



Welcome to the

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 1



# FINKA JERKOVIC

FCA PROGRAM DIRECTOR

THE TRENDSETTER

INNOVATION + PRESTIGE

# WHO ARE YOU

- Entrepreneur
- Business and Executive Coach
- Manager, Mentor, Consultant
- Leadership Trainer or Facilitator
- Marketing Professional
- Organization, Team and Individual Change Manager
- Human Resources, Corporate Learning and Development

# THE GOAL OF THIS PROGRAM IS TO HELP YOU:

- Put yourself ahead, set yourself apart and grow your business.
- Have a signature tool in your toolbox to support individuals and teams in their branding, communication, and team effectiveness.
- Inspire and empower others to position themselves in the marketplace.
- Connect with your clients in a way that helps them reach their maximum potential.



# A WORD FROM ONE OF OUR FCA'S:



 Quiggle

“I have done quite a bit of keynote speaking, corporate consulting and leadership training in the past. Once I became a Certified Advisor for the Fascinate system, it not only **expanded** the amount of material I could speak on, but more importantly, gave my audience or attendees **something very personal and tangible** that they could take home and **apply to their life and business immediately.**”

Peggy Grande,  
Leadership Consultant, Speaker and Coach

# YOU WILL LEARN HOW TO:

- 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

# TRAINING BREAKDOWN

Pre-Work

4 Virtual Live Training Sessions (9:00-11:00am EDT)

After – Hours Call In (11:00-12:00am EDT)

Homework

Post Training Call

# LIVE TRAINING – WEEK 1

## Session 1

Monday June 20<sup>th</sup>: 9:00-11:00 EDT

- 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 2

Wednesday June 22<sup>nd</sup>: 9:00-11:00 EDT

- Get hands on, practical experience using Fascinate Anthem Brand Builder.
- Apply the 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 strengths, weakness, blind spots and opportunities.



# LIVE TRAINING – WEEK 2

## Session 3

Monday June 27<sup>th</sup>: 9:00-11:00 EDT

- Describe 'How to Fascinate®' competitive advantage.
- Explain the various How to Fascinate® product offerings.
- Create the perfect How to Fascinate® sales pitch using each of the Fascination Advantage.

## Session 4

Wednesday June 29<sup>th</sup>: 9:00-11:00 EDT

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

# AGENDA

- Logistics + housekeeping.
- Fascinate Advantage deep dive.
- Learn to Fascinate in seven different ways.
- Get hands on practice using Anthem Builder.
- Open-hours call in: (11:00-12:00pm EDT)

# 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.**



# INTRODUCE YOURSELF

- Your Name + Archetype
- Tell us about your business/work you do
- What are you most excited about for the training?
- Who's the biggest influencer and inspiration in your life?



LET'S GET  
STARTED




# 2 MOST IMPORTANT CONCEPTS

Different is better than better.

To become more successful,  
don't change who you are.

Become more of who you are.



# fas·ci·na·tion

“Fascination is an intense focus. When you fascinate your listener, they’re more likely to connect with you and remember you.”

When you fascinate your listener, they’re more likely to connect with you and remember you.

**People will pay a great deal of money if you can help them become fascinating.**

They will pay an average of \$288/month to be the most fascinating person in a room.



# HOW TO FASCINATE HISTORY & THEORY

- IT BEGAN WITH **BRANDING**.
- **2006** NEUROLOGY, LINGUISTICS, AND BIOLOGICAL ANTHROPOLOGY
- **2009** “*FASCINATE: YOUR 7 TRIGGERS TO PERSUASION AND CAPTIVATION*”
- **2010** *THE SIDE PROJECT THAT BECAME A PIVOT*
- **2014** “*HOW THE WORLD SEES YOU: DISCOVER YOUR HIGHEST VALUE THROUGH THE SCIENCE OF FASCINATION*”
- **2016** “*FASCINATE: HOW TO MAKE YOUR BRAND IMPOSSIBLE TO RESIST*” REVISED AND UPDATED

