



# FASCINATE

## CERTIFIED ADVISOR





Welcome to the

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 5

Wednesday September 7<sup>th</sup>

# AGENDA/OBJECTIVES

- Describe `How to Fascinates®` competitive advantage.
- Explain the various How to Fascinate® product offerings.
- Learn how to create the perfect How to Fascinate® sales pitch.
- Open-hours call in: 7:00-8:00pm EDT.

# HOW TO FASCINATE FOUNDATION

- **Expertise:** Sally Hogshead
- **Research:** The Kelton Study (1k+ Americans)
- **Data:** 700,000 People
- **World Class Clients:** Cisco, GE, Intel, AT&T, Twitter
- **Media Recognition:** #1 Wall Street Journal best seller, #2 NY Times best seller, Oprah top pick.

# WHAT MAKES THE FASCINATE SYSTEM DIFFERENT?

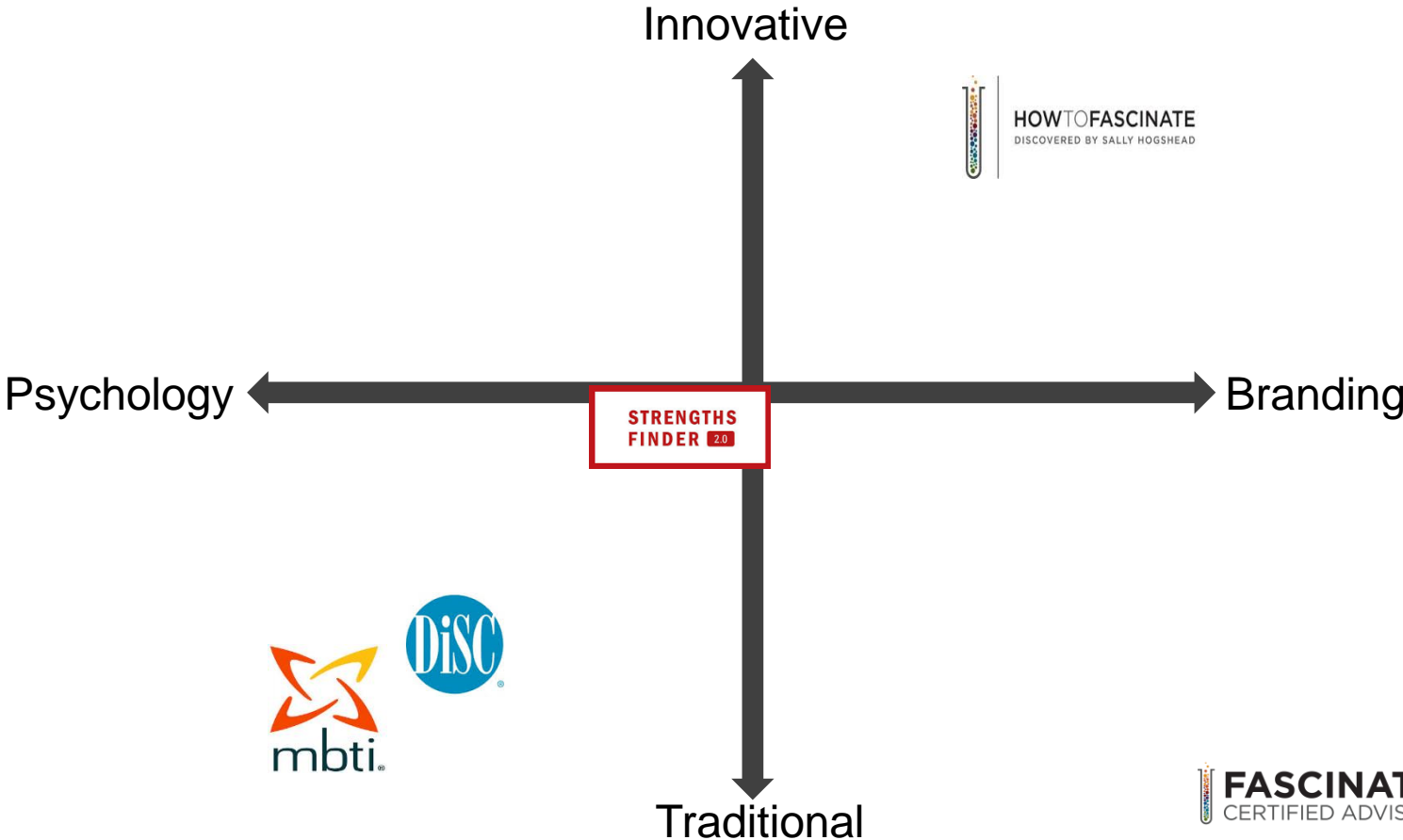
- Our system is based on **branding**, rather than **psychology**.
- We identify **communication** patterns, rather than **personality** traits.
- We tell you how the world sees you, rather than how you see the world.
- Instead of focusing on **strengths**, we uncover how each person is **different** and uniquely suited to excel in a “specialty.”
- Instead of fixing people, we highlight what people are already doing right.



