



**HOWTOFASCINATE**  
DISCOVERED BY SALLY HOGSHEAD

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION

*PARTICIPANT WORKBOOK SESSION ONE*



## **TABLE OF CONTENTS**

Best Self Check In . . . . .	3
Not So Best Self Check In . . . . .	4
5 Day Wellspring – Quicksand Challenge . . . . .	5
Double Trouble. . . . .	6
7 Fascinate Advantages . . . . .	7
Solving Problems Using The 7 Fascinate Advantages . . . . .	9
Advisor Anthem Coaching Toolkit. . . . .	11
Fascinate Anthem Method . . . . .	12
Anthem Builder Power Questions. . . . .	13
Peak Performance . . . . .	18
Five Questions to help perfect your Anthem . . . . .	19
Anthem Builder Worksheet . . . . .	20
Anthem Asset/Noun List. . . . .	23
FCA Feedback Worksheet . . . . .	24
3 Step Anthem Statement Builder Worksheet. . . . .	25
Anthem Statement – Breakdown. . . . .	27
Homework . . . . .	28
Anthem In Action . . . . .	31
Learning Reflections + Action Plan . . . . .	33

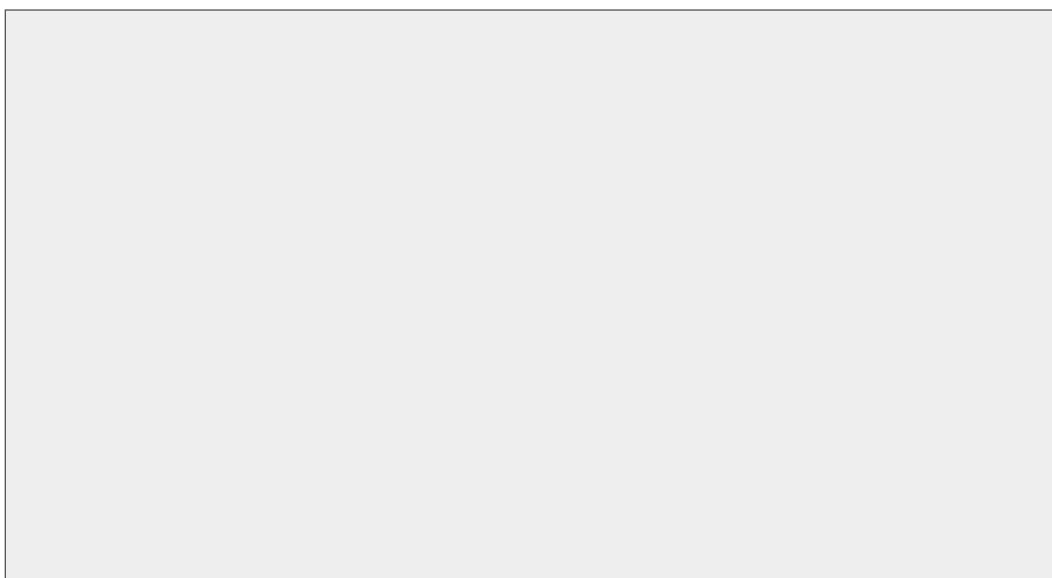
## **TABLE OF CONTENTS**

Activity 1: Apply the 7 Advantages . . . . .	.34
Applying The Advantages - Sample . . . . .	.35
Applying The Advantages - Worksheet . . . . .	.36
Apply The Advantages - Notes . . . . .	.38
The 7 Types Of Communication . . . . .	.39
Innovation . . . . .	.40
Passion . . . . .	.41
Power . . . . .	.42
Prestige . . . . .	.43
Trust . . . . .	.44
Alert . . . . .	.45
Mystique . . . . .	.46
7 Advantages Add Value In Teams . . . . .	.47
Activity 2: Team Heat Map Analysis . . . . .	.48
Team Heat Map . . . . .	.49
Team Heat Map Swot Scenarios . . . . .	.53
Team Heat Map Swot Worksheets . . . . .	.55
Homework Session 2. . . . .	.57
Learning Reflections + Action Plan . . . . .	.58

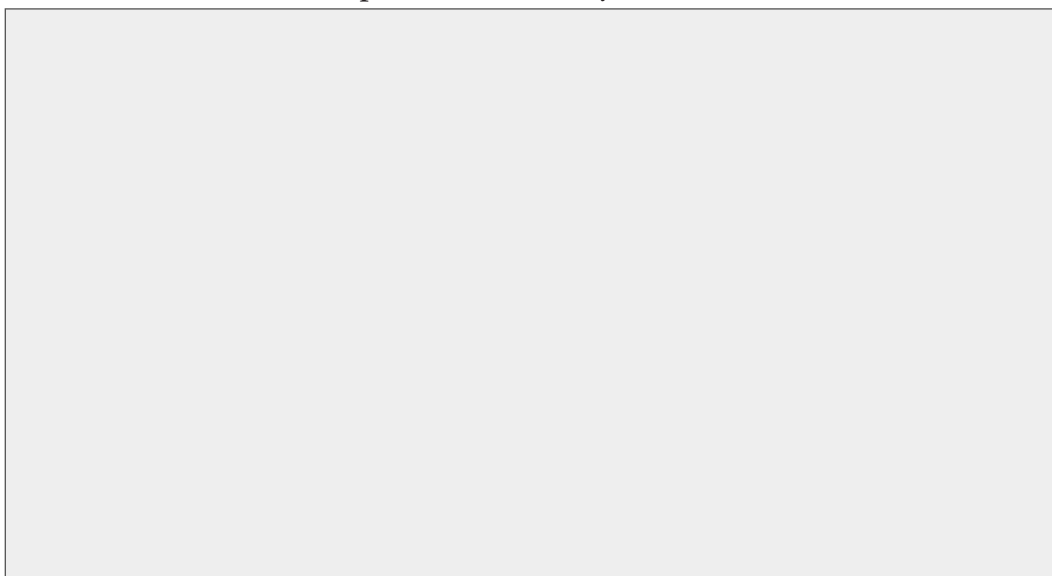
## **BEST SELF CHECK IN**

With the distraction and the next shiny object vying for your attention we rarely get an opportunity to check in and reflect and on when you are performing at your optimal or at your best. Where is it that you feel energized and in the flow?

I am *most* likely to show up in my best self when (describe the situation, circumstance or event):



When I'm *in* my best self I am (describe how you felt, behaviours, actions, what was this experience like for you):



## **NOT SO BEST SELF CHECK IN**

With the distraction and the next shiny object vying for your attention we rarely get an opportunity to check in and reflect and on when you are performing at your optimal or at your best. Where is it that you feel energized and in the flow?

I am *least* likely to show up in my best self when (describe the situation, circumstance or event):

When I'm *not* in my best self I am (describe how you felt, behaviours, actions, what was this experience like for you):

## **5 DAY WELLSPRING - QUICKSAND CHALLENGE**

Pay attention to projects, tasks and activities for the next 5 days. Write down the activity or task you were doing to find out if you're spending more time in your wellspring or in quicksand.