# THE FASCINATE ADVANTAGES

**Innovation**  
You change the game with creativity

**The Language of Creativity & Change**

**Passion**  
You connect with emotion

**The Language of Relationship & Emotion**

**Power**  
You lead with command

**The Language of Confidence & Authority**

**Prestige**  
You earn respect with higher standards

**The Language of Excellence & Standards**

**Trust**  
You build loyalty with consistency

**The Language of Stability & Dependability**

**Mystique**  
You communicate with substance

**The Language of Listening & Observing**

**Alert**  
You prevent problems with care

**The Language of Details & Anticipation**

# FCA TOOLKIT TIP #1

## TRUST

**Low or Dormant Trust does not mean you're not trustworthy.**

## PASSION

**Low or Dormant Passion does not mean you're not passionate.**

# THE 49 PERSONALITY ARCHETYPES

## SECONDARY ADVANTAGE

## PRIMARY ADVANTAGE

### INNOVATION

You change the game with creativity

### PASSION

You connect with emotion

### POWER

You lead with command

### PRESTIGE

You earn respect with higher standards

### TRUST

You build loyalty with consistency

### MYSTIQUE

You communicate with substance

### ALERT

You prevent problems with care

### INNOVATION

You change the game with creativity

### THE ANARCHY

Volatile • Startling  
Chaotic

### THE ROCKSTAR

Bold • Artistic  
Unorthodox

### THE MAVERICK LEADER

Pioneering • Irreverent  
Entrepreneurial

### THE TRENDSETTER

Cutting-Edge • Elite  
Progressive

### THE ARTISAN

Deliberate • Thoughtful  
Flexible

### THE PROVOCATEUR

Clever • Adept  
Contemporary

### THE QUICK-START

Prolific • Thorough  
Diligent

### PASSION

You connect with emotion

### THE CATALYST

Out-of-the-Box  
Energizing • Social

### THE DRAMA

Theatrical • Emotive  
Sensitive

### THE PEOPLE'S CHAMPION

Dynamic • Inclusive  
Engaging

### THE TALENT

Expressive • Stylish  
Emotionally-Intelligent

### THE BELOVED

Nurturing • Loyal  
Sincere

### THE INTRIGUE

Discerning • Perceptive  
Considerate

### THE ORCHESTRATOR

Attentive • Dedicated  
Efficient

### POWER

You lead with command

### THE CHANGE AGENT

Inventive • Untraditional  
Self-Propelled

### THE RINGLEADER

Motivating • Spirited  
Compelling

### THE AGGRESSOR

Dominant • Overbearing  
Dogmatic

### THE MAESTRO

Ambitious • Focused  
Confident

### THE GUARDIAN

Prominent • Genuine  
Sure-Footed

### THE MASTERMIND

Methodical • Intense  
Self-Reliant

### THE DEFENDER

Proactive • Cautionary  
Strong-Willed

### PRESTIGE

You earn respect with higher standards

### THE AVANT-GARDE

Original • Enterprising  
Forward-Thinking

### THE CONNOISSEUR

Insightful • Distinguished  
In-the-Know

### THE VICTOR

Respected • Competitive  
Results-Oriented

### THE IMPERIAL

Arrogant • Cold  
Superior

### THE BLUE CHIP

Classic • Established  
Best-In-Class

### THE ARCHITECT

Skillful • Restrained  
Polished

### THE SCHOLAR

Intellectual • Disciplined  
Systematic

### TRUST

You build loyalty with consistency

### THE EVOLUTIONARY

Curious • Adaptable  
Open-Minded

### THE AUTHENTIC

Approachable  
Dependable • Trustworthy

### THE GRAVITAS

Dignified • Stable  
Hardworking

### THE DIPLOMAT

Levelheaded • Subtle  
Capable

### THE OLD GUARD

Predictable • Safe  
Unmovable

### THE ANCHOR

Protective • Purposeful  
Analytical

### THE GOOD CITIZEN

Principled • Prepared  
Conscientious

### MYSTIQUE

You communicate with substance

### THE SECRET WEAPON

Ingenious • Unassuming  
Independent

### THE SUBTLE TOUCH

Tactful • Self-Sufficient  
Mindful

### THE VEILED STRENGTH

Realistic • Intentional  
To-the-Point

### THE ROYAL GUARD

Elegant • Astute  
Discreet

### THE WISE OWL

Observant • Assured  
Unruffled

### THE DEADBOLT

Unemotional • Introverted  
Concentrated

### THE ARCHER

On-Target • Reasoned  
Pragmatic

### ALERT

You prevent problems with care

### THE COMPOSER

Strategic • Fine-Tuned  
Judicious

### THE COORDINATOR

Constructive • Organized  
Practical

### THE ACE

Decisive • Tireless  
Forthright

### THE EDITOR-IN-CHIEF

Productive • Skilled  
Detailed

### THE MEDIATOR

Steadfast • Composed  
Structured

### THE DETECTIVE

Clear-Cut • Accurate  
Meticulous

### THE CONTROL FREAK

Compulsive • Driven  
Exacting

**Instead of focusing on what people need to “fix,” we highlight what they’re already doing *right*, so they can do more of it.**



# THE 3 THREATS YOU FACE

- Distraction
- Competition
- Commoditization

# POLL

**Which of the top 3 threats stand in your way when you want to get noticed, influence or persuade others?**

1. Distraction
2. Competition
3. Commoditization

Type in Chat Box



# SUCCESS FORMULA – HIGH ACHIEVERS

1. High performers deliver a specific benefit.
2. They are worth more and are being paid more.
3. Don't compete on price.



