



Welcome to the

FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 2

Wednesday September 13th



AGENDA/OBJECTIVES

- Explain how the Fascination Advantage system works.
- Describe the characteristics of each Fascination Advantage.
- Apply the Fascination Advantages to real client/work situations.
- Recognize communication “red flags” and how to avoid them.




2 MOST IMPORTANT CONCEPTS

Different is better than better.

To become more successful,
don't change who you are.

Become more of who you are.



fas·ci·na·tion

“Fascination is an intense focus. When you fascinate your listener, they’re more likely to connect with you and remember you.”

**People will pay a great deal of money if
you can help them become fascinating.**

They will pay an average of \$288/month to
be the most fascinating person in a room.

HOW TO FASCINATE HISTORY & THEORY

- IT BEGAN WITH **BRANDING**.
- **2006** NEUROLOGY, LINGUISTICS, AND BIOLOGICAL ANTHROPOLOGY
- **2009** “*FASCINATE: YOUR 7 TRIGGERS TO PERSUASION AND CAPTIVATION*”
- **2010** *THE SIDE PROJECT THAT BECAME A PIVOT*
- **2014** “*HOW THE WORLD SEES YOU: DISCOVER YOUR HIGHEST VALUE THROUGH THE SCIENCE OF FASCINATION*”
- **2016** “*FASCINATE: HOW TO MAKE YOUR BRAND IMPOSSIBLE TO RESIST*” REVISED AND UPDATED

THE FASCINATE ADVANTAGES

Innovation
You change the game with creativity

**The Language of Creativity
& Change**

Passion
You connect with emotion

**The Language of
Relationship & Emotion**

Power
You lead with command

**The Language of Confidence
& Authority**

Prestige
You earn respect with higher standards

**The Language of Excellence
& Standards**

Trust
You build loyalty with consistency

**The Language of Stability &
Dependability**

Mystique
You communicate with substance

**The Language of Listening
& Observing**

Alert
You prevent problems with care

**The Language of Details &
Anticipation**

GO → GOOD TO GREAT

PRIMARY ADVANTAGE

- Your most effective mode of communication.
- This is how you naturally connect with people.
- You're more authentic and confident.
- Helps you make a positive impression.



SECONDARY ADVANTAGE

- Second highest mode of communication.
- Does not cost you a lot of effort or energy.
- It's the language you already know how to speak.

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

THE 49 PERSONALITY ARCHETYPES

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

PRIMARY ADVANTAGE

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
Energizing • Social

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

Ingenious • 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

WELLSPRING vs. QUICKSAND

Wellspring

You feel focussed and `in the flow`, invigorated, fueled with a sense of vitality and happiness. You`re having fun and the task feels effortless. You`re productive and energized with the challenge. You feel empowered and motivated.

Quicksand

You feel bored, drained, distracted or loathing an activity or task. It feels like you`re swimming upstream or going against your natural grain. You feel depleted, neutral or you`re exhausted, discouraged and tired.



5 DAY CHALLENGE

- Pay attention to projects, tasks and activities for the next 5 days.
- Write down the activity or task you were doing to find out if you're spending more time in your wellspring or in quicksand.
- Be prepared to talk about your findings on Wed Sept 20th



THE 3 THREATS YOU FACE

- Distraction
- Competition
- Commoditization

POLL

Which of the top 3 threats stand in your way when you want to get noticed, influence or persuade others?

1. Distraction
2. Competition
3. Commoditization

Type in Chat Box

GROUP DISCUSSION

- Describe what it's like when you experience your primary threat:
 - Distraction
 - Competition
 - Commoditization
- What problems have you faced?
- How have you solved this in the past?



SUCCESS FORMULA – HIGH ACHIEVERS

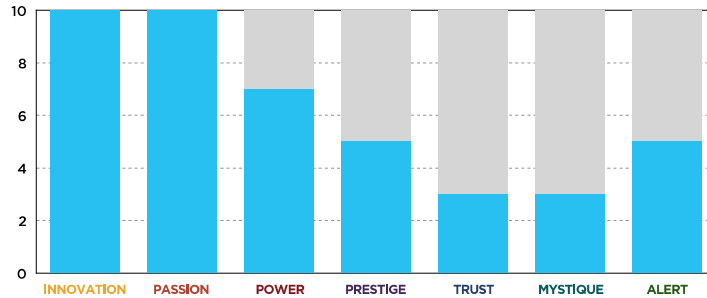
1. High performers deliver a specific benefit.
2. They are worth more and are being paid more.
3. Don't compete on price.