TIP: Put a reminder in your calendar every 3 hours to remind you to 'check in'.

<b>Wellspring</b>	<b>Quicksand</b>
<p><b>Signs that you're in your Wellspring:</b></p> <p>You feel focussed and 'in the flow', invigorated, fueled with a sense of vitality and happiness. You're having fun and the task feels effortless. You're productive and energized with the challenge. You feel empowered and motivated.</p>	<p><b>Signs that you're in your Quicksand:</b></p> <p>You feel bored, drained, distracted or loathing an activity or task. It feels like you're swimming upstream or going against your natural grain. You feel depleted, neutral or you're exhausted, discouraged and tired.</p>

## **DOUBLE TROUBLE**

- What situations or circumstances 'activate' your Double Trouble?
- What's the impact to you? To others?
- How do you get yourself out of DT?

### **Notes**

## **7 FASCINATE ADVANTAGES**

	Notes
<b>INNOVATION ADVANTAGE</b>	

	Notes
<b>PASSION ADVANTAGE</b>	

	Notes
<b>POWER ADVANTAGE</b>	

	Notes
<b>PRESTIGE ADVANTAGE</b>	



## **7 FASCINATE ADVANTAGES**

	<b>Notes</b>
<b>TRUST ADVANTAGE</b>	

	<b>Notes</b>
<b>MYSTIQUE ADVANTAGE</b>	

	<b>Notes</b>
<b>ALERT ADVANTAGE</b>	

## SOLVING PROBLEMS USING THE 7 FASCINATE ADVANTAGES

	Notes
<b>INNOVATION ADVANTAGE</b>	

	Notes
<b>PASSION ADVANTAGE</b>	

	Notes
<b>POWER ADVANTAGE</b>	

	Notes
<b>PRESTIGE ADVANTAGE</b>	

## **SOLVING PROBLEMS USING THE 7 FASCINATE ADVANTAGES**

	Notes
<b>TRUST ADVANTAGE</b>	

	Notes
<b>MYSTIQUE ADVANTAGE</b>	

	Notes
<b>ALERT ADVANTAGE</b>	

# **ADVISOR ANTHEM COACHING TOOLKIT**

## **FASCINATE ANTHEM METHOD**

You do not have to be perfect at everything. But you do have to be extraordinary at something.

Your Anthem lights the way to your most extraordinary qualities, so that you can focus on what you naturally do best.

Your Anthem is a very short phrase, usually just two words long. It describes how you are different and what you do best. This is the fastest and easiest way to describe your distinct value. Think of it like a tagline for your personality.

## **ANTHEM BUILDER POWER QUESTIONS**

The following questions can be used when coaching a client using the How to Fascinate® system. Whether you're reviewing Fascinate Advantage Assessment results or helping a client build their Fascinate Anthem, this power question cheat sheet will help you and your client gain a deeper understanding and connection to their How to Fascinate® results.

Which of the three threats (distraction, competition, commoditization) do you face most often? Why? Of the three, which threat does the most damage to your business? Why? What's been your remedy?

Describe a at work success, high performance moment.

What happened? What did it feel like? What was the outcome? Who else was there? How did you work with them? How did your Advantage add value?

FCA: Listen for moments where Advantages are being demonstrated – do a playback.

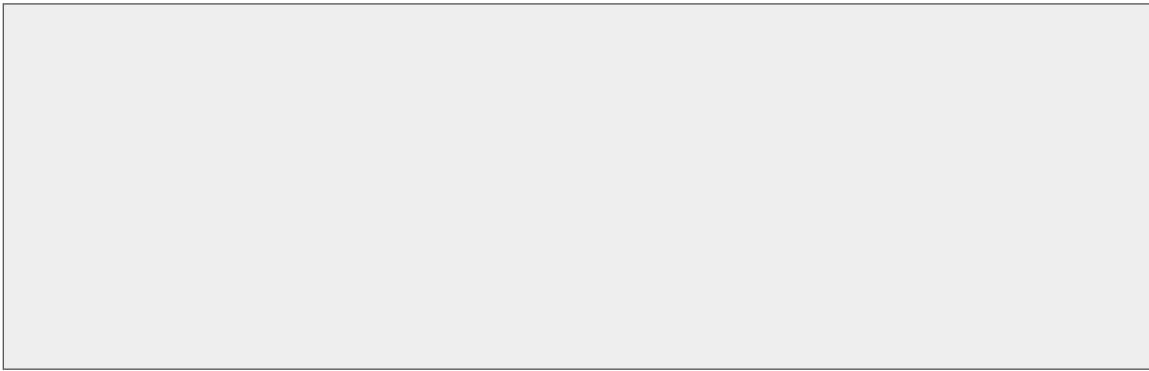
Refer to top 5 Speciality Adjectives – can you make a link to your clients situation?

## **ANTHEM BUILDER POWER QUESTIONS**

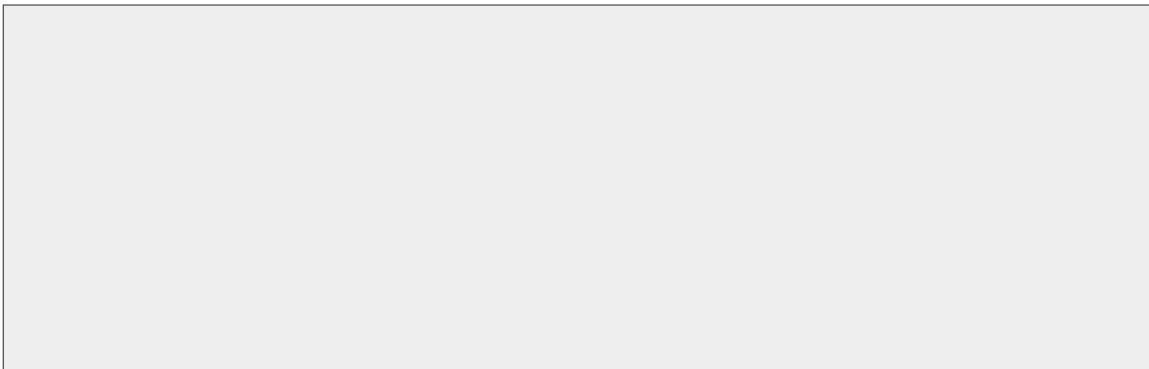
Describe a at work failure, low performance moment.

What happened? What did it feel like? What was the outcome? Who else was there? How did you work with them? What role did your Advantages play? Archetype? Dormant and Double Trouble?

FCA: Listen for moments where Advantages, Dormant or Double Trouble are being demonstrated – do a playback.



How do you add value to relationships? How could you be damaging relationships?



## **ANTHEM BUILDER POWER QUESTIONS**

Review your top 5 speciality adjectives. Pick 3 and reflect on how you've successfully demonstrated these. Be specific.

