

FASCINATION ACADEMY

Yesterday:

HOW YOU SEE THE WORLD

Today:

HOW THE WORLD SEES YOU

QUESTIONS

- What would they say are your two major concerns or pain points?
- How big is the team?
- What is the team's focus?
- Are employees in office, or remote?

WHY EMPLOYEE ENGAGEMENT MATTERS

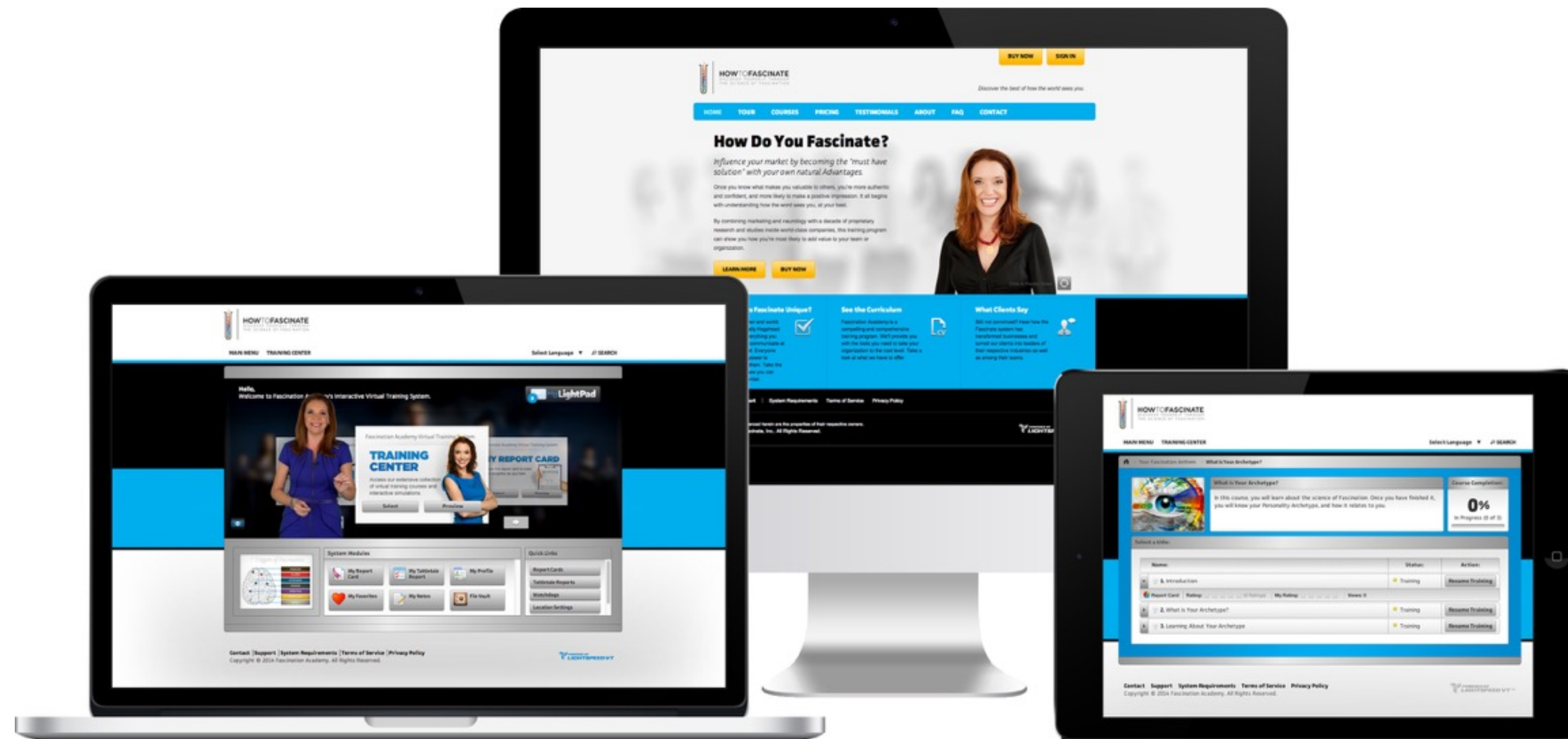
- >> Companies with engaged employees outperform those without by up to 202%. (Source: Gallup)
- >> However, only 13% of employees consider themselves truly engaged in their work. (Source: Gallup)

EMPLOYEES ARE THE FIRST POINT OF CUSTOMER CONTACT

If a company's employees are not reaching their full potential, neither is the company.

