

# Fascinate Advantage Deep Dive

In your small group assign a:

Scribe: Open Google Doc to capture your group's notes

Timekeeper: You have 15mins to complete this activity

Speaker: Present your outcomes to the overall group

## **Support Material:**

Participant Workbook: [Page 7- 10](#) (capture your personal notes)

Resources and References Handbook:

- Primary Advantages: [Page 11-17](#)
- How Advantages Sell & Collaborate: [Page 26](#)
- How Advantages Take Action : [Page 27](#)
- How Advantages Team with others: [Page 28-34](#)

## **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?

## Group 1: Ron, Jeff, (Dennis)

### Passion & Mystique

-**Passion, the language of relationship.** They are expressive, intuitive and engaging. Great communicators, transparent (open book), Emotionally connected to the group.

- **Mystique, the language of listening.** Independent, logical, and observant. You pick your words carefully. Think out your actions. Careful decision maker. Your words have weight because you don't talk too much.

**What drives us crazy Passion:** Passion when it gets out of hand you become a drama queen. They get way too sensitive

**What drives us crazy Mystique:** They become introverted and shut down.

### Why we need them?

Mystique: We use their discernment and perception skills to understand expectations, requirements, nuances and specifications needed for a project.

Prestige: We use their passion to internalize, embrace and sell ideas.

Project: (HardCell Manufacturing)

We use our passion to explain how we can be exacting in meeting their needs.

- A. **Increase collaboration: Passion:** Get people people to interact with each other, stress the team aspect and remind them of how each department is dependant on the other.
- B. **Increase collaboration: Mystique:** Listen intently and be mediators of the team.
- C. **Close the deal: Mystique:** They use facts and data to back up their claim of the products, not emotion. Great negotiators and have restraint and composure.
- D. **Close the deal: Passion:** They see our passion about the product. Taken the time to build personal connections with decision makers.
- E. **(A side thought);** We have made an assumption that HardCell Manufacturing has an Alert advantage. Our passion will be used to show how we will meet their proactive, organized and detailed requirements and work hard to see how their criteria are met. We will use our Mystique advantage to communicate with facts, listen and be empathetic. We will steer them in the right direction.

## Group 2: Olivia, Chrystal, Vivienne

### Prestige & Mystique

-Prestige: the Language of excellence

Characteristics: high standards, being ambitious, results oriented, making things better

What drives us crazy: always striving for excellence, maybe taking longer to complete certain tasks.

Why do we need them: to constantly want to improve things.

-Mystique: the language of listening

Characteristics: observers of ideas, asking great questions, very logical

What drives us crazy: they don't jump in the conversation by themselves, they are being asked to participate

Why do we need them: they are analytical, independence

Answer: Setting the expectations to the team on what we want to achieve with clear objectives & goals

### **Group 3: Julia, Murtaza, Lisa**

#### **Power & Alert**

Power - Leader confidence ambitious opinionated decisive goal oriented outcomes influencer spirited formidable strong minded

Drives us crazy - too focused on goals dogmatic stop listening bossy arrogant dominant

We need them because - leaders get things done drive people to results - challenge people to step up their game motivate coach

Alert - proactive detailed organized strong willed quality oriented decisive structured intentional planners

Drives us crazy - can be obsessive so focused they lose out planning over people lack of spontaneity

Benefit - meticulous mapping the goals execute the details make sure there is a plan to mitigate risk

-PROJECT - - Power would lead the team wants everyone motivated give vision for the goal motivate them out of their silos see the importance and benefit of working together on the plan that alert would create. This would ensure that the big sales deal is executed effectively.

### **Group 4: Jean, Carl, Ridhwan**

#### **Innovation & Trust**

## **KEY CHARACTERISTICS OF INNOVATION**

-Love new ideas

-Embrace change

-Ask a lot of questions to bring ideas to the table : find a way to bring people along to the thinking

What drives us crazy?

-Chaos and disorganisation

-We know we need the organisation to help bring our ideas that value add to the world and work

## KEY CHARACTERISTICS OF TRUST

-Repetition

-Dependability

-Stability

-Innovation shows "TRUST" how to do a task by bringing their style to the table

## SCENARIO QUESTIONS

### INNOVATION'S SOLUTION

-Asking questions that help people unlock their slice of genius

-Challenging the routine they are in, disrupting schedules

-Coming up with new ideas

-Finding out where they are stuck : Fresh solutions

-Break the gridlock

-Get them together first on common ground first

### VALUE-ADDING INNOVATION WITH TRUST

-Deliver INNOVATIVE solutions that bring out TRUST and they feel good about themselves so that we can show them how to follow a path to tackle the project and challenges , giving them stability on how to deliver

-Increase collaboration with "TRUST" in the sense that we bring a innovative solution that **make people feel comfortable and help them to initiate it and seal the deal**

-Help others see new and fresh approaches and sense of familiarity

-Giving them support by supporting trust

-We could say "We've always been doing things this way and we're adding just a little tweak to it"