Referring to page 6 in your FAA 'One minute Coaching', review the tip. How does this apply to you? What circumstance or situation have you had that this tip is an example of?

What gets you up in the morning? Why does your work matter?



## **ANTHEM BUILDER POWER QUESTIONS**

Look back upon your career successes, name three in which you proactively created a successful outcome. Be specific, details are important.

When you look at the situations, what themes do you notice? What are the commonalities?

What specific skill, capability or expertise were you demonstrating? What was the outcome?

What data or factual evidence do you have to support your outcome? i.e 20% increase in sales.

## **ANTHEM BUILDER POWER QUESTIONS**

What did others say? What stories, testimonials or feedback from others do you have to support your outcome?

Think about your favorite client or your company's biggest struggles to gaining new business. What is their biggest problem?

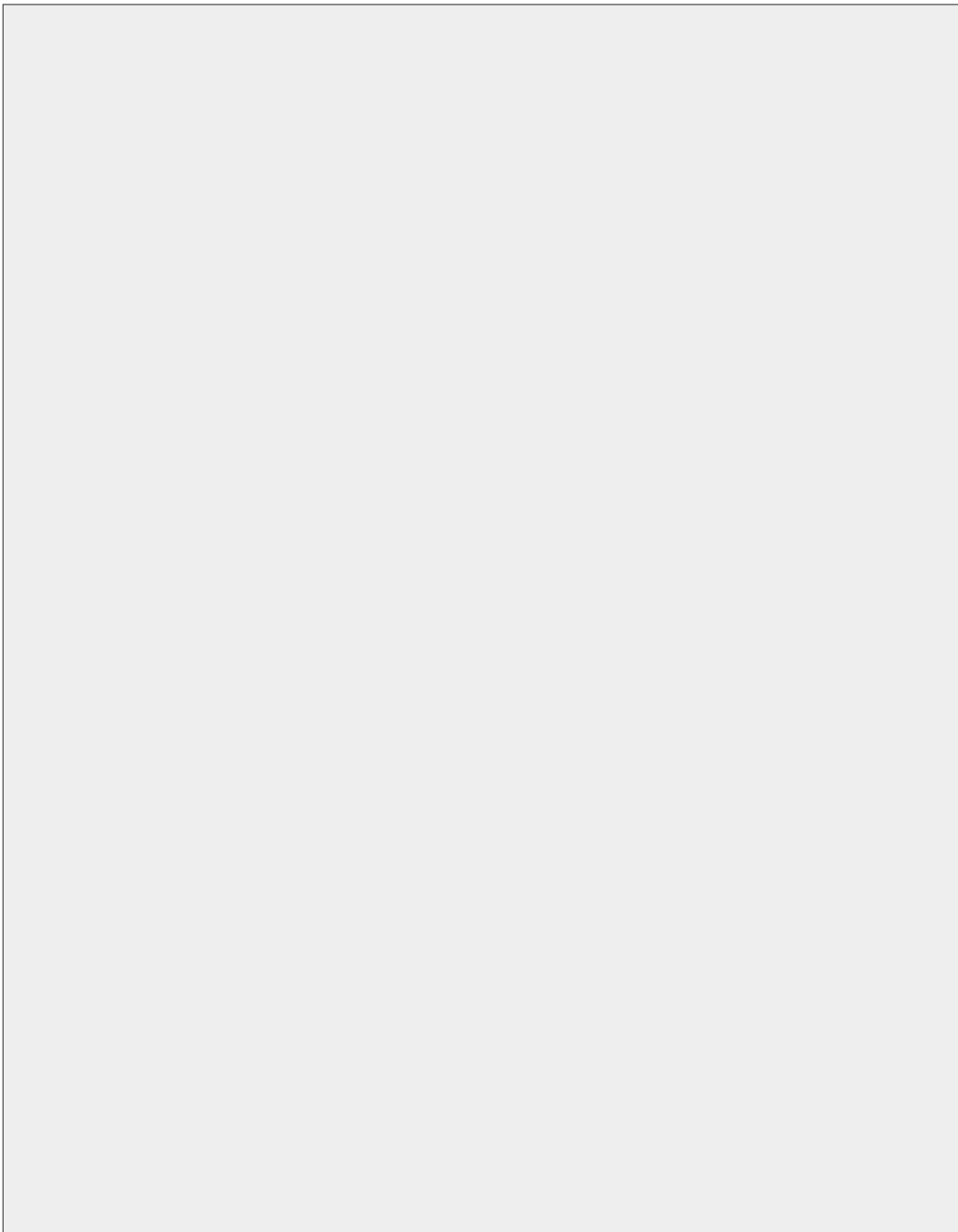
If someone is going to hire you, or partner with you, or work alongside you in a team, you share some sort of mutual problem – the challenge, task or mission that you're joining forces to accomplish.

Identify the top three consequences your client/prospective client faces without you:

What are the potential consequences to this problem? Think about the worst possible outcome to not solving this problem. Sales decrease, lose clients, lost business etc.

## **PEAK PERFORMANCE**

Identify an event(s) where you have been at your best. These events can be something that happened in a moment or spanned over a period of time. It's important that your peak performance event is meaningful and memorable to you. Think back to your Wellspring. It's an experience that had you feel focussed, in the flow, energized or challenged. Write them here:



# FIVE QUESTIONS

## TO HELP PERFECT YOUR ANTHEM

---

The following questions will help you think more tangibly and meaningfully about your Anthem once you've started creating it. We want to help you understand the different ways your Anthem will apply to your business and life.

The more precisely you can explain your Anthem, the more confident you'll feel when centering your communication around it.

---

### 1. What is your Anthem?

First, the basics. This is the adjective / noun combination.

---

### 2. What is a problem your clients face?

Describe a frequent issue or challenge or problem that you are hired to help solve. You might think of this as a "pain point."

---

---

### 3. How does your Anthem solve this?

How does your Anthem help clients overcome this problem? We want to demonstrate how you immediately add value. Your Anthem helps you provide a solution.

---

---

### 4. What's an example of how you've succeeded in the past?

When you look at your career, how has your Anthem helped you in the past? You might read through your bio and identify a few specific examples of how you have succeeded, and then link one of these examples to your Anthem.

---

---

### 5. What's an example of how you'll succeed in the future?

When a client hears your Anthem, you want them to understand how you are different than everyone else, and how you will apply this to their business. How does your Anthem solve their problem(s)?

---

---

## ANTHEM BUILDER WORKSHEET

**Step 1:** Turn to page 6 in Fascinate Advantage Assessment. Write down your 5 specialty adjectives.


**Step 2:** Turn to page 8 in Fascinate Advantage Assessment. Find your twin. Write down the top 3 adjectives of your twin.


**Step 3:** More words? Using the Matrix on page 8 in your FAA, go along your Primary and Secondary advantage. As you read these words, if any resonate with you or you like and find they describe you, write these words down.