# FCA TOOLKIT TIP #2

**At your Best/Not so Best**

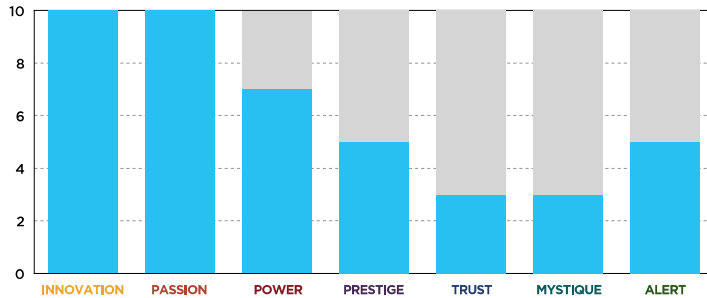
**Participant Guide: Page 3 – 4**

**5 Day Wellspring-Quicksand  
Challenge**

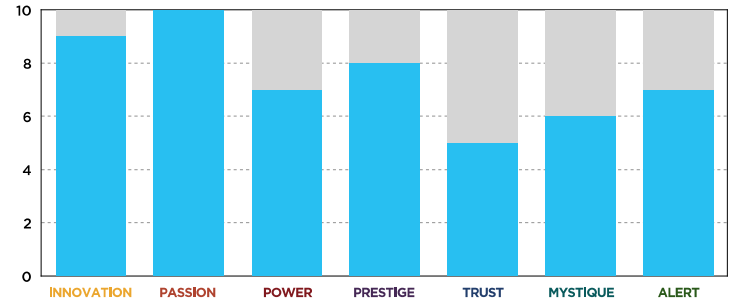
**Participant Guide: Page 5**



# THERE IS NO “RIGHT” DISTRIBUTION OF ADVANTAGES



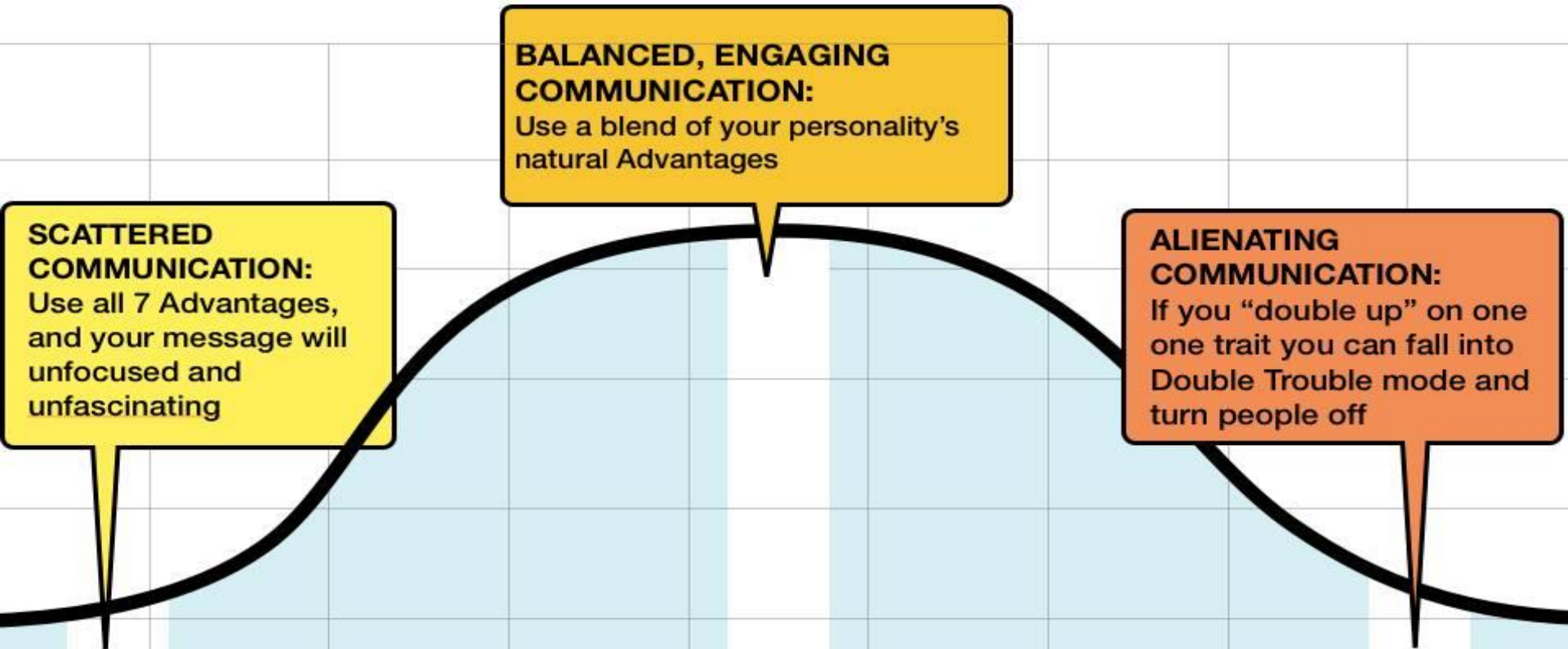
SALLY IS A **CATALYST**

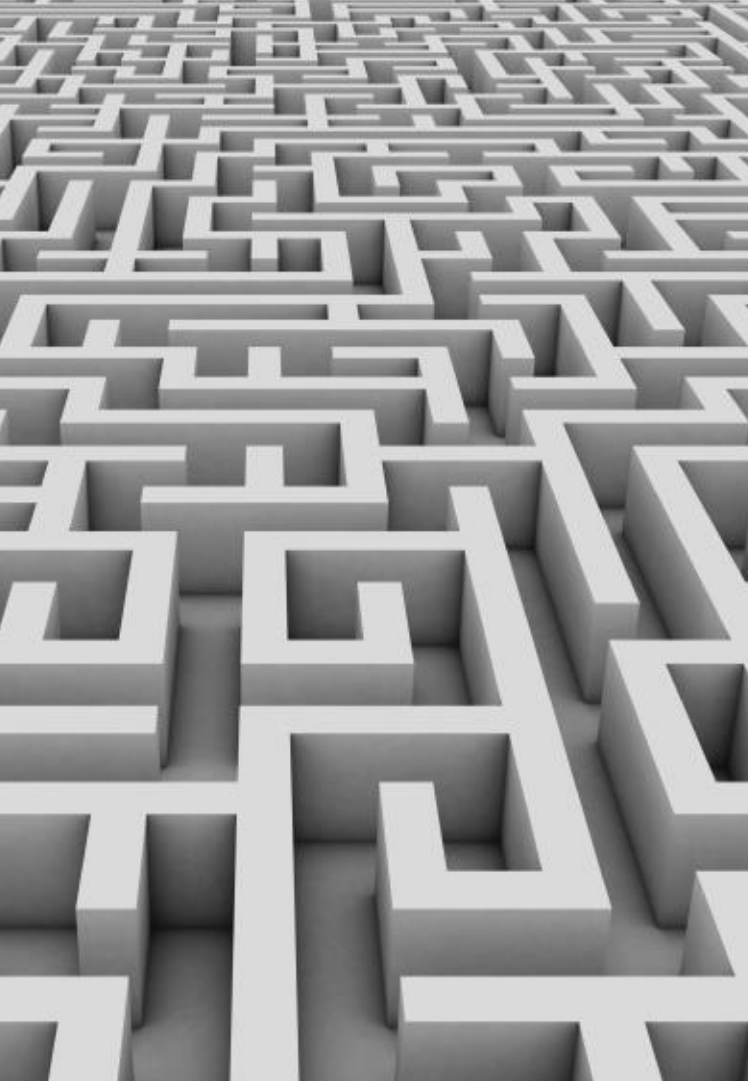


KARA IS ALSO A **CATALYST**


**Two Catalysts. Two different personality compositions.**

# COMMUNICATING EFFECTIVELY





# DORMANT

A vertical decorative bar on the left side of the slide, composed of seven horizontal segments in different colors: yellow, orange, red, dark red, purple, blue, and teal.

When too much of a good  
thing,  
may not be so good.

# DOUBLE TROUBLE

POWER + POWER

Dominant, Overbearing, Dogmatic

PASSION + PASSION

Theatrical, Emotive, Sensitive

MYSITQUE + MYSITQUE

Unemotional, Introverted, Concentrated

PRESTIGE + PRESTIGE

Arrogant, Cold, Superior

ALERT + ALERT

Compulsive, Driven, Exacting

INNOVATION + INNOVATION

Volatile, Startling, Chaotic

TRUST + TRUST

Predictable, Safe, Unmovable

# POLL

**Can you relate to a Double Trouble Zone?**

1. OMG, it's me!
2. No Way, no how, not me!
3. Are you talking about my (fill in the blank?)

Type in Chat Box



# GROUP DISCUSSION

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



# TIPS TO GET OUT OF THE DOUBLE TROUBLE

1. Self Awareness (You're half way there).
2. Call in your 'other' Advantage.
