



# FASCINATE

## CERTIFIED ADVISOR





Welcome to the

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 4

Monday September 18

# AGENDA/OBJECTIVES

- Apply the How to Fascinate® system to teams to identify a Team Fascinate Advantage.
- Learn the step by step process of how to build a “Team Heat Map”.
- Understand and analyze a team’s advantage, blind spots and opportunities.
- Identify how a team is most and least likely to solve problems, deal with conflict and achieve results.

**What if organizations, managers,  
business owners could identify new areas  
of potential for their employees?**

**What if every single person of a team  
could be inspired to perform at their  
best?**

A close-up photograph of a person's lips coated in a vibrant, glossy red lipstick. The lips are slightly parted, and the texture of the lipstick is highly reflective, showing bright highlights. Overlaid on the center of the lips is the text "DATA IS SEXY" in a clean, white, sans-serif font. The words "DATA IS" are on the top line, and "SEXY" is on the bottom line.

DATA IS  
SEXY



SECONDARY ADVANTAGES

**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

PRIMARY ADVANTAGES

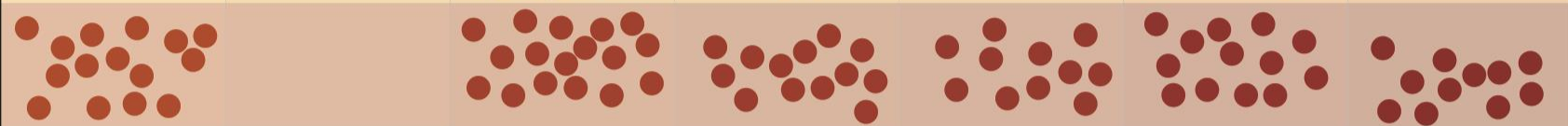
**INNOVATION**

You change the game with creativity



**PASSION**

You connect with emotion



**POWER**

You lead with command



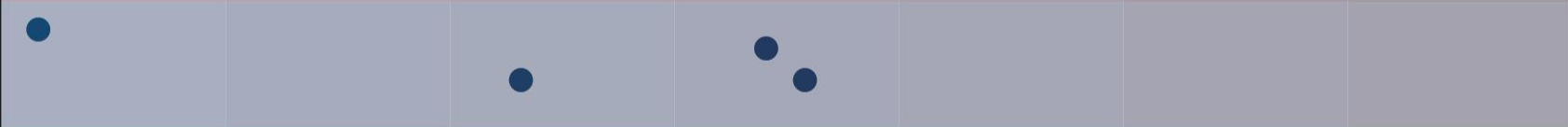
**PRESTIGE**

You earn respect with higher standards



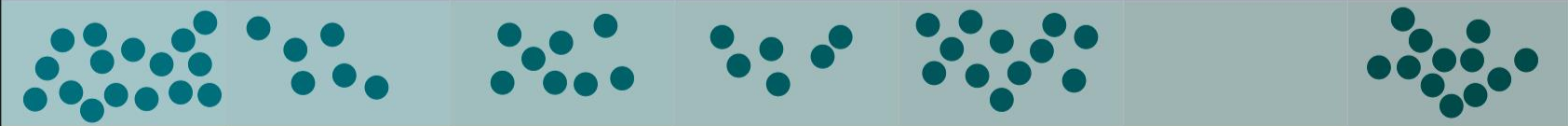
**TRUST**

You build loyalty with consistency



**MYSTIQUE**

You communicate with substance



**ALERT**

You prevent problems with care





# HOW TO FASCINATE<sup>®</sup> 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



# 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.

MYSITQUE

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.

**A diverse mix of Advantages can  
provide balance for a team.**

**What happens if a team's Advantage  
becomes a disadvantage?**

# DOUBLE TROUBLE TEAM EFFECT

**POWER + POWER**

Becomes overly intense.

**PASSION + PASSION**

Team becomes hyper or moody.

**MYSTIQUE + MYSTIQUE**

Disconnected from others.

**PRESTIGE + PRESTIGE**

Too competitive.

**ALERT + ALERT**

Micromanaging.

**INNOVATION + INNOVATION**

Distracted and unlikely to complete projects.

**TRUST + TRUST**

Dull and out of date.