FASCINATION ACADEMY

BUILDING A CULTURE OF ENGAGEMENT



Helping employees unlock their personality advantages and inspiring people to use the advantages to be the best version of themselves will:

- >> Increase employee engagement**
- >> Create happier, more productive employees**
- >> Foster higher earning companies**

YOUR FASCINATION ADVANTAGE
is the way in which your personality
is most likely to *add distinct value*.

WHAT HIGH-PERFORMERS
DO DIFFERENTLY:

THEY ADD
DISTINCT VALUE

3 THREATS TO EMPLOYEES

➔ **DISTRACTION**

➔ **COMPETITION**

➔ **COMMODITIZATION**

**DON'T CHANGE
WHO YOU ARE.**

**BECOME MORE
OF WHO YOU ARE.**

FASCINATION ACADEMY TRAINS EMPLOYEES TO:

- » Communicate in a way that captures attention so they effectively combat distraction and make meaningful connections
- » Become more engaged in their job and understand how their work impacts and influences their team and company
- » Contribute to building a high-functioning team that gets results and propels the business forward

BENEFITS:

- **GROW YOUR BUSINESS**
- **CREATE BETTER RELATIONSHIPS**
- **RISE ABOVE THE COMPETITION**
- **CREATE A CULTURE WHERE EMPLOYEES FEEL REWARDED FOR WHO THEY ARE AT THEIR BEST**

SECONDARY ADVANTAGE

INNOVATION PASSION POWER PRESTIGE TRUST MYSTIQUE ALERT

INNOVATION

THE ANARCHY

THE ROCKSTAR

THE MAVERICK LEADER

THE TRENDSETTER

THE ARTISAN

THE PROVOCATEUR

THE QUICK-START

PASSION

THE CATALYST

THE DRAMA

THE PEOPLE'S CHAMPION

THE TALENT

THE BELOVED

THE INTRIGUE

THE ORCHESTRATOR

POWER

THE CHANGE AGENT

THE RINGLEADER

THE AGGRESSOR

THE MAESTRO

THE GUARDIAN

THE MASTERMIND

THE DEFENDER

PRESTIGE

THE AVANT-GARDE

THE CONNOISSEUR

THE VICTOR

THE IMPERIAL

THE BLUE CHIP

THE ARCHITECT

THE SCHOLAR

TRUST

THE EVOLUTIONARY

THE AUTHENTIC

THE GRAVITAS

THE DIPLOMAT

THE OLD GUARD

THE ANCHOR

THE GOOD CITIZEN

MYSTIQUE

THE SECRET WEAPON

THE SUBTLE TOUCH

THE VEILED STRENGTH

THE ROYAL GUARD

THE WISE OWL

THE DEADBOLT

THE ARCHER

ALERT

THE COMPOSER

THE COORDINATOR

THE ACE

THE EDITOR-IN-CHIEF

THE MEDIATOR

THE DETECTIVE

THE CONTROL FREAK

PRIMARY ADVANTAGE

SECONDARY 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 • Social
Energizing

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
Nimble • 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

PRIMARY ADVANTAGE

THE 7 WAYS TO ADD VALUE TO CLIENTS

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH
HIGHER STANDARDS

ALERT

PRECISE DETAIL MANAGER

INNOVATION

UNTRADITIONAL PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

**THE GREATEST VALUE
YOU CAN ADD
IS TO BECOME MORE
OF YOURSELF.**

Management Tools Overview

In addition to the three core modules, Managers can see the personality data of each employee.

MAIN MENU TRAINING CENTER CONTACT Search...

Please select a category below to continue.

INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
THE ANARCHIST	THE ROCKETEER	THE HARBINGER	THE TRINOMIATOR	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CHANGEMAKER	THE CATALYST	THE BRAIN	THE PEOPLE'S LEADER	THE TALENT	THE BELIEVER	THE ENTHUSIAST
THE CHAMPION	THE RING-LEADER	THE AGGRESSOR	THE HARSH	THE GUARDIAN	THE MASTRO	THE DEFENDER
THE AVANT-GARDE	THE COMMISSAR	THE VICTOR	THE IMPERIAL	THE BLUE CAP	THE ARCHITECT	
THE VOLUNTARY	THE AUTHENTIC	THE GRANTOR	THE EMPLOYER	THE OLD GUARD	THE ANCHOR	
THE SECRET WEAPON	THE SUBTLE TOUCH	THE WIELD	THE ROYAL GUARD	THE WISE OWL		
THE COMMANDER	THE COMMUNICATOR	THE ACE	THE DEFENDER			

START HERE

1. What is Your Archetype?

2. What Are Your Personality Advantages?

3. Your Anthem: The Tagline For Your Personality

Management Tools

There are three custom courses just for managers where they can review Archetype reports and videos of their team members to gain understanding of how they communicate.

Managers can also see the assessment results of their team members.

Management Tools
This is a tool intended for managers to utilize so that you can learn how to leverage your team's Archetypes. Here you can explore the different Archetypes to learn more about the different personalities on your team.

Select a course:

- Explore the Archetypes**
This course has all of the "Results" on all of the Archetypes, so that you can go through them as you want to and learn how to best understand people from each archetype.
Titles: 42 Status: In Progress 0/42 Progress:
- Explore the Dormant Advantages**
We will talk about what a Dormant Advantage means and let you pick from the list of them and explore each one and understand how it applies to your team.
Titles: 1 Status: Complete 1/1 Progress:
- The Reports**
Here are reports for each Archetype, as well as a report where you can look up the assessment results of your team.
Titles: 0 Status: Incomplete 0/0 Progress:

A green arrow points to the 'The Reports' course card.

Example: Team Personality Data Display

Start Over

entries

ID	Email	Location	Status	Test taken date	Archetype	Primary	Secondary
112	Emails Not Available For Privacy		Active	4/7/2015	The Provocateur	innovation	mystique
1		Active	4/1/2015	The Avant-Garde	prestige	innovation	
3		Active	3/31/2015	The Guardian	power	trust	
1		Active	3/31/2015	The Intrigue	passion	mystique	
199		Active	3/31/2015	The Peoples Champion	passion	power	
9		Active	3/31/2015	The Gravitas	trust	power	
ias		Active	3/26/2015	The Diplomat	trust	prestige	
		Active	2/5/2015	The Victor	prestige	power	
		Active	1/30/2015	The Wise Owl	mystique	trust	
IA-TE		Active	1/19/2015	The Catalyst	passion	innovation	
n		Active	1/15/2015	The Secret Weapon	mystique	innovation	
		Active	1/15/2015	The Connoisseur	prestige	power	
mann.net	Active	1/13/2015	The Maestro	power	prestige		

Brother HL-3

Managers can also track, measure, and monitor progress of their team members.

MY REPORT CARD

MY REPORT CARD: RISSMAN, ELIZABETH Search Again Filter Report Print

Location Name:
Fascination Academy - Admin

Report Date:
05/14/15

User	Category Name	Course Name	Progress	Course Status
Rissman, Elizabeth	1. What is Your Archetype?	1. What is Your Archetype?	4 of 4	Complete
Rissman, Elizabeth	2. What Are Your Personality Advantages?	2. What Are Your Personality Advantages?	5 of 5	Complete
Rissman, Elizabeth	3. Your Anthem: The Tagline For Your Personality	3. Your Anthem: The Tagline For Your Personality	7 of 7	Complete
Rissman, Elizabeth	Management Tools	Explore the Archetypes	0 of 42	In Progress
Rissman, Elizabeth	Management Tools	Explore the Dormant Advantages	1 of 1	Complete
Rissman, Elizabeth	Management Tools	The Reports	0 of 0	Not Started

Showing 1 to 6 of 6 entries