**Activity Details**

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· Prepare a pitch for a prospective client using your assigned Advantages demonstrating how, How to Fascinate® is the perfect solution to their problem.

**References**

· Participant Workbook: Page 34 - 38

· Participant Workbook: Advantage Communication Cheat Sheets on Page 40-46

**Scenario**

Your prospective client has been having issues with employee engagement due to numerous change initiatives. Employees are feeling disconnected from their work and team. Silos are forming and customers are starting to be impacted negatively. As an FCA you know that the HTF system can connect people back to their objectives, improve communication and ultimately get things back on track. You’re preparing to pitch your How to Fascinate® program to your client.

**Sample using Prestige**

You want to improve customer service, product quality, productivity and ultimately make more money. But things get in the way. In this competitive, fast paced and noisy world people get distracted from their goals and from what`s really important. When this happens it impacts your company and results. Employees disconnect from their work and teams, silos form, conflicts emerge and customers get impacted. You want a team that`s connected to a common goal, working together collaboratively and cooperatively.

I can show you how the Fascinate system will improve employee engagement, build team collaboration and help you exceed your company goals. Your employee`s will be recognized for their unique Advantage and give you more of their best. Once you learn your Team Advantage you`ll recognize your teams strengths, identify hidden patterns and tap into your teams Advantages to become more productive and efficient.

Our clients have seen better than expected results, even those with world class employee engagement saw an increase in their scores after the How to Fascinate system was brought in. Fascinate has been delivered to organizations like Cisco, GE, ATT and Intel. Yes, it’s the newest and most innovative communication assessment out there – but its one that`s been built reputation on of trusted experts, principle and purpose.

**Alert:**

Motivate your employees to become more engaged by knowing how their unique contributions tie into the effectiveness of the team and the bottom line: a reduction in turnover costs and time costs, absenteeism and operating as a leaner, more productive team.

I can show you how the Fascinate system can keep your employees focused on moving projects forward on deadline and on budget. The alternative could be that team members increasingly disengage, start looking for other opportunities, increasing your cost of recruiting, hiring, onboarding and training, as well as disrupting the team’s workload and project timelines, ultimately impacting the customer experience, and possibly even sales and customer retention.

If your team members are not engaged, they cannot, in turn, engage your customers.

**Power:**

The Fascination system empowers your employees to confidently approach their work, helping to keep management out of the details and focused on driving team results.

As you can see from the Kelton study, the XYZ statistics show how this system can help your own team reach your goals.

Based on your employee engagement results, I recommend that you move quickly to avoid further customer impact.

The details of the engagement are below so you can initiate action and confidently communicate this plan of action with your team.

**Innovation:**

We can show you a creative approach to trim some of the pressures you have been facing. Utilizing the Fascinate system, we will give your employees the opportunity to improve their engagement by identifying a cutting edge approach, step back to see the big picture so they may navigate the details of improving your customer relations, and connecting your employees to de-silo your organization. At the conclusion of our program, your employees will be recognized for being more flexible, independent, and entrepreneurial in reaching your company’s goals.

**Trust:**

We can show you a way to work through what may currently seem to be a chaotic environment for some of your employees. We will be able to help you research the effectiveness of the past change initiative and reflect on what is working and what is not working. At the end of our program your employees will be able to have outlined a plan for improvements. The Fascination system is a tried and true approach with a foundation of research based solutions that will allow your employees to find the consistency in the midst of changes. They will have a more solid understanding of which of the various changes are truly necessary for improved customer, and which ones are secondary or nice to haves that can be phased later in the plan. Through this program your employees can feel that they have control over the timing of the changes and support you in meeting your organizational goals.

**Passion:**

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Imagine if your team enjoyed working together so much that they began coming up with new and creative ideas/party like rock stars to improve customer sat. The teams that had started to separate into silos now want to hang out after work. Reaching goals becomes something to celebrate, not something to dread. Everyone is collaborating, everyone is communicating in diplomatic and engaging ways and the work is getting done with more fun, more passion and more results than ever before. Youre so happy, you want to party like a rock star.

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**Mystique:**

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