# How to Build a Team Heat Map



# HOW TO BUILD A TEAM HEAT MAP

1. Sum up the Primary and Secondary Advantages
2. Calculate the total # Advantages represented in the group
3. Sum up the group Dormant

SECONDARY ADVANTAGES

**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

PRIMARY ADVANTAGES

**INNOVATION**

You change the game with creativity

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**PASSION**

You connect with emotion

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**POWER**

You lead with command

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**PRESTIGE**

You earn respect with higher standards

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**TRUST**

You build loyalty with consistency

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**MYSTIQUE**

You communicate with substance

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**ALERT**

You prevent problems with care

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# FCA JUNE COHORT

Name	Archetype	Primary	Secondary
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Carmen Gomez	The Mediator	Alert	Trust
Debra Swersky	The People's Champion	Passion	Power
Daina Middleton	The Royal Guard	Mystique	Prestige
Deane Ilukowicz	The Diplomat	Trust	Prestige
Haseena Sham	The Ringleader	Power	Passion
Melba Holliday	The Avante-Garde	Prestige	Innovation
Janet Lee	The Talent	Passion	Prestige
Janette Toral	The Secret Weapon	Mystique	Innovation
Jill Gottenstrater	The Beloved	Passion	Trust
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion
Juan Polanco	The Catalyst	Passion	Innovation
Kathleen Panning	The Detective	Alert	Mystique
Dee Dee Reid	The Ringleader	Power	Passion
Michelle Lopez	The Maestro	Power	Prestige
Narelle Goodfield	The Connoisseur	Prestige	Passion
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Sarah Wadle	The People's Champion	Passion	Power
Shea Petaja	The Catalyst	Passion	Innovation
Susan Robinson	Maverick Leader	Innovation	Power
Whitney Bishop	The Catalyst	Passion	Innovation



SECONDARY ADVANTAGES

**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

PRIMARY ADVANTAGES

**INNOVATION**

You change the game with creativity

Dapo

Susan

**PASSION**

You connect with emotion

Juan  
Shea  
Whitney

Debra  
Sarah

Janet

**POWER**

You lead with command

Haseena  
Dee Dee

Michelle

Jill G

**PRESTIGE**

You earn respect with higher standards

Melba

Jill H  
Narelle

**TRUST**

You build loyalty with consistency

Deanne

**MYSTIQUE**

You communicate with substance

Alfred  
Ricky  
Janette

Daina

**ALERT**

You prevent problems with care

Carmen

Kathleen

# TALLY UP TEAM PRIMARY

Name	Archetype	Primary	Secondary
Kathleen Panning	The Detective	Alert	Mystique
Carmen Gomez	The Mediator	Alert	Trust
Susan Robinson	Maverick Leader	Innovation	Power
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Daina Middleton	The Royal Guard	Mystique	Prestige
Janette Toral	The Secret Weapon	Mystique	Innovation
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Debra Swersky	The People's Champion	Passion	Power
Sarah Wadle	The People's Champion	Passion	Power
Shea Petaja	The Catalyst	Passion	Innovation
Janet Lee	The Talent	Passion	Prestige
Jill Gottenstrater	The Beloved	Passion	Trust
Juan Polanco	The Catalyst	Passion	Innovation
Whitney Bishop	The Catalyst	Passion	Innovation
Haseena Sham	The Ringleader	Power	Passion
Dee Dee Reid	The Ringleader	Power	Passion
Michelle Lopez	The Maestro	Power	Prestige
Melba Holliday	The Avante-Garde	Prestige	Innovation
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion
Narelle Goodfield	The Connoisseur	Prestige	Passion
Deane Ilukowicz	The Diplomat	Trust	Prestige

Advantage	#	%
Passion	7	32%
Mystique	4	18%
Power	3	14%
Prestige	3	14%
Innovation	2	9%
Alert	2	9%
Trust	1	4%

# TALLY UP TEAM SECONDARY

Name	Archetype	Primary	Secondary
Janette Toral	The Secret Weapon	Mystique	Innovation
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Shea Petaja	The Catalyst	Passion	Innovation
Juan Polanco	The Catalyst	Passion	Innovation
Whitney Bishop	The Catalyst	Passion	Innovation
Melba Holliday	The Avante-Garde	Prestige	Innovation
Kathleen Panning	The Detective	Alert	Mystique
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Haseena Sham	The Ringleader	Power	Passion
Dee Dee Reid	The Ringleader	Power	Passion
Jill Hejligers-Peloquin	The Connoisseur	Prestige	Passion
Narelle Goodfield	The Connoisseur	Prestige	Passion
Susan Robinson	Maverick Leader	Innovation	Power
Debra Swersky	The People's Champion	Passion	Power
Sarah Wadle	The People's Champion	Passion	Power
Daina Middleton	The Royal Guard	Mystique	Prestige
Janet Lee	The Talent	Passion	Prestige
Michelle Lopez	The Maestro	Power	Prestige
Deane Ilukowicz	The Diplomat	Trust	Prestige
Carmen Gomez	The Mediator	Alert	Trust
Jill Gottenstrater	The Beloved	Passion	Trust