**“85% of your financial success is due to personality and ability to communicate, negotiate and lead.
Shockingly only 15% is due to technical knowledge.”**

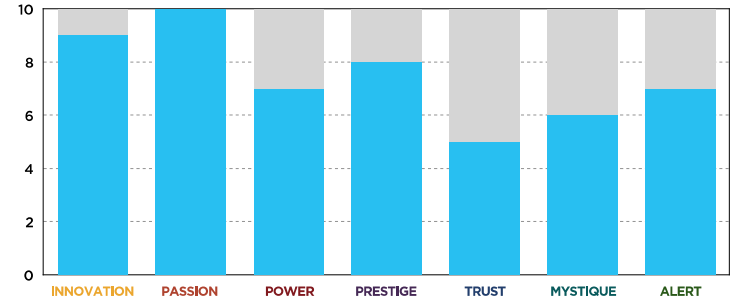
Carnegie Institute for Science



THERE IS NO “RIGHT” DISTRIBUTION OF ADVANTAGES



SALLY IS A **CATALYST**



KARA IS ALSO A **CATALYST**

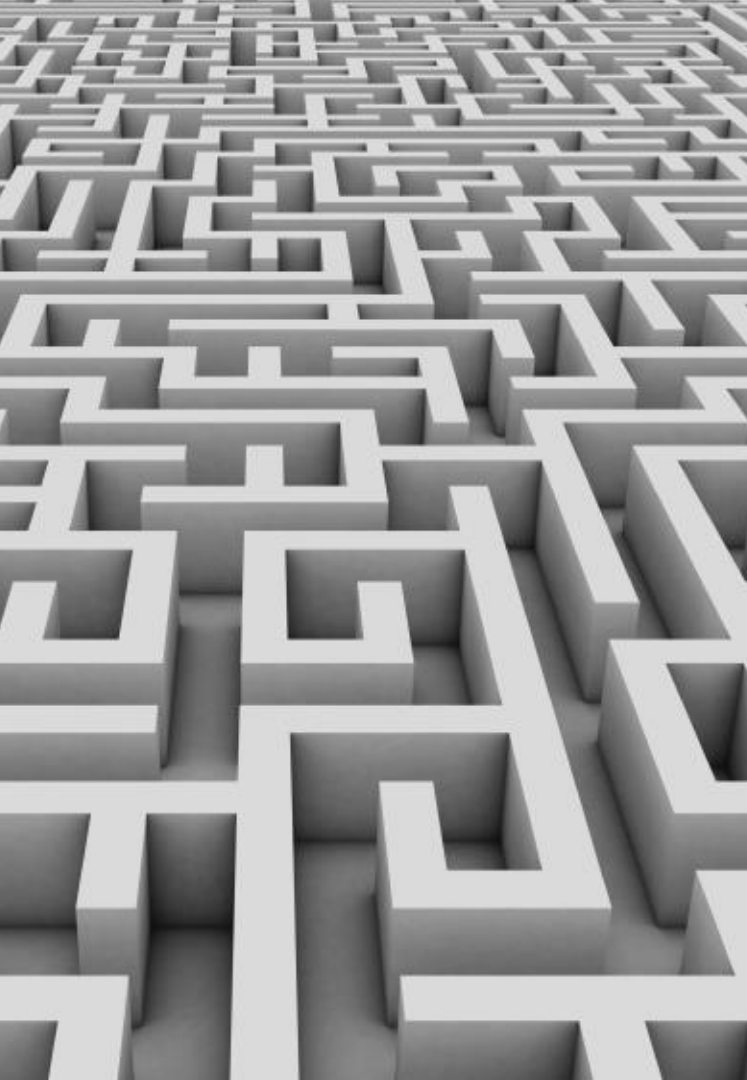
Two Catalysts. Two different personality compositions.

COMMUNICATING EFFECTIVELY


**SCATTERED
COMMUNICATION:**
Use all 7 Advantages,
and your message will
unfocused and
unfascinating

**BALANCED, ENGAGING
COMMUNICATION:**
Use a blend of your personality's
natural Advantages

**ALIENATING
COMMUNICATION:**
If you “double up” on one
one trait you can fall into
Double Trouble mode and
turn people off



DORMANT

A vertical decorative bar on the left side of the slide, composed of seven horizontal segments in the following colors from top to bottom: yellow, orange, red, dark red, purple, blue, and teal.