# HOW DOES THE WORLD SEE ME WHEN IT`S A SELF TEST?

This test is not built on psychology (as a traditional personality test). It's based on branding– the response that we create in others. By measuring the signals that we send out, our research is able to predict how others will respond to those signals. Just as Coke and Apple can predict how consumers will respond to a message, this test is predicting how others will respond to your messages.

# DISTINCTION MAP



# HTF Product Offerings





# HTF Product Offerings

- Individual and small group solutions
- Large group and corporate solutions

Many of our products will work in both small and large group scenarios.



# Individual & Small Group Solutions

# Individual & Small Group

## Fascination Advantage® Assessment (FAA)

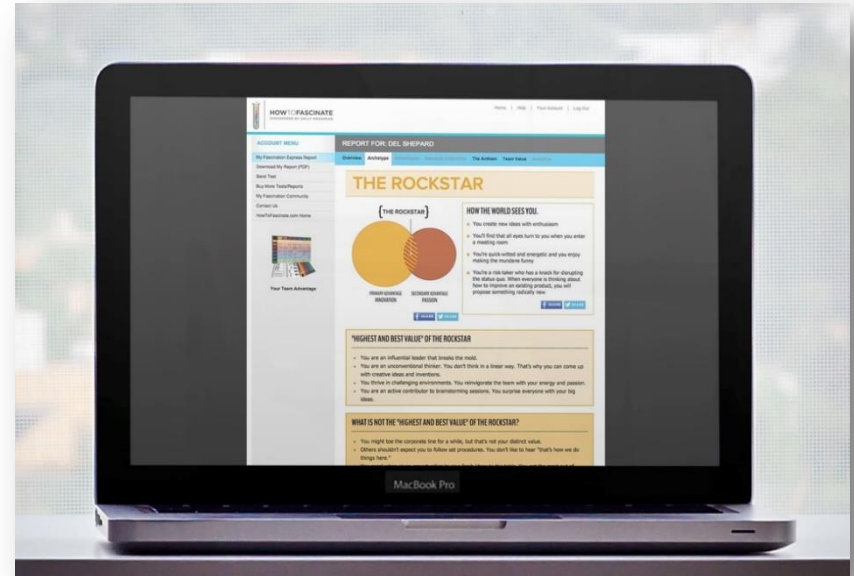


- Communication profile
- Based on marketing
- Great add-on to MBTI, DiSC, Strengths Finder, etc.

# Individual & Small Group

## Fascination Advantage® Express (FAE)

- Great lead generator
- Perfect for prospects



Individual & Small Group

# One-Hour Personal Brand™ Strategy Kit



## 2 versions available:

- For professionals
- For students

# Individual & Small Group

## Ultimate Personal Brand™ Playbook



- 5-week course
- Perfect for coaching

# Individual & Small Group

## Best Team Ever™ Kit



- Perfect for team building
- Includes activities and cheat sheets
- Does not include assessments

# Individual & Small Group

## Complete Fascination Business System



- Includes:
  - Your High-Performing Team &*
  - Your High-Performing Brand*
- Perfect for entrepreneurs