3. Ask a question – 'I wonder how I could bring more (insert Advantage) to this situatiuon?'
4. Pause.
5. Breathe.

# FCA TOOLKIT TIP #3

## Dormant

FAQ: How do I strengthen my Dormant?

## Double Trouble

FAQ: How do I avoid my Double Trouble zone?

# CHECK-IN

## RECAP

1. Communicate at your best with your Advantages.
2. Spend more time in your 'zone'.
3. No Archetype is exactly the same  
- Analytics, Pg.12.
4. Understand communication breakdown `red flags` that lead to double trouble.

## COMING UP!

1. Fascinate Advantage Deep Dive
2. Your turn! Hands on practice using Anthem Builder.

**“The greatest value you can add  
is to become more of yourself”**

**Sally Hogshead**



# FASCINATE ADVANTAGE DEEP DIVE

# BREAK OUT – ADVANTAGE DEEP DIVE

In your small group assign a time keeper, speaker + scribe.

## **Scribe:**

- Open Google docs to capture your groups notes
- Once complete, copy and paste your Google doc link into the chat box
- FYI: All notes from each small group will be summarized and forwarded to you

## **Timekeeper:**

- You have 12 mins. to complete this activity

## **Support Material:**

- Participant Workbook: Page 7- 10 (capture your personal notes)
- Resources and References Handbook:
  - Primary Advantages 12-18
  - Take Action/Sell & Collaborate 29-30; Team with others 31-37

# BREAK OUT – ADVANTAGE DEEP DIVE

1. What are key characteristics and value of this Advantage?
2. How does this Advantage drive us crazy?
3. Why do we need them?