When too much of a good
thing,
may not be so good.

DOUBLE TROUBLE

POWER + POWER

Dominant, Overbearing, Dogmatic

PASSION + PASSION

Theatrical, Emotive, Sensitive

MYSTIQUE + MYSTIQUE

Unemotional, Reclusive, Concentrated.

PRESTIGE + PRESTIGE

Arrogant, Cold, Superior

ALERT + ALERT

Compulsive, Driven, Exacting.

INNOVATION+INNOVATION

Volatile, Startling, Chaotic.

TRUST+TRUST

Predictable, Safe, Unmovable.

POLL

Can you relate to a **Double Trouble Zone**?

1. OMG, it's me!
2. No Way, no how, not me!
3. Are you talking about my (fill in the blank?)

Type in Chat Box

GROUP DISCUSSION

- What situations or circumstances ‘activate’ your Double Trouble?
- What’s the impact to you? To others?
- How do you get yourself out of Double Trouble?



TIPS TO GET OUT OF THE DOUBLE TROUBLE

1. Self Awareness (You're half way there).
2. Call in your 'other' Advantage.
3. Ask a question – 'I wonder how I could bring more (insert Advantage) to this situation?'
4. Pause.
5. Breathe.

Instead of focusing on what people need to “fix,” we highlight what they’re already doing *right*, so they can do more of it.



FASCINATE ADVANTAGE DEEP DIVE

BREAK OUT – ADVANTAGE DEEP DIVE

In your small group assign a time keeper, speaker + scribe.

Scribe:

- Open Google docs to capture your groups notes.

Timekeeper:

- You have 20 mins. to complete this activity.

Speaker:

- Present your outcomes to the overall group.

BREAK OUT – ADVANTAGE DEEP DIVE

Support Material: Participant Workbook:

- Primary Advantages: Page 11-17
- How Advantages Sell & Collaborate: Page 27
- How Advantages Take Action : Page 28

BREAK OUT – 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?

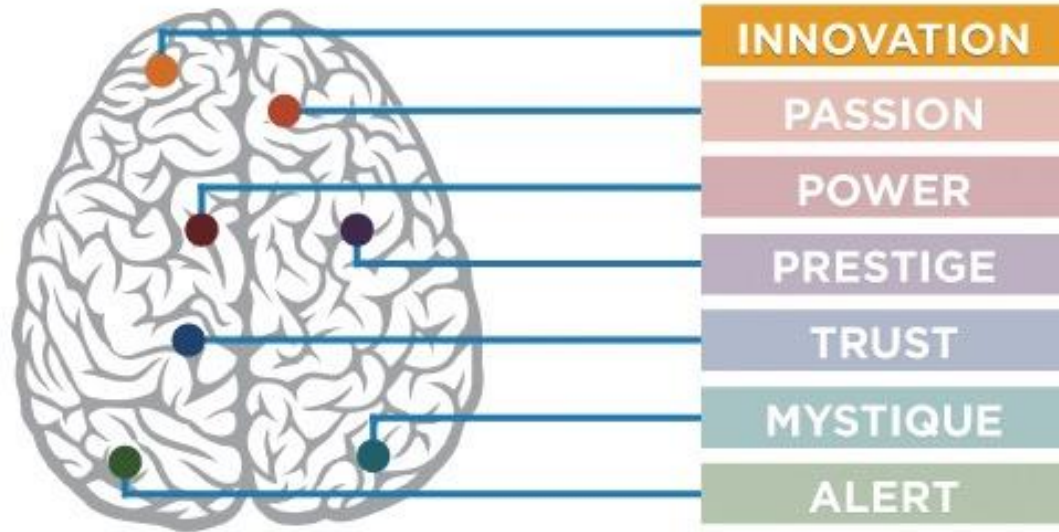
Design, Sales, Customer Service, everyone is so busy with their own projects they stop paying attention to other departments. Routines become set; silos develop. But you're on the verge of cementing a big sales deal with HardCell Manufacturing and you need to have everyone in your company working together.

- A. Using your Fascinate Advantage, how can you increase collaboration among departments and insure the HardCell deal is sealed?