**Step 4:** Review the adjectives listed above. Choose 3-5 that best describe how you are different.


## ANTHEM BUILDER WORKSHEET

**Step 5:** Review the Fascinate Asset/Noun list. Select 3-5 that describe what you do best.


**Step 6:** Match Maker

- Combine your adjective with your noun, to create a pairing of two words.
- Take your adjective (how you are different) and your noun (what you do best) and write your possible options below.
- Create options - put all possible combinations together.

Adjective	Noun	Example

## ANTHEM BUILDER WORKSHEET

**Step 7:** Referring to Step 6 - Match Maker, select your top three adjective/noun (do different/do best) pairings.


**Step 8:** Select your Anthem and complete one of these sentences:

- “In my distinct value I deliver \_\_\_\_\_.”
- “If you need someone who delivers \_\_\_\_\_, I can help.”
- “Even when things get tough, I promise to give \_\_\_\_\_.”

**Anthem:**

Do Different	Do Best

**Step 9:** Secondary pairings to your Anthem. These are your runner ups to your Anthem. You’ll be using them later as your ‘value adds’ in your Anthem Statement.

Do Different	Do Best

## Noun bank

### GENERAL

- Accuracy
- Attitude
- Awards
- Brainstorming
- Character
- Communication
- Creativity
- Credentials
- Energy
- Experience
- Expertise
- Flexibility
- Follow-Through
- Ideas
- Influence
- Insights
- Mindset
- Network
- Precision
- Problem-Solving
- Relationships
- Reputation
- Results
- Skillset
- Solutions
- Stamina
- Standards
- Team-Building
- Tenacity
- Thought-Leadership
- Vision
- Work Ethic

### FINANCE/SALES

- Selling
- Management
- Business
- Negotiations
- Banking
- Profits
- Sales
- Goals

- Leverage
- Investments

### NONPROFIT

- Development
- Initiative
- Conservation
- Integration
- Strategies

### ADMIN/TRAINING

- Objectives
- Protection
- Specialist
- Procedure
- Policies
- Relations
- Management
- Programs
- Training
- Collaboration

### MARKETING

- Writing
- Presentations
- Entertainment
- Marketing
- Trends
- Techniques
- Designs
- Communication
- Pizzazz

### TECHNICAL

- Solutions
- Programs
- Procedures
- Analysis
- Assistance
- Operations
- Logistics
- Maintenance
- Specifications
- Mechanics
- Engineering

- Synergy

### LEADERSHIP

- Management
- Accountability
- Achievements
- Principles
- Leadership
- Coaching
- Framework
- Engagement
- Experience
- Mentoring

### OTHER

- Action
- Approach
- Attention
- Awareness
- Certainty
- Community Building
- Connection
- Direction
- Efficiency
- Excitement
- Execution
- Imagination
- Ingenuity
- Initiative
- Inspiration
- Interaction
- Knowledge
- Management
- Network
- Originality
- Participation
- Play
- Precision
- Readiness
- Resourcefulness
- Stimulation
- Structure
- Style
- Understanding

**Need more options than the list we provided? Don't forget about your trusty thesaurus. It's always happy to help.**



## **FCA FEEDBACK WORKSHEET**

What would you tell a colleague about the coaching you received from your FCA?

What feedback can you provide on what your FCA did well?

What feedback can you provide on what your FCA can do differently?

What's the one thing you're taking away from your coaching experience with your FCA?

## **3 STEP ANTHEM STATEMENT BUILDER WORKSHEET**

<b>Step 1</b>	Who are you? Title or Archetype	
<b>Step 2</b>	What's your core speciality? State your Anthem.	
<b>Step 3</b>	How do you deliver your Anthem? Secondary pairings to Anthem.	
<b>Bonus (optional)</b>	Who do you serve? Name your audience, client or listener. or How do you solve their problem/results they can expect?	

### **Create your Anthem Statement:**

## ANTHEM STATEMENT - BREAKDOWN

### Who are you? (Look no title, Archetype)

I am THE ANCHOR. I empower my clients and colleagues by providing observant insights and seeing where we can go from there. I offer rational thought-leadership and an unruffled attitude.

### Anthem

I am THE ANCHOR. I empower my clients and colleagues by providing observant insights and seeing where we can go from there. I offer rational thought-leadership and an unruffled attitude.

### Secondary pairs to Anthem

I am THE ANCHOR. I empower my clients and colleagues by providing observant insights and seeing where we can go from there. I offer rational thought-leadership and an unruffled attitude.

### Target market / Audience

I am THE ANCHOR. I empower my clients and colleagues by providing observant insights and seeing where we can go from there. I offer rational thought-leadership and an unruffled attitude.

## **HOMEWORK**

### **Anthem in Action:**

Complete your Fascinate Anthem Statement.

Find 3 ways where you can apply your Anthem and how its the perfect solution to your clients needs.

## **HOMEWORK**

Name 3 instances where you've solved a problem or had a success that demonstrated your Anthem in Action.

## **HOMEWORK**

Ask 5 colleagues, clients, previous managers/coworkers, family and friends, etc. to tell you how your Anthem has helped them? What examples do they have of working with you where you've delivered your Anthem.

## **ANTHEM IN ACTION**

**Find 3 ways where you can apply your Anthem and how its the perfect solution to your clients needs.**

**Name 3 instances where you've solved a problem or had a success that demonstrated your Anthem in Action**

## **ANTHEM IN ACTION**

**Ask 3 colleagues, clients, previous managers, coworkers, family and friends, etc. to tell you how your Anthem has helped them? What examples do they have of working with you where you've delivered your Anthem.**



## **LEARNING REFLECTIONS + ACTION PLAN**

STEPS I WILL TAKE AFTER THIS SESSION TO LIVE MY ANTHEM

How will you apply your Anthem after you leave the workshop today?

1)

2)

3)

### **Starting tomorrow:**

What is the one way that I can start applying my anthem at work?

What situations could really benefit from my Anthem?

How will I apply my Anthem to reduce conflict to improve communication and collaboration?

## **ACTIVITY 1: APPLY THE 7 ADVANTAGES**

Objective for this Activity:

Practice applying the 7 Fascinate Advantage languages by identifying the distinct messaging each language has. Remember, you communicate at your best when using your top 2 Advantages. For the purpose of this activity, we want you to apply only one Advantage to the scenario to gain a fluency in this Advantage.

Your prospective client has been having issues with employee engagement due to numerous change initiatives. Employees are feeling disconnected from their work and team, silos are forming and customers are starting to be impacted negatively. As an FCA you know that the HTF system can connect people back to their purpose, improve communication and ultimately get things back on track. You're preparing to pitch your How to Fascinate® program to your client.

Using your assigned 2 Advantages:

- How would you pitch the value of the HTF system?
- Highlight key characteristics that this Advantage would demonstrate.
- Write a 2 – 3 sentence pitch using each Advantage.

To give you a short cut. Refer to page 9 – 15 in this workbook for the Fascinate Advantage communication do's and don'ts.

