

Anthem Builder

Objective:

- Build or validate your Anthem.
- Get hands on Anthem Building coaching practice.

Break out into assigned pairs.

- 1 Person = Client + 1 Person = FCA.
- Take turns to coach building an Anthem.
- Anthem building (10 mins) + FCA coaching feedback (2 mins), then switch.

Coaching Options:

A) Build an Anthem

Complete Anthem Builder Worksheet Page 20-23

B) Validate an Anthem

Review your top speciality adjectives. Select 3 and reflect on how you've successfully demonstrated these. Page 15

Peak Performance – Share a story demonstrating your Anthem in action. Page 18

Support Material

- Bring your Anthem
- FCA Participant Workbook - Week One
- Fascinate Advantage Assessment

Your Anthem Statement:

“ My highest distinct value is my ability to deliver [your Anthem] .”

“If you need someone who delivers [your Anthem], I can help.”

“Even when things get tough, I promise to give [your Anthem].”

Jeff: Brandeliciousness

Lisa Spirited Solutions

Jean Cutting-edge Results

Olivia Genuine-Expert Advice

Ron: Innovative Ideas

Ridhwan; Cutting-edge Initiative

Carl: Insightful Innovation

Vivienne: Game changing solutions

Murtaza; Ambitious Results (FINAL- BREAKTHROUGH RESULTS)

Julia: Powerful Solutions

(Chrystal)