ADVANTAGE BREAK OUT GROUPS

Group 1	Group 2	Group 3
Passion + Mystique	Prestige + Innovation + Trust	Power + Alert
Guido Janelle Michael	Robyn Tine Tony	Ellen Gagan

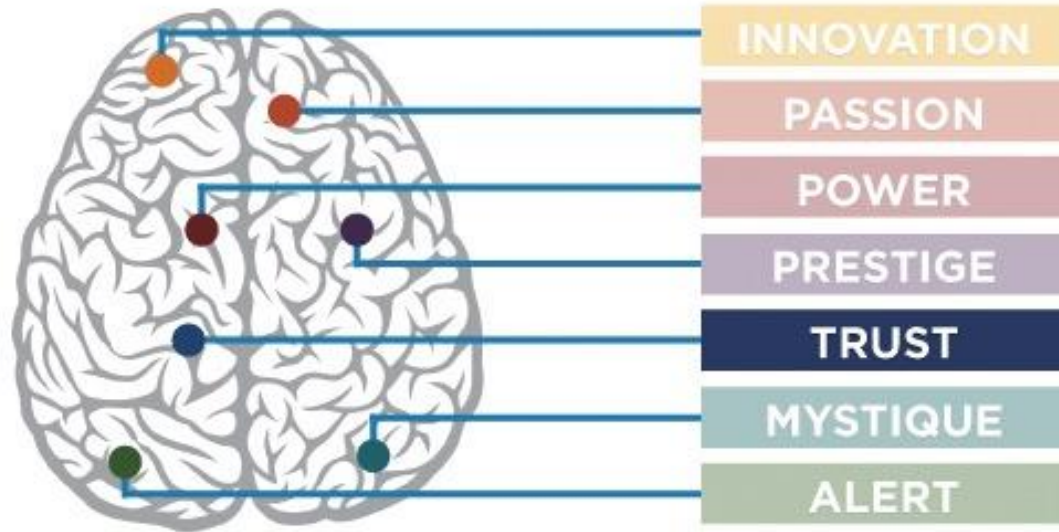
INNOVATION



How to Fascinate® Research Fact

Compared to women, men are more likely to have a primary Innovation Advantage.