Advantage	#	%
Innovation	7	32%
Passion	5	23%
Prestige	4	18%
Power	3	14%
Mystique	1	4%
Trust	2	9%
Alert	0	0%

# TALLY UP PRIMARY + SECONDARY

## TOP TEAM ADVANTAGES

Advantage		Primary	Secondary	Total
1.	Passion	7	5	12
2.	Innovation	2	7	9
3.	Prestige	3	4	7
4.	Power	3	3	6
5.	Mystique	4	1	5
6.	Trust	1	2	3
7.	Alert	2	0	2

Calculate % by dividing Advantage Total by Total Advantages.

Example:  
12 Passion Advantages / 44 Total Advantages = 27%

This tells us that 27% of Group has Passion as a Primary or Secondary Advantage

# GROUP ADVANTAGE DISTRIBUTION

Advantage		Primary	Secondary	Total	% of Group
1.	Passion	7	5	12	27%
2.	Innovation	2	7	9	20%
3.	Prestige	3	4	7	16%
4.	Power	3	3	6	14%
5.	Mystique	4	1	5	11%
6.	Trust	1	2	3	7%
7.	Alert	2	0	2	5%

# TALLY UP TEAM DORMANT

Name	Archetype	Dormant
Juan Polanco	The Catalyst	Alert
Deane Ilukowicz	The Diplomat	Alert
Daina Middleton	The Royal Guard	Alert
Carmen Gomez	The Mediator	Innovation
Jill Gottenstrater	The Beloved	Mystique
Narelle Goodfield	The Connoisseur	Mystique
Debra Swersky	The People's Champion	Mystique
Sarah Wadle	The People's Champion	Mystique
Kathleen Panning	The Detective	Passion
Alfred Chung	The Secret Weapon	Passion
Janette Toral	The Secret Weapon	Passion
Melba Holliday	The Avante-Garde	Power
Oladapo Okuyemi	The Rockstar	Power
Haseena Sham	The Ringleader	Prestige
Susan Robinson	Maverick Leader	Trust
Shea Petaja	The Catalyst	Trust
Whitney Bishop	The Catalyst	Trust
Jill Heijligers-Peloquin	The Connoisseur	Trust
Michelle Lopez	The Maestro	Trust
Dee Dee Reid	The Ringleader	Trust
Antonius Ricky Suroso	The Secret Weapon	Trust
Janet Lee	The Talent	Trust

Advantage	#	%
Trust	8	36%
Mystique	4	18%
Alert	3	14%
Passion	3	14%
Power	2	9%
Prestige	1	5%
Innovation	1	5%

SECONDARY ADVANTAGES

**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

PRIMARY ADVANTAGES

**INNOVATION**

You change the game with creativity

**20%  
Innovation**

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DT : Drama/Anarchy

**PASSION**

You connect with emotion

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**27%  
Passion**

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**POWER**

You lead with command

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**16%  
Power**

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**PRESTIGE**

You earn respect with higher standards

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**14%  
Prestige**

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**7%  
Trust**

**MYSTIQUE**

You communicate with substance

•••

**11%  
Mystique**

**ALERT**

You prevent problems with care

Dormant: Trust 36 %

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**5%  
Alert**





# HOW TO DETERMINE A TEAM ADVANTAGE?

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.



## THE CATALYST

**Out of the Box | Energizing | Social | Enthusiastic | Creative**

Catalysts start ideas that provoke new thinking and action. Your passion is capable of igniting a team.

Buoyant and social, you embrace new situations and relationships with zeal. You deliver value through creative change.

### **A lesson that everyone can learn from you:**

There`s rarely one `right` way to get things done. Try different options, so you can keep evolving your process.

# TEAM HEAT MAP ANALYSIS

# CASE STUDY

## Premium Seats

Your friends in the ticket biz.

Premium Seats USA is a licensed ticket and hospitality agency featuring an online ticket exchange that connect you to the most sought after sports, concert and theater tickets nationwide. We specialize in finding our clients the best seats at the best price for memorable lifetime experiences. An extensive selection, outstanding service and secure online ordering are elements that make us the nation's favorite and most trusted brand for premium event seating, tickets, and hospitality. All transactions are backed by a 200% Money Back Guarantee.

