



HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION

*PARTICIPANT WORKBOOK SESSION THREE*



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## **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 Advantage:

- 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 – 17 in this workbook for the Fascinate Advantage communication do's and don'ts.

## Applying the Advantages - Sample

<p><b>Script Starter:</b></p>	<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>
<p><b>Advantage:</b></p>	<p>Prestige</p>
<p><b>Key Advantage Characteristic Highlights:</b></p>	<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>
<p><b>2 – 3 sentence pitch using this Advantage</b></p>	<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**

**Script Starter:**

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.

**Advantage:**

**Key Advantage  
Characteristic  
Highlights:**

**2 – 3 sentence  
pitch using this  
Advantage**

## **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.

## 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.

## ALERT: LANGUAGE OF DETAILS

### Who are they?

Perfectionistic – Reliable – Careful - Routine-oriented - Rational

#### Do's

- Do create urgency to avoid negative consequences.
- Do define consequences associated with your message.
- Do pay attention to the details.
- Do show your solution deflecting problems and avoiding conflict.
- Do set clear expectations.
- Do use rational risks to drive action.
- Do focus on linear and logical thinking.
- Do pay attention to schedules and budgets.
- Do communicate the cost of not taking action.
- Do show what could go wrong and how to keep things on track.

#### Don'ts

- Don't instigate conflict or be controversial.
- Don't be unpredictable or colour outside the lines.
- Don't be elusive or hold back details.
- Don't be complacent or too easy going.
- Don't focus on the big picture or the 10,000 foot view.
- Don't expect impulsive or quick decisions.
- Don't engage in free-form brainstorming.

## **WHAT MAKES THE FASCINATE SYSTEM DIFFERENT?**

- Our system is based on branding, rather than psychology.
- We identify communication patterns, rather than personality traits.
- We tell you how the world sees you, rather than how you see the world.
- Instead of focusing on strengths, we uncover how each person is different and uniquely suited to excel in a “specialty.”
- Instead of fixing people, we highlight what people are already doing right.

## **SAMPLE FCA OUTLINE FOR 1:1'S**

### **1 SESSION**

HOW TO FASCINATE® OVERVIEW

Fascinate Advantage Assessment® (FAA)

### **2 SESSIONS**

HOW TO FASCINATE® OVERVIEW  
ANTHEM BUILDER

One-Hour Personal Brand™ Strategy Kit

### **4-5 SESSIONS**

HOW TO FASCINATE® OVERVIEW  
ANTHEM BUILDER  
MARKETING MESSAGE  
VISIBILITY STRATEGY

Ultimate Personal Brand™ Playbook



## **SAMPLE WORKSHOP OUTLINES**

<b>Half Day (3-4hrs)</b>	<b>Full Day (7-8hrs)</b>
<ul style="list-style-type: none"><li>■ Fascinating Introductions/Icebreaker</li><li>■ Fascination Advantage® System Overview</li><li>■ Activity: The Seven Fascination Advantages</li><li>■ Break – 15 mins</li><li>■ Activity: Seven Fascination Advantages (con` t)</li><li>■ Effective Communication/Double Trouble</li><li>■ Activity: Fascination Anthem Builder</li><li>■ Wrap up</li></ul>	<ul style="list-style-type: none"><li>■ Fascinating Introductions/Icebreaker</li><li>■ Fascination Advantage® System Overview</li><li>■ Activity: The Seven Fascination Advantages</li><li>■ Break – 15 mins</li><li>■ Activity: Seven Fascination Advantages (con` t)</li><li>■ Effective Communication/Double Trouble</li><li>■ Break – 1 hour</li><li>■ Team Advantage + Team Heat Map</li><li>■ Activity: Team Heat Map SWOT Analysis</li><li>■ Break – 15 mins</li><li>■ Activity: Fascination Anthem Builder</li><li>■ Wrap up</li></ul>

## **HOMework SESSION 3**

**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>	

## **HTF PRODUCT OFFERINGS**

- Individual and small group solutions
- Large group and corporate solutions

**Many of our products will work in both small and large group scenarios.**

*Prices subject to change, Advisors will be notified of major price changes.*

# INDIVIDUAL & SMALL GROUP SOLUTIONS



## FASCINATION ADVANTAGE<sup>®</sup> ASSESSMENT (FAA)

- Communication profile
- Based on marketing
- Great add-on to MBTI, DiSC, Strengths Finder, etc.



