9
- ✓ Join the FCA September 2017 Cohort Facebook Group

# WHAT`S NEXT

- ✓ Bring your Fascinate Advantage Assessment to class.
- ✓ Review Participant Materials for Session 2.
- ✓ See you Wednesday Sept 13<sup>th</sup>, 5:00pm (EDT).
- ✓ All FCA Training Materials (presentations and recorded sessions) will be posted into your Fascinate Account.