SECONDARY ADVANTAGES

**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

PRIMARY ADVANTAGES

**INNOVATION**  
You change the game with creativity

**8%**  
**Innovation**

**PASSION**  
You connect with emotion

**15%**  
**Passion**

**POWER**  
You lead with command

**19%**  
**Power**

**PRESTIGE**  
You earn respect with higher standards

**15%**  
**Prestige**

**TRUST**  
You build loyalty with consistency

**0%**  
**Trust**

**MYSTIQUE**  
You communicate with substance

Dormant: Mystique - 45%

**12%**  
**Mystique**

**ALERT**  
You prevent problems with care

DT : The Control Freak

**31%**  
**Alert**

# S.O.A.R with PSUSA

Strengths	Opportunities	Aspirations	Results
With Alert as your Top Team Advantage (31%)...	With Mystique as your team dormant, what do you need to watch out for?	When you look at your values and aspirations what are you passionate about? Who are you looking to become?	What do you want to be known for?
What are you doing really well?	What are your Double Trouble triggers?	Power, Passion, and Prestige all come close as your team secondary Advantage, which one best represents where you're going and why?	How can you tangibly translate your strengths , opportunities and aspirations? What measures of success can you put in place?
What are your greatest assets?	What are the implications of having 0 Trust on the team?		
What makes you unique?			

# PREMIUM SEATS - ADVANTAGE

## THE EDITOR IN CHIEF

**Productive | Skilled | Detailed | Immersed | Results Driven**

You maintain high standards without losing sight of deadlines.

You`re hard workers who manage to get a lot done without cutting corners. Your work is always excellent. Even under stress you deliver flawlessly.

You`re unwavering leaders with a clear vision. Discerning and determined you define the path and set the standards. You`re keenly focussed on deadlines and compel the team to act swiftly to avoid negative consequences.

### **A lesson that everyone can learn from you:**

Meeting tight deadlines doesn`t mean you need to let quality standards slip.



# PREMIUM SEATS USA – RED FLAGS

## THE EDITOR IN CHIEF

**Productive | Skilled | Detailed | Immersed | Results Driven**

You never miss deadlines and with a strong focus on excellence you may be perceived as inflexible.

Fierce competitiveness may start to damage team spirit. In DT Zone, your will to win may triumph over people as you don't allow anything to stand in your way of success.

Too much prestige can turn people into big egos who become overly individualistic in their pursuit of success.

When not using their other Advantages, their negative energy can make them unpleasant company and they forget to look at the bright side of life.

# TEAM COMPARISONS

## Commercial Bankers

Advantage	% of Team
Prestige	24%
Trust	20%
Alert	14%
Passion	14%
Power	11%
Mystique	9%
Innovation	8%

## PSUSA

Advantage	% of Team
Alert	31%
Power	19%
Prestige	15%
Passion	15%
Mystique	12%
Innovation	11%
Trust	0%

## Human Resources

Advantage	% of Team
Prestige	22%
Passion	18%
Power	17%
Trust	14%
Alert	12%
Innovation	9%
Mystique	8%

# CLIENT EXPERIENCE:



“Everyone gave us glowing reviews. The team vowed to focus on improving communication utilizing their primary and secondary advantages and to be cognizant of their double trouble zones while I made a commitment to incorporate our personal brands slogans into the business. I was thrilled to get feedback from everyone that did, in fact, support our desired outcomes.”

Jimmy Siegendorf,  
Business Owner

# TEAM ADVANTAGE INSIGHTS

- Team Advantage rally's a team to a common goal and vision.
- Team Advantage is aligned to the inherent individual Advantages – custom and personal.
- Insights help, inform, inspire and improve.
- No Advantage is better than another. They are different and each provide value.
- In a team:
  - Similarities may be strengths or weaknesses
  - Differences may be strengths or weaknesses

**COMING UP**  
**TEAM HEAT MAP**  
**ANALYSIS**

# SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into groups – assign speaker/scribe.
- Each group will be the same team heat map insights with a different challenge to solve for.
- Capture your insights in a Google doc (shareable) in your breakout.