Design, Sales, Customer Service, everyone is so busy with their own projects they stop paying attention to other departments. Routines become set; silos develop. But you're on the verge of cementing a big sales deal with HardCell Manufacturing and you need to have everyone in your company working together.

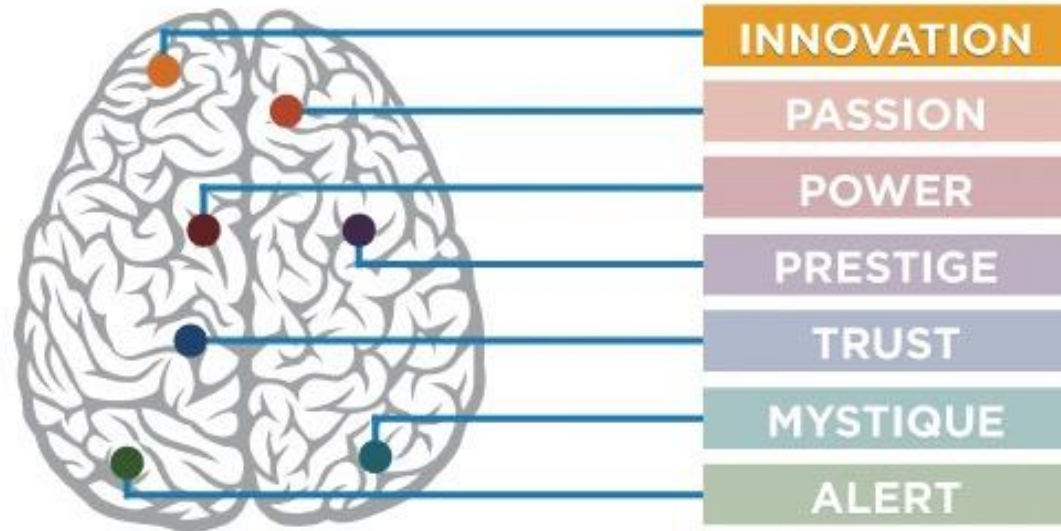
- A. Using your Fascinate Advantage, how can you increase collaboration among departments and insure the HardCell deal is sealed?



# ADVANTAGE BREAK OUT GROUPS

Innovation	Passion	Power	Prestige	Trust	Mystique	Alert
Susie Dapo	<b><u>Group 1</u></b> Juan Shea Whitney	Dee Dee Daina Haseena Michelle	Jill H Melba Narelle	Deane Jill G	Alfred Janette Antonius	Kathleen Carmen
	<b><u>Group 2</u></b> Sarah Debra Janet					

