

# How to Build a Team Heat Map

# 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

## INNOVATION

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PRIMARY ADVANTAGES



# 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.
4. Plot individual team members to the matrix.

# FCA JUNE COHORT

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

# 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 Heijligers-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%

## 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

•

•

## PASSION

You connect  
with emotion

• • •

• •

•

## POWER

You lead  
with command

• •

•

•

## PRESTIGE

You earn respect with  
higher standards

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• •

•

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## MYSTIQUE

You communicate  
with substance

• • •

## ALERT

You prevent problems  
with care

•

•

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problems with care

## INNOVATION

You change the  
game with creativity

Dapo

Susan

## PASSION

You connect  
with emotionJuan  
Shea  
WhitneyDebra  
Sarah

Janet

## POWER

You lead  
with commandHaseena  
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 substanceAlfred  
Ricky  
Janette

Daina

## ALERT

You prevent problems  
with care

Carmen

Kathleen

# HEAT MAP ANALYSIS

- Consider overall Advantage distribution, what insights can you offer?
- What value does this team bring?
- Can you name the team Archetype? What could it be?
- Consider the team Dormant, what challenges could this team face?
- Consider the team Double Trouble, what should they watch out for?

## INNOVATION

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game with creativity

## PASSION

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You build loyalty  
with consistency

## MYSTIQUE

You communicate  
with substance

## ALERT

You prevent  
problems with care

## INNOVATION

You change the  
game with creativity20%  
Innovation

•

•

DT : Drama/Anarchy

## PASSION

You connect  
with emotion

• • •

27%  
Passion

• •

•

## POWER

You lead  
with command

• •

16%  
Power

•

•

## PRESTIGE

You earn respect with  
higher standards

•

• •

•

14%  
Prestige

•

## TRUST

You build loyalty  
with consistency7%  
Trust

## MYSTIQUE

You communicate  
with substance

• • •

11%  
Mystique

## ALERT

You prevent problems  
with care

Dormant: Trust 36 %

•

•

5%  
Alert



## 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.