**Participant Workbook: Page 4-12**  
**Team Heat Map Scenario: Google Doc**  
**SWOT Prompt Questions: Page 23 + 24**

# SWOT ANALYSIS

**STRENGTHS - ADVANTAGE**

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**WEAKNESSES - DORMANT**

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**THREATS – DOUBLE TROUBLE**

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**OPPORTUNITY – ACTION PLAN**

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SECONDARY ADVANTAGES

**Dormant 2  
Innovation**  
23%

**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

5%  
**Innovation**

11%  
**Passion**

14%  
**Power**

34%  
**Prestige**

18%  
**Trust**

9%  
**Mystique**

9%  
**Alert**

Leadership Team  
Commercial Bankers

**PASSION**  
You connect with emotion

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Double Trouble:  
The Imperial +  
The Old Guard

**POWER**  
You lead with command

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**PRESTIGE**  
You earn respect with higher standards

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**TRUST**  
You build loyalty with consistency

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**MYSTIQUE**  
You communicate with substance

**Dormant  
Mystique**  
27%

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**ALERT**  
You prevent problems with care

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Archetype: The Blue Chip  
Twin: The Diplomat

PRIMARY ADVANTAGES

# SMALL GROUP ACTIVITY 1 – SWOT ANALYSIS

## STRENGTHS - ADVANTAGE

Consider the teams top 2 Advantages, what value does this team bring?

Based on the teams overall Advantage distribution what are this teams strengths?

## WEAKNESSES - DORMANT

With a dormant of Mystique what challenges could this team face?

What's the impact of having a high dormant in Innovation – what do they need to watch out for?

## THREATS – DOUBLE TROUBLE

Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.

## OPPORTUNITY – ACTION PLAN

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? **Provide 2-3 recommended actions they can take to solve this challenge.**

# SMALL GROUP ACTIVITY 2 – SWOT ANALYSIS

## STRENGTHS - ADVANTAGE

Consider the teams top 2 Advantages, what value does this team bring?

Based on the teams overall Advantage distribution what are this teams strengths?

## WEAKNESSES - DORMANT

With a dormant of Mystique what challenges could this team face?

What's the impact of having a high dormant in Innovation – what do they need to watch out for?

## THREATS – DOUBLE TROUBLE

Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.

## OPPORTUNITY – ACTION PLAN

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?

**Provide 2-3 recommended actions they can take to solve this challenge?**

# TEAM ADVANTAGE – SWOT ANALYSIS

## STRENGTHS

- Constantly look for ways to improve and raise standards
- Coolheaded and trusted leaders
- Consistently drive and deliver an outstanding performance
- A direct communication style that breeds trust
- Precise and value routine
- Your team knows they can count on you

# TEAM ADVANTAGE – SWOT ANALYSIS

## WEAKNESSES

- Holding back information and feelings may be challenging
- Others can often pick up on your attitude and mood
- May not always think before you speak
- Listening is not your forte, remember - two ears, one mouth for a reason

# TEAM ADVANTAGE – SWOT ANALYSIS

## THREATS

- Fierce competitiveness may start to damage team spirit and breakdown trust
- Big egos can become overly individualistic in their pursuit of success
- Strong dependence on the tried and true
- Overly resistant to change , insist “this is the way we do things around here”



# TEAM ADVANTAGE – SWOT ANALYSIS

## OPPORTUNITIES

- Learn to get more emotionally involved
- Pause for a moment, re-evaluate your plans. Take time to work out your thoughts
- Look to accept new ways of doing things, experiment a little
- Show others you care about them and their achievements to become warmer and less intimidating



# TEAM ACTION PLAN – EMPLOYEE ONBOARDING

- Work on communication strategies based on FA. Leadership must understand the communication style of employees.
- Appeal to the competitive side of leadership (throw down a challenge); Leadership must get excited about communicating.
- Get 'Alert' people in the right position to help with the follow through and team up with the power people to help with decision making.
- Do more team building to build relationships and foster engagement.





# TEAM ACTION PLAN – ADOPT CHANGE INITIATIVES

- Giving air time to people with innovation and passion – listen.
- Reduce information overload and chunk info down into pieces to avoid overwhelm.
- Get the power people involved to get the team focused on the goals.



# TEAM HEAT MAP IN-SIGHT

- How does this information and insight set this team up for success?
- How could this intel help you and your business?

# END OF THE DAY RECAP

1. Data is sexy.
2. Identify the hidden patterns and your team`s Advantage.
3. A Team Heat Map can predict how you are most (and least) likely to solve problems, deal with conflict and reach conclusions.
4. Team Advantage informs, instructs and improves.

# REMINDERS

- 5 Day Challenge – Debrief Wednesday September 20<sup>th</sup>
- Build your Business Development Plan:
  - Highlights
  - Action Plan
  - Support
- Session 5 – Wednesday September 20<sup>th</sup> @ 5:00pm – 8:00pm EDT

**“The most powerful way to empower  
someone is to show them their own  
highest value”**

**Sally Hogshead**