## Applying the Advantages - Sample

<b>Script Starter:</b>	<p>You want to improve customer service, product quality, productivity and ultimately make more money. But things get in the way. In this competitive, fast paced and noisy world people get distracted from their goals and from what’s really important. When this happens it impacts your company and results. Employees disconnect from their work and teams, silos form, conflicts emerge and customers get impacted. You want a team that’s connected to a common goal, working together collaboratively and cooperatively.</p>
<b>Advantage:</b>	Prestige
<b>Key Advantage Characteristic Highlights:</b>	<ul style="list-style-type: none"> <li>■ Present a clear reward.</li> <li>■ Focus on how the solution is what’s hot and present compared to the competition.</li> <li>■ Surprise by elevating the bar, deliver an outstanding first impression and set higher standards.</li> <li>■ Be sure to make them look good.</li> <li>■ Show better than expected results.</li> <li>■ Exceed expectation.</li> </ul>
<b>2 – 3 sentence pitch using this Advantage</b>	<p>I can show you how the Fascinate system will <b>improve employee engagement, build team collaboration and help you exceed your company goals.</b> Your employee’s will be <b>recognized for their unique Advantage and give you more of their best.</b> Once you learn your Team Advantage you’ll <b>recognize your teams strengths,</b> identify hidden patterns and tap into your teams Advantages to become <b>more productive and efficient.</b></p> <p>Our clients have seen <b>better than expected results,</b> even those with world class employee engagement saw an <b>increase in their scores</b> after the How to Fascinate system was brought in. Fascinate has been delivered to organizations like <b>Cisco, GE, ATT and Intel.</b> Yes, it’s the newest and most innovative communication assessment out there – but its one that’s been built reputation on of trusted experts, principle and purpose.</p>

**Applying the Advantages - Worksheet**

<b>Script Starter:</b>	You want to improve customer service, product quality, productivity and ultimately make more money. But things get in the way. In this competitive, fast paced and noisy world people get distracted from their goals and from what's really important. When this happens it impacts your company and results. Employees disconnect from their work and teams, silos form, conflicts emerge and customers get impacted. You want a team that's connected to a common goal, working together collaboratively and cooperatively.
<b>Advantage:</b>	
<b>Key Advantage Characteristic Highlights:</b>	
<b>2 – 3 sentence pitch using this Advantage</b>	

**Applying the Advantages - Worksheet**

<b>Script Starter:</b>	You want to improve customer service, product quality, productivity and ultimately make more money. But things get in the way. In this competitive, fast paced and noisy world people get distracted from their goals and from what's really important. When this happens it impacts your company and results. Employees disconnect from their work and teams, silos form, conflicts emerge and customers get impacted. You want a team that's connected to a common goal, working together collaboratively and cooperatively.
<b>Advantage:</b>	
<b>Key Advantage Characteristic Highlights:</b>	
<b>2 – 3 sentence pitch using this Advantage</b>	

## **APPLY THE 7 ADVANTAGES - NOTES**

<b>Advantage</b>	<b>Key Highlights and Sample Pitch</b>
<b>Innovation</b>	
<b>Passion</b>	
<b>Power</b>	
<b>Prestige</b>	
<b>Mystique</b>	
<b>Alert</b>	
<b>Trust</b>	

## THE 7 TYPES OF COMMUNICATION

**POWER**

A LEADER WHO  
MAKES DECISIONS

**PASSION**

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

**MYSTIQUE**

UNEMOTIONAL, SOLO INTELLECT  
BEHIND THE SCENES

**PRESTIGE**

OVERACHIEVER WITH  
HIGH STANDARDS

**ALERT**

PRECISE DETAIL MANAGER

**INNOVATION**

UNTRADITIONAL  
PROBLEM-SOLVER

**TRUST**

STABLE, RELIABLE PARTNER

## INNOVATION: LANGUAGE OF CREATIVITY

### Who are they?

Innovative – Independent – Creative – Irreverent - Entrepreneurial

#### Do's

- Do generate fresh and inventive solutions.
- Do think unconventionally.
- Do give space for autonomy.
- Do allow freedom to make decisions, room to flex creativity and brainstorm.
- Do encourage exploring alternative ideas and new techniques.
- Do focus development vs execution.
- Do emphasize the big picture vs the details.
- Do turn the humdrum into something that's unique and out of the box.
- Do create new ways of doing things.
- Do experiment.

#### Don'ts

- Don't put limitations.
- Don't allow for rigid boundaries
- Don't be a linear thinker.
- Don't gravitate to traditional approaches with proven history .
- Don't focus on the planning process.
- Don't demand strict process and discipline.
- Don't accept thinking the way it's been done as the way it should be done.



## PASSION: LANGUAGE OF EMOTION

### Who are they?

Expressive – Intuitive – Dynamic – Warm- Devoted

#### Do's

- Do create an experience of emotion and feeling.
- Do attract with warmth and closeness.
- Do connect with emotion.
- Do build a feeling into your message.
- Do connect head to heart.
- Do communicate expressively.
- Do use colorful language and humour.
- Do bring a participatory style by engaging others.
- Do tap into the need of human connection.
- Do encourage others to engage.

#### Don'ts

- Don't rely on hard facts and opinions.
- Don't bank on logic or sensibility to close the deal.
- Don't sell on utility and function.
- Don't bring data, instruction manuals or more product descriptions.
- Don't be dull and boring.
- Don't speak in a monotone voice.
- Don't expect a rational decision maker.

## POWER: LANGUAGE OF AUTHORITY

### Who are they?

Confident – Influential – Opinionated - Goal Oriented - Decisive

#### Do's

- Do focus on goals and plans.
- Do show how your idea commands respect.
- Do show how your solution gets to end state and goal.
- Do show time efficiency.
- Do confront the problem head on.
- Do take care of issues as soon as they arise.
- Do come prepared with solutions that solve.
- Do present facts and provide input.
- Do be clear and confident.
- Do inform and ensure confidence with research rigor.

#### Don'ts

- Don't focus on big ideas and not on goals and plans.
- Don't show affection over respect.
- Don't slow down decision making with more information and input.
- Don't go into analysis, paralysis.
- Don't beat around the bush, get straight to the point.
- Don't waste time to reach goals.

## **PRESTIGE: LANGUAGE OF EXCELLENCE**

### **Who are they?**

Ambitious – Aspirational – Discerning - Detail oriented – Strong-willed

#### **Do's**

- Do present clear rewards.
- Do focus on details.
- Do tap into trends, what's hot and present the competition.
- Do rely on first impressions.
- Do hold yourself to a high standard.
- Do set high goals and push performance to the next level.
- Do show how your solution will elevate status.
- Do centre your message on rising up, knowing more, doing more, having more, being more.
- Do define new, higher standards.
- Do bring a plan of action.
- Do elevate the perceived value.
- Do exceed expectations.

#### **Don'ts**

- Don't make concessions or settle
- Don't just be good enough.
- Don't accept things as they are.
- Don't rush decision making.
- Don't harm reputation or tarnish their image.