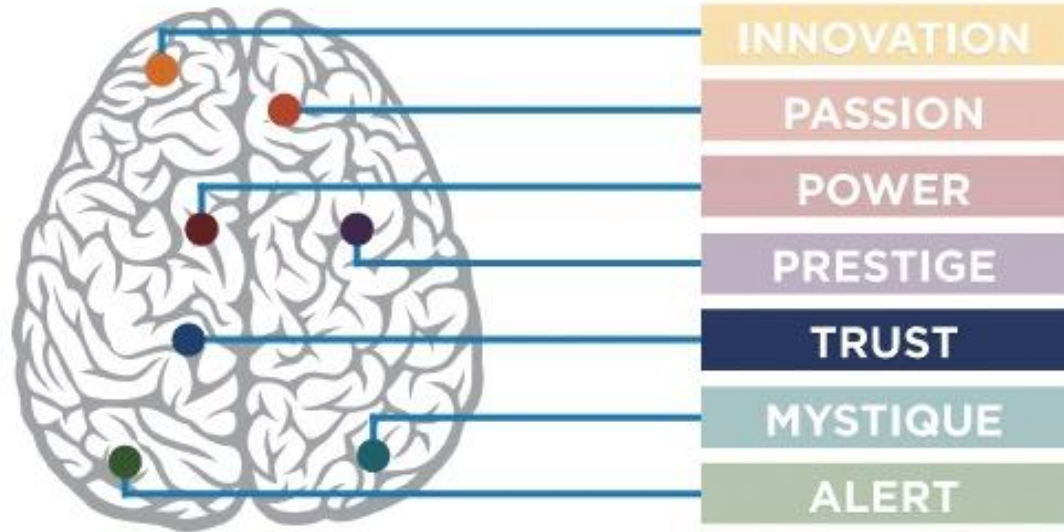
# INNOVATION



How to Fascinate® Research Fact

**Compared to women, men are more likely to have a primary Innovation Advantage.**

# TRUST

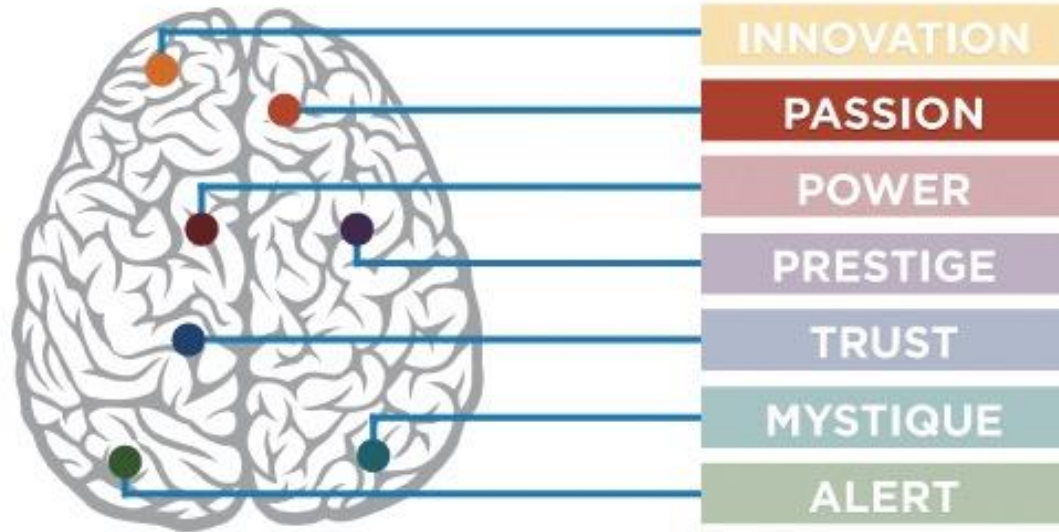


# How to Fascinate® Research Fact

**Highest use of Trust Advantage = Finance  
Managers**

**Lowest use of Trust Advantage = Marketers**

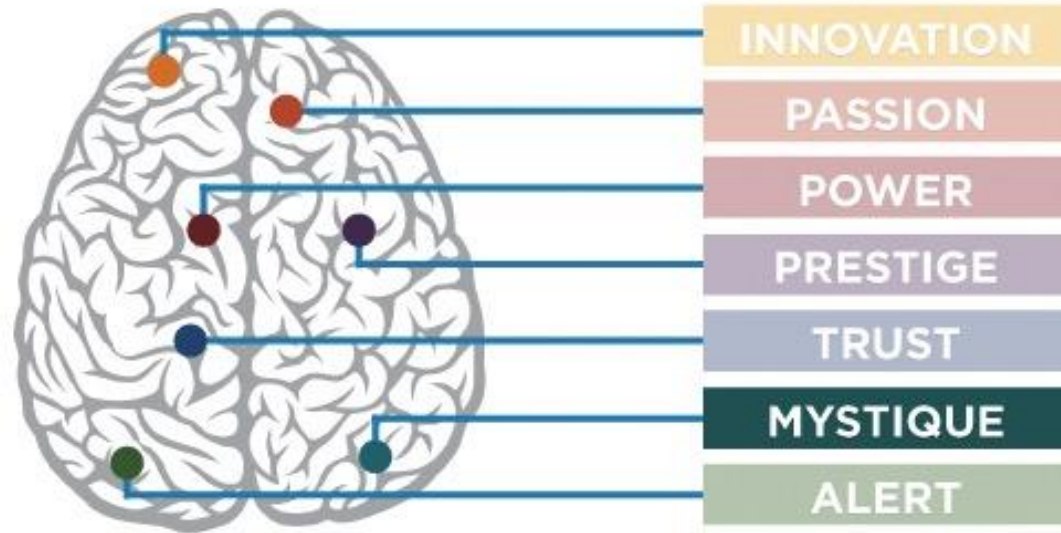
# PASSION



# How to Fascinate® Research Fact

**HR leaders are 300% more likely to have primary Passion Advantage than those in IT.**

# MYSTIQUE



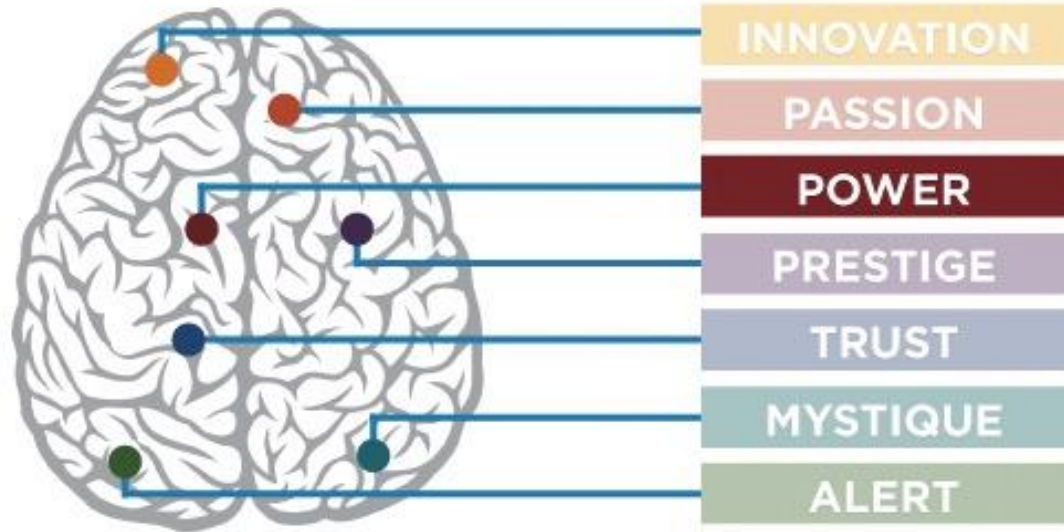


# How to Fascinate® Research Fact

**Who scores lowest on Passion?**

**Employees in information technology, and finance. Engineers, on the other hand, score high on Mystique.**

# POWER

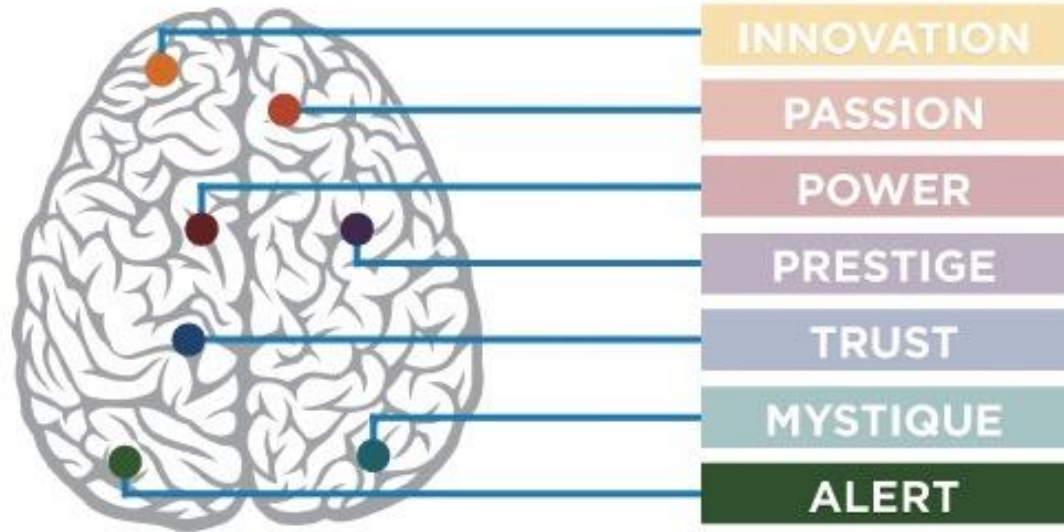


# How to Fascinate® Research Fact

**Female CEOs lead with almost three times more Passion than their male counterparts.**

**Male CEOs, in contrast, are twice as likely to have primary Power than the women.**

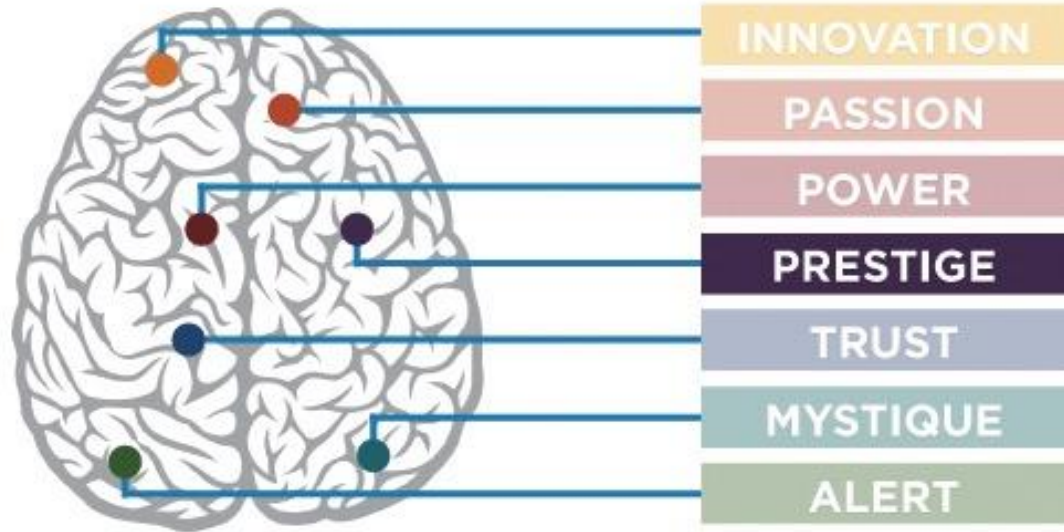
# ALERT



# How to Fascinate® Research Fact

**Within the finance industry, for instance, a staff member is 300% more likely to have primary Alert than a CEO.**

# PRESTIGE



# How to Fascinate® Research Fact

**When it comes to CEOs and Business Owners both men and women have a strong use of Prestige.**

# FCA TOOLKIT TIP #4

## Customize your Training

### Group/Team Training Events:

- Ask your client their top 3 priorities or challenges
- In your training session get the 7 Advantage groups to solve these priorities/challenges
- Team creates 7 different ways to solve their problems or strategies to execute priorities.



**“85% of your financial success is due to personality and ability to communicate, negotiate and lead.**

**Shockingly only 15% is due to technical knowledge.”**

**Carnegie Institute for Science**

# ANTHEM IS...

- Your Anthem lets them know why you're the perfect solution to their problem.
- Delivers a specific and distinctive benefit.
- Simple to remember, easy to communicate, and incredibly useful to apply.
- Explains what you do best and what makes you different.