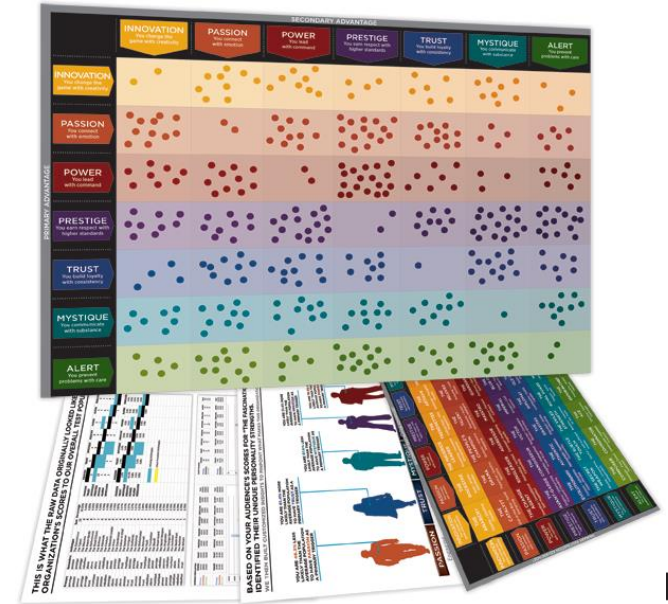


# Large Group & Corporate Solutions

# Large Group & Corporate

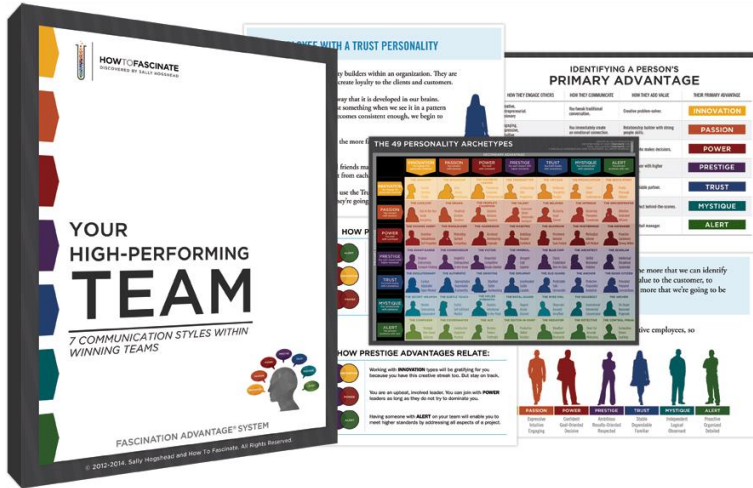
## Your Team Advantage

- Perfect for teams of 20 or more
- Includes custom analytics
- Does not include assessments



# Large Group & Corporate

## Your High-Performing Team



- Perfect for leaders / managers
- Includes 20 assessments (with full report)

# Large Group & Corporate

## Leadership Bundle (BTE + YHPT)



- Perfect for team building, business owners & brand or marketing managers
- Includes activities and cheat sheets
- Includes 20 assessments (with full report)

Large Group & Corporate

# Organizational and Public Training (LIVE)



# Large Group & Corporate

## Fascination Academy

- Personalized, interactive and on-demand
- Features Sally Hogshead
- Includes Anthem instruction



# IDEA INSTIGATOR

**The many ways How to Fascinate<sup>®</sup>  
is being used in the marketplace.**

# AMBA



**Mandy O'Leary**  
Director of Client Development


## Mandy O'Leary

### The Talent

Mandy leads with a passion that connects emotionally while earning respect by consistently reaching high standards. She has that rare ability of understanding what's needed and matching that to the possible. Mandy oversees our client development team, ensuring that all client KPIs are met strategically and operationally.



# FASCINATING CREATIVES


 **Tara Gentile**  
March 20

Could every presenter, teacher, or facilitator be FASCINATING and engaging on stage? I think so!


I just finished putting together my presentation for the Content Producers, Hosts, and Channel Leads at CreativeLive (an online video education company). I'm teaching them how to recognize what Fascination Advantages/languages their instructors favor so that can coach them to create experiences and content that really allows those instructors to shine.

I'm using instructors (including myself) to demonstrate the different advantages and show them what to look for whether they know their instructors archetype or not.

But every instructor can be a truly great instructor if we help them highlight their strengths & distinct advantages as a presenter.



TARA GENTILE

<p>every instructor fascinates in a unique way.</p>  <p>TARA GENTILE</p>	<p>every instructor is going to find their Fascination language and how they're most fascinated can coach them to succeed.</p> <p>TARA GENTILE</p>	<p>TARA GENTILE</p>
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## VISION VELOCITY MEDIA, LLC

### Personalized Media Gallery

**Something exciting is taking flight!** We are in the process of providing **personalized high quality** stock media for you to use in your marketing materials. This exclusive gallery is based on and inspired by **your requests**. The **full gallery will launch in 2016** and full access will be available for a monthly fee in 2016.

Finally, **STOCK MEDIA** will be available that is **UNIQUE to you & YOUR VISION!** Click to



Send your requests to [media@howyoustandout.com](mailto:media@howyoustandout.com). Each month we will gather your personal insights and produce media files that fit the needs of the overall majority. Be sure to include **your Advantage®** in the subject line of your e-mail. We are **actively creating** media that **compliment the 7 Fascination Advantages®** in order to **enhance influence and increase engagement**.

Sign up for a **Sneak Peek** in the header above to start receiving **7 free media files each month** along with **updates** on how we are utilizing **science & art to empower distinction**. Don't miss out! The first 1,000 members will receive 20% off the monthly fee when access to the full gallery launches next year.

# SAMPLE FCA COACHING PACKAGES

## 1 SESSION

HOW TO FASCINATE® OVERVIEW

Fascinate Advantage  
Assessment® (FAA)

## SAMPLE