## TRUST: LANGUAGE OF STABILITY

### Who are they?

Reliable – Familiar – Stable – Predictable - Comforting

#### Do's

- Do rely on tradition and past performance.
- Do reinforce consistency in expectations and results delivered.
- Do focus on building loyalty for decision making.
- Do offer reliable options.
- Do pay attention to detail.
- Do what you say, say what you do.
- Do put others before your interests.
- Do stick to routine.
- Do bring ideas that have been tried and worked in the past.
- Do bring a plan.

#### Don'ts

- Don't fluctuate in the way you conduct yourself.
- Don't choose innovative, new and not tested ideas or solutions.
- Don't force change.
- Don't bring spontaneity or surprises.
- Don't expect to sell on impulsive decision making.
- Don't act unpredictably.
- Don't stir up conflict.

## ALERT: LANGUAGE OF DETAILS

### Who are they?

Perfectionistic – Reliable – Careful - Routine-oriented - Rational

Do's	Don'ts
<ul style="list-style-type: none"> <li>■ Do create urgency to avoid negative consequences.</li> <li>■ Do define consequences associated with your message.</li> <li>■ Do pay attention to the details.</li> <li>■ Do show your solution deflecting problems and avoiding conflict.</li> <li>■ Do set clear expectations.</li> <li>■ Do use rational risks to drive action.</li> <li>■ Do focus on linear and logical thinking.</li> <li>■ Do pay attention to schedules and budgets.</li> <li>■ Do communicate the cost of not taking action.</li> <li>■ Do show what could go wrong and how to keep things on track.</li> </ul>	<ul style="list-style-type: none"> <li>■ Don't instigate conflict or be controversial.</li> <li>■ Don't be unpredictable or colour outside the lines.</li> <li>■ Don't be elusive or hold back details.</li> <li>■ Don't be complacent or too easy going.</li> <li>■ Don't focus on the big picture or the 10,000 foot view.</li> <li>■ Don't expect impulsive or quick decisions.</li> <li>■ Don't engage in free-form brainstorming.</li> </ul>

## MYSTIQUE: LANGUAGE OF SUBSTANCE

### Who are they?

Reserved – Complex – Understated – Rational - Deliberate

#### Do's

- Do present data to improve decision making.
- Do provide analyzed facts and quantitative information.
- Do bring a pragmatic approach.
- Do stay in control of your communication style.
- Do bring a minimal approach, boil everything down to its essence.
- Do remain calm in situations of pressure.
- Do present facts and ideas that get to execution.
- Do listen and ask questions.
- Do present ideas in an objective, factual context.
- Do send a succinct message.

#### Don'ts

- Don't over-communicate.
- Don't send distracting signals.
- Don't make them the centre of attention or in the limelight.
- Don't be overt or boisterous.
- Don't show strong emotion.
- Don't engage in 'chit chat' and witty banter.
- Don't ramble, overstate or make claims that you can't back up.

## 7 ADVANTAGES ADD VALUE IN TEAMS

### POWER

USES AUTHORITY TO EMPHASIZE THE IMPORTANCE OF THE GOAL.

### PASSION

GIVES EMOTIONAL SUPPORT AND PRAISE FOR EVERYONE'S EFFORTS.

### MYSTIQUE

ASKS QUESTIONS TO UNDERSTAND THE UNDERLYING ISSUES.

### PRESTIGE

VERBALLY RECOGNIZES THE WAYS IN WHICH OTHERS MAKE CONTRIBUTIONS.

### ALERT

ORGANIZES IN ADVANCE TO PREVENT UNPRODUCTIVE CONFLICTS.

### INNOVATION

THINKS OUTSIDE THE BOX TO OFFER A COMPLETELY NEW SOLUTION.

### TRUST

NURTURES RELATIONSHIPS SO THE FOCUS IS ON TEAM RATHER THAN INDIVIDUAL.

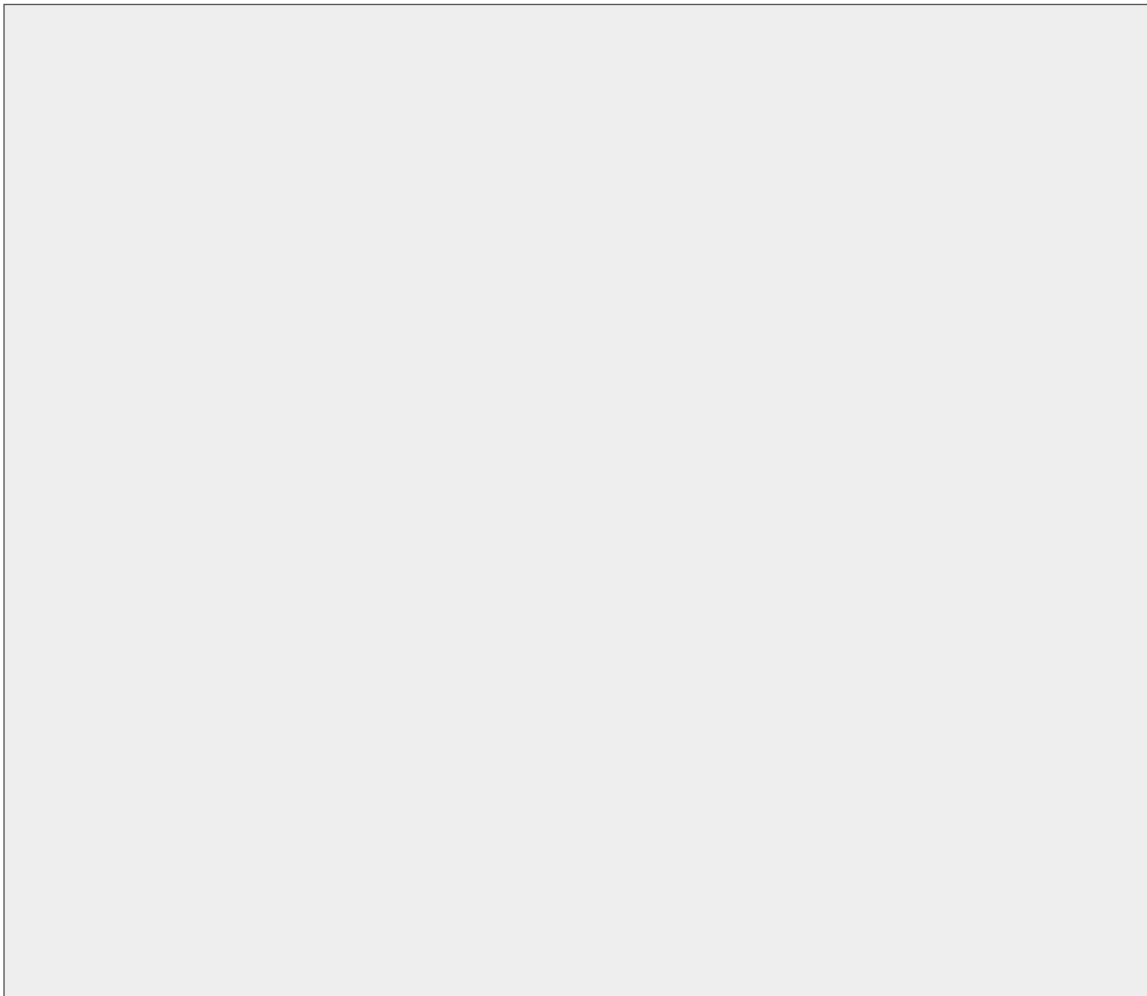
## **ACTIVITY 2: TEAM HEAT MAP ANALYSIS**

Objective for this Activity:

Identify and predict how a team is most and least likely to solve problems, deal with conflict and reach conclusions. Analyze a team heat map using a SWOT Analysis to identify the hidden patterns and a team's core specialty.