## FASCINATION ADVANTAGE<sup>®</sup> EXPRESS (FAE)

- Great lead generator
- Perfect for prospects



## ONE-HOUR PERSONAL BRAND™ STRATEGY KIT (OHPB)

2 versions available:

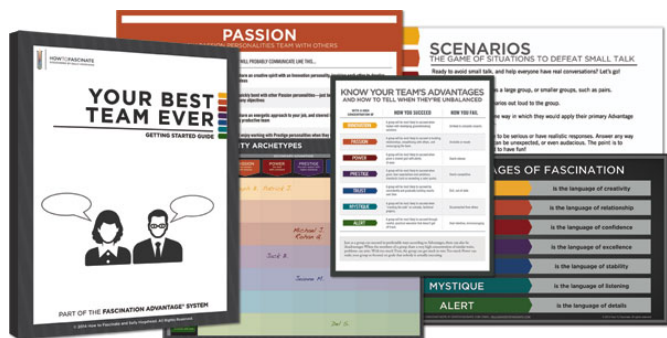
- For professionals
- For students

# INDIVIDUAL & SMALL GROUP SOLUTIONS



## ULTIMATE PERSONAL BRAND™ PLAYBOOK (UPBP)

- 5-week course
- Perfect for coaching



## BEST TEAM EVER™ KIT (BTE)

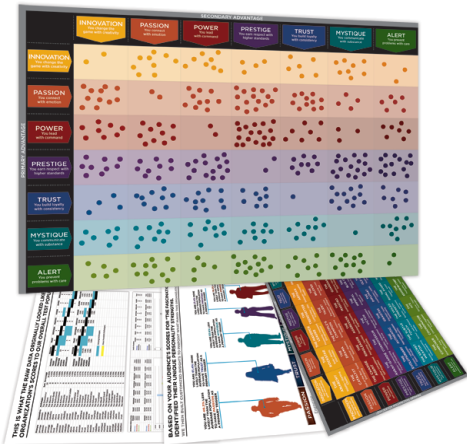
- Perfect for team building
- Includes activities and cheat sheets
- Does not include assessments



## COMPLETE FASCINATION BUSINESS SYSTEM (CFBS)

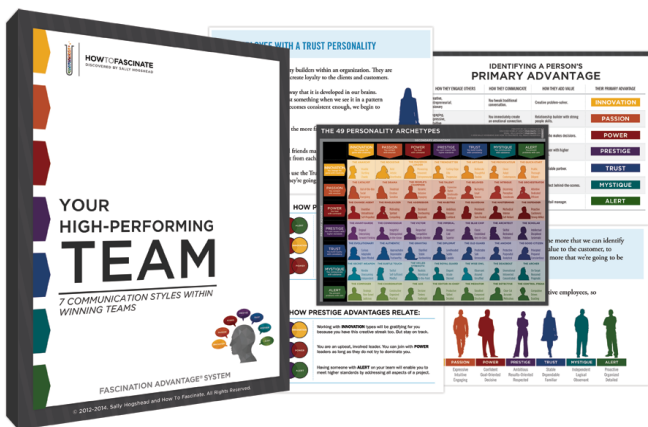
- Includes: *Your High-Performing Team & Your High-Performing Brand*
- Perfect for entrepreneurs

# LARGE GROUP & CORPORATE SOLUTIONS



## YOUR TEAM ADVANTAGE (YTA)

- Perfect for teams of 20 or more
- Includes custom analytics
- Does not include assessments



## YOUR HIGH-PERFORMING TEAM (YHPT)

- Perfect for leaders / managers
- Includes 20 assessments (with full report)

 **FASCINATE**  
CERTIFIED ADVISOR

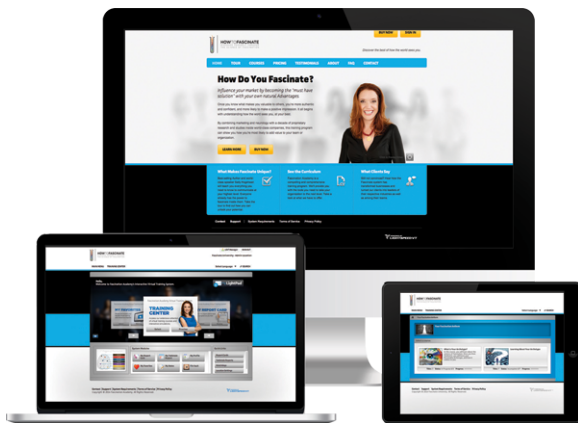
**ORGANIZATIONAL AND  
PUBLIC TRAINING (LIVE)**

## LARGE GROUP & CORPORATE SOLUTIONS



### LEADERSHIP BUNDLE (LB)

- Perfect for leaders, managers & team building
- Includes activities and cheat sheets
- Includes 20 assessments (with full report)



### FASCINATION ACADEMY (FA)

- Personalized, interactive and on-demand
- Features Sally Hogshead
- Includes Anthem instruction
- Includes Fascination Personality test & Complete Profile

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

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