TRUST

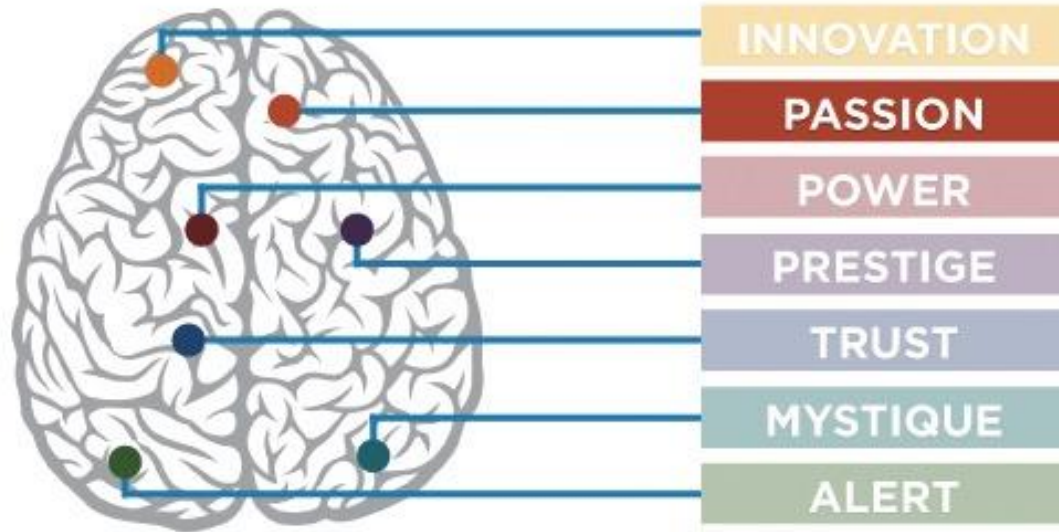


How to Fascinate® Research Fact

**Highest use of Trust Advantage = Finance
Managers**

Lowest use of Trust Advantage = Marketers

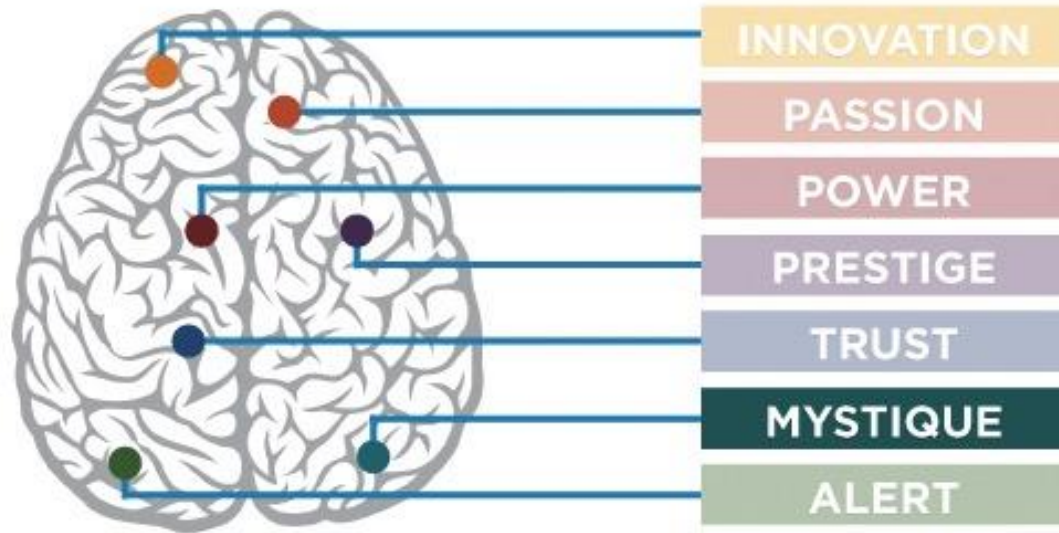
PASSION



How to Fascinate® Research Fact

HR leaders are 300% more likely to have primary Passion Advantage than those in IT.

MYSTIQUE

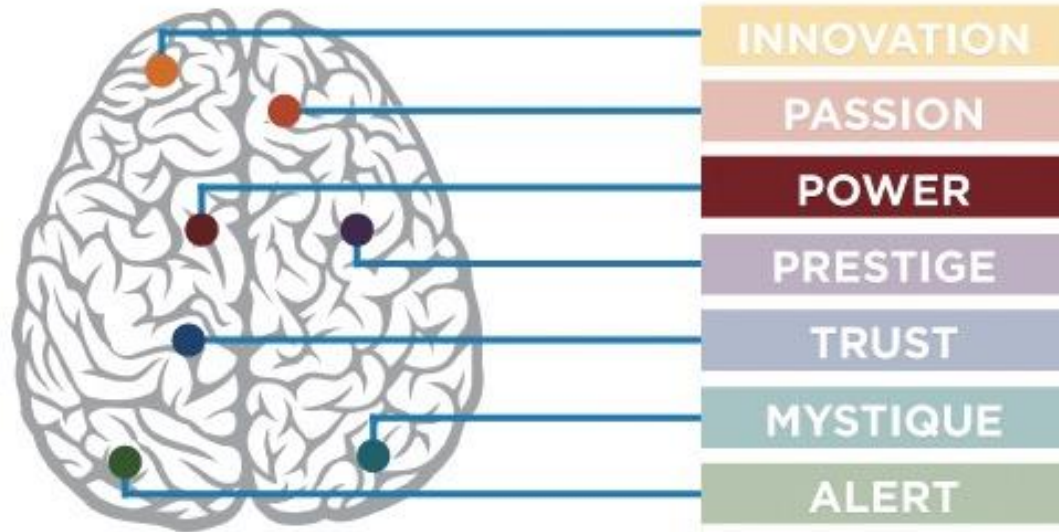


How to Fascinate® Research Fact

Who scores lowest on Passion?

Employees in information technology, and finance. Engineers, on the other hand, score high on Mystique.