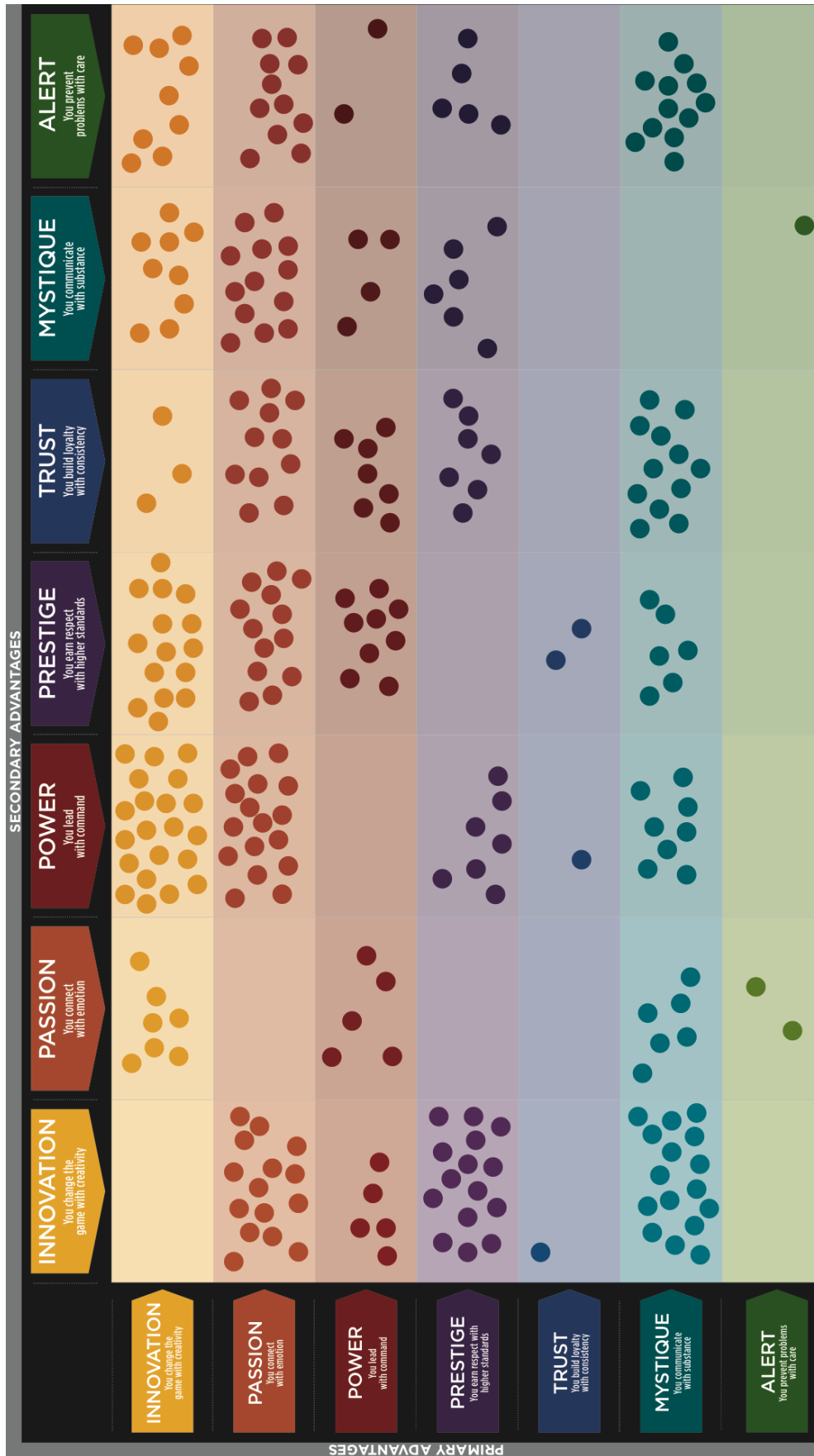
Next steps:

- In your break out groups assign speaker/scribe.
- Using your assigned a team heat map and a challenge to solve for: Write your responses to each S,W,O, T in your breakout room whiteboard (and capture it in your worksheet for future reference).
- Page 22-23 list key prompt questions to support your SWOT Analysis and Page 24-25 are your worksheets.