# FASCINATE FUNDAMENTALS

- 1. Distraction:** an Anthem “front-loads” your value to get your listener’s attention immediately.
- 2. Competition:** an Anthem differentiates you from your competition. Different is better than better.
- 3. Commoditization:** an Anthem describes your soft skills. It’s about personality, not just technical skills.

# FASCINATE ANTHEM®

## 1) THE ADJECTIVE



## 2) THE NOUN



# Sample Anthems

THE VICTOR  
**EXEMPLARY  
EXPERTISE**



THE TRENDSETTER  
**AMBITIOUS  
CREATIVITY**

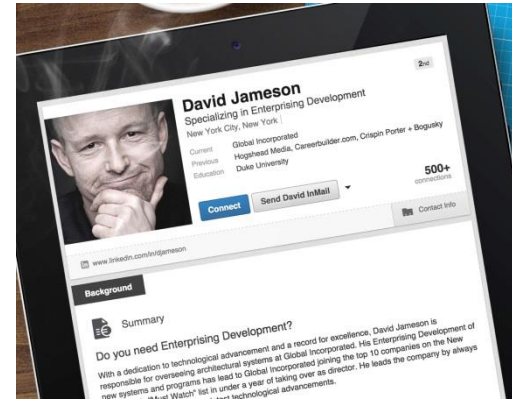
THE ORCHESTRATOR  
**PRACTICAL AND  
ENERGIZING  
SOLUTIONS**

THE CHANGE AGENT  
**INSPIRING  
LEADERSHIP**

THE ARCHER  
**UNDER THE RADAR  
PROBLEM SOLVING**

# APPLY YOUR ANTHEM STATEMENT

- Linked-In Profile
- Business Card
- Email Signature
- Employee bios
- Facebook



# A WORD FROM ONE OF OUR FCA'S:

**'Anthems really, really work.** Yesterday, I launched my business coaching program with a webinar on finding your "Chief Initiative" -- a goal you can use to organize all of your other to-do's and to-accomplishes in your business and find relief from the day-to-day craziness.

A viewer just said, "I have to admit, that was intense. Best to watch it with your full attention." Yep, that's how a Maestro with an Anthem of "Intense Goal-Oriented Leadership" rolls.

Also, I had the **best single sales day ever** in my business. Coincidence? Not hardly.

Today **I'm helping my business coach trainees craft their very first Anthems** and I couldn't be more excited to start off the call with that story!



Tara Gentile

Entrepreneur

[www.taragentile.com](http://www.taragentile.com)

# POLL

## Building your Anthem was:

1. A piece of cake – got it my first try.
2. Getting a PH.D. would be easier – I need help!
3. Just like inventory, it's a work in progress.

Type in Chat Box



# BREAK OUT – PAIRS ACTIVITY

Objective:

- Build or validate your Anthem.
- Get hands on Anthem building practice and feedback.

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.
- 
- Bring your Anthem, FCA Participant Workbook and Fascinate Advantage Assessment.

# ACTIVITY – NEXT STEPS

Familiarize yourself with the Anthem Builder Coaching Toolkit (pg.11 – 32).

Only those that didn't complete Fascination Academy:

1. Complete Anthem Builder Worksheet (pg.20-23).

Select One:

1. Anthem Builder Power Questions (pg.13 – 17). Select 3 – 5 questions.
2. 5 Questions to Perfect your Anthem (pg. 19).

All:

1. Provide feedback to your FCA (pg. 24).

Share your Anthem

**I'm the (insert Archetype). In my  
distinct value I deliver (insert  
Anthem).**

# FCA TOOLKIT TIP #5

## Anthem Builder

- **Can be facilitated 1:1 or in Group events**
- **1:1 – Complete over 2 to 3 sessions**
- **Group – Facilitate with entire group with a pair and share**

# FCA TOOLKIT TIP #6

**Practice, Practice, Practice**

**30 Day Challenge**

**Complete 30 1:1 Fascinate Coaching Sessions in 30 Days**



# SESSION RECAP

- Identify what makes you different and who you are at your best.
- Distinguish between the 7 Fascinate Communication Languages.
- Identify your communication breakdown `red flags` and what do about it.
- Explain how you add value, making it easy for others to understand what you bring to the table

# HOMework

1. Anthem in Action
2. Learning Reflections and Action Plan – Post in Facebook Group

**Participant Workbook:**

Page 31- 32: Anthem in Action

Page 33: Learning Reflections and Action Plan



# GROUP ROUNDTABLE

- What are you walking away with?



# REMINDERS

- Join our Facebook Group
- Post Homework (pg. 33 Learning Reflections and Action Plan) in Facebook Group by Friday June 24<sup>th</sup>
- Open-hours call in: (11:00-12:00pm EDT)
- Session 2 – Wednesday June 23<sup>rd</sup> - Fascinate with Teams



TO BECOME MORE  
SUCCESSFUL, DON'T  
CHANGE WHO YOU ARE.

*BECOME MORE*  
OF WHO YOU ARE.