POWER

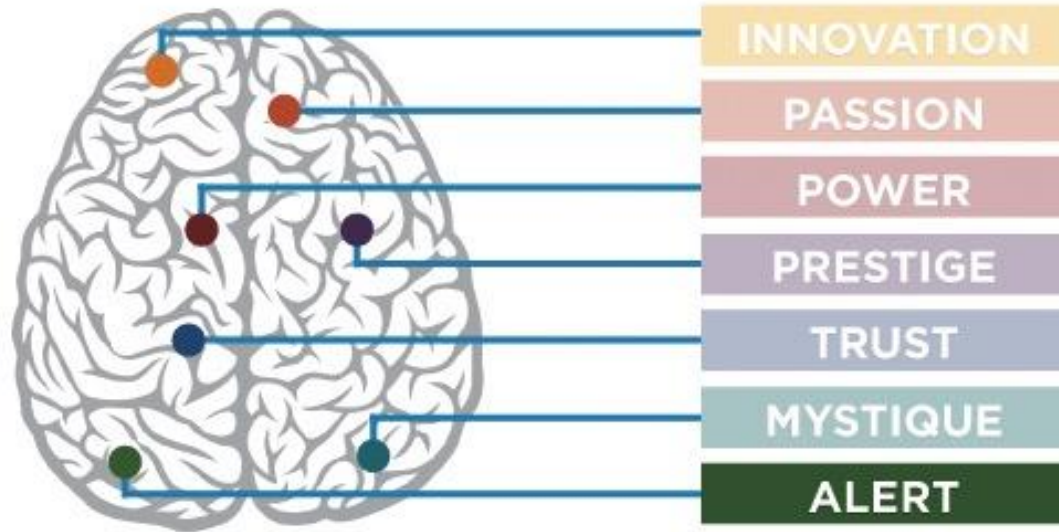


How to Fascinate® Research Fact

Female CEOs lead with almost three times more Passion than their male counterparts.

Male CEOs, in contrast, are twice as likely to have primary Power than the women.

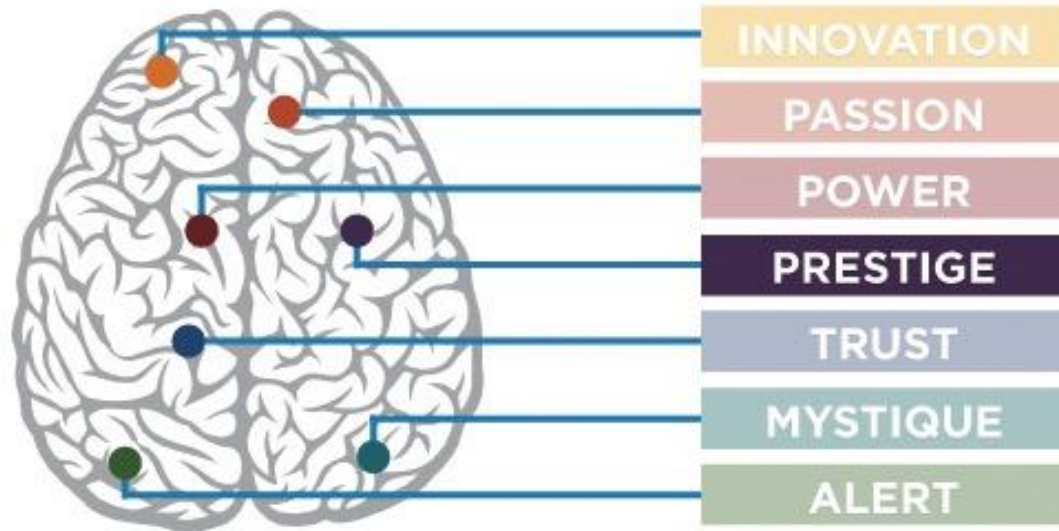
ALERT



How to Fascinate[®] Research Fact

Within the finance industry, for instance, a staff member is 300% more likely to have primary Alert than a CEO.

PRESTIGE



How to Fascinate® Research Fact

When it comes to CEOs and Business Owners both men and women have a strong use of Prestige.

SESSION RECAP

- Understand how the How to Fascinate® system works.
- Identify what makes you different and who you are at your best.
- Identify your communication breakdown `red flags` and what do about it.
- Distinguish between the 7 Fascinate Communication Languages.



GROUP ROUNDTABLE

- What are you walking away with?



HOMEWORK

1. Your Ultimate Brand Playbook
2. Bring your Anthem to Friday`s session
3. Join our FCA Facebook Group



TO BECOME MORE
SUCCESSFUL, DON'T
CHANGE WHO YOU ARE.

*BECOME MORE
OF WHO YOU ARE.*