# PARTICIPANT WORKBOOK | FASCINATE CERTIFIED ADVISOR

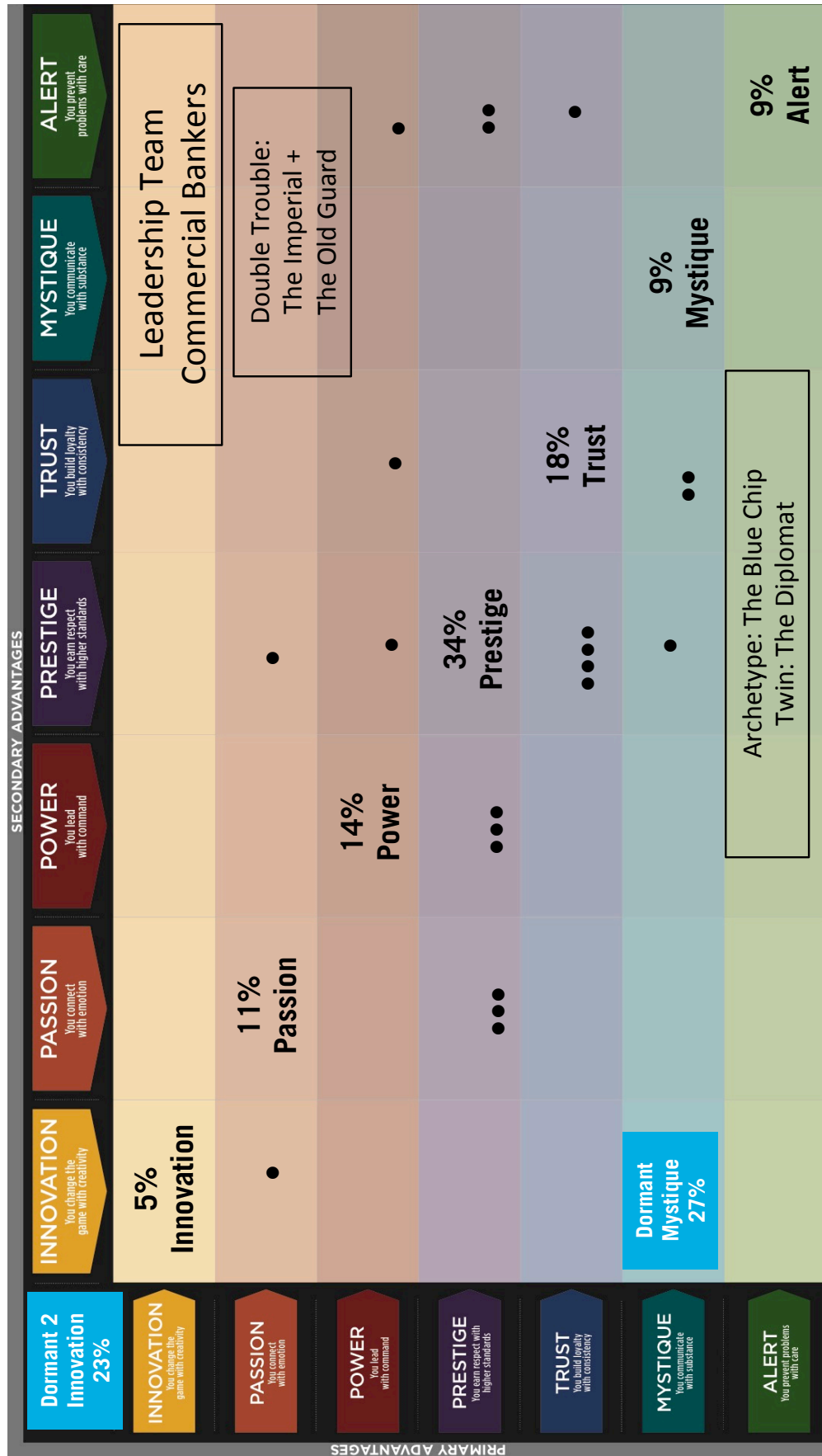


## **HOW TO FASCINATE® TEAM HEAT MAP**

- Identify your team's communication style.
- Predict how you are most (and least) likely to solve problems, deal with conflict and reach conclusions.
- Identify the hidden patterns in your team's Advantage.
- Know and understand if you have one dominant Advantage, or if you're evenly balanced.
- Identify and know your core specialty, or potentially even a disadvantage

## **HOW TO FASCINATE® TEAM HEAT MAP**

1. Tally all the individual primary and secondary Advantages.
2. Identify the teams top 2 Advantages.
3. Review the Advantages that the team believes best represent what the team most specifically wants to achieve (if different from above).
4. Select an Archetype and review the Archetype + Twin adjectives and select the words that best describe the team.



## TEAM HEAT MAP SWOT SCENARIO 1

Strengths - Advantage	Weaknesses - Dormant
<p>Consider the teams top 2 Advantages, what value does this team bring?</p> <p>Based on the teams overall Advantage distribution what are this teams strengths?</p>	<p>With a dormant of Mystique what challenges could this team face?</p> <p>What's the impact of having a high dormant in Innovation – what do they need to watch out for?</p>
Treats - Double Trouble	Opportunity - Action Plan
<p>Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.</p>	<p>Formal onboarding plans, peer mentorship and rotational assignments lead to well rounded and highly engaged employees. They want to adopt these best practices so that employees are more empowered and effective. However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem? <b>Provide 2-3 recommended actions they can take to solve this challenge?</b></p>

## TEAM HEAT MAP SWOT SCENARIO 2

Strengths - Advantage	Weaknesses - Dormant
<p>Consider the teams top 2 Advantages, what value does this team bring?</p> <p>Based on the teams overall Advantage distribution what are this teams strengths?</p>	<p>With a dormant of Mystique what challenges could this team face?</p> <p>What's the impact of having a high dormant in Innovation – what do they need to watch out for?</p>
Treats - Double Trouble	Opportunity - Action Plan
<p>Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.</p>	<p>Employees are not adopting new initiatives and best practices as quickly as management would like. Your goal is to inspire and motivate employees to take up and embrace change with agility and passion However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem? <b>Provide 2-3 recommended actions they can take to solve this challenge?</b></p>

## **TEAM HEAT MAP SWOT WORKSHEET 1**

<b>Strengths - Advantage</b>	<b>Weaknesses - Dormant</b>
<b>Treats - Double Trouble</b>	<b>Opportunity - Action Plan</b>

## **TEAM HEAT MAP SWOT WORKSHEET 2**

<b>Strengths - Advantage</b>	<b>Weaknesses - Dormant</b>
<b>Treats - Double Trouble</b>	<b>Opportunity - Action Plan</b>



## **HOMWORK SESSION 2**

**Create a business development plan leveraging what you've learned in the FCA program and how you plan on integrating the How to Fascinate® tools into your business and with your clients.**

<p>Name the clients you know who could immediately benefit from the HTF tools?</p>	
<p>What are you doing already that HTF can be integrated into and be complimenting your current programs, offers or solutions?</p>	
<p>Consider this, how is your solution solving one of these transformations:</p> <ul style="list-style-type: none"><li>• Improving Individual Communication</li><li>• Improving Team Performance</li><li>• Improving Team Engagement</li></ul>	
<p>What 'topic' can you focus on to leverage the HTF tools? i.e./ sales, branding, team building, diversity, communication, leadership, negotiating, difficult conversations, resolving conflict etc.</p>	
<p>How can you design a program (1:1 or group) that will leverage what you've learned using HTF? Take a shot and outline a program.</p>	
<p>What are your next steps?</p> <ul style="list-style-type: none"><li>• Today</li><li>• One week from today</li><li>• One month from today</li><li>• One year from today</li></ul>	

## **LEARNING REFLECTIONS + ACTION PLAN**

What are your top 3 learnings from today?

1)

2)

3)

What's one thing you will do differently as a result of what you learned today?

What's the one thing you will put into practice/action after today?

## **THE LEGAL STUFF...**

No amendments, alterations or changes may be made to this document or the underlying Fascination Advantage® assessment without first obtaining the express written permission of How To Fascinate or Sally Hogshead.

Fascination Advantage®, Discover How The World Sees You®, and How To Fascinate® are registered trademarks of How To Fascinate and/or Sally Hogshead. One-Hour Personal Brand, Ultimate Personal Brand, and each of the 7 Fascination Advantages, and the 49 Fascination Advantage® Archetypes are trademarks of How To Fascinate and/or Sally Hogshead. All other trademarks and copyrights are property of their respective owners.

Copyright © 2012-2017 How To Fascinate and Sally Hogshead. All Rights Reserved. Reproduction is prohibited without express permission of How To Fascinate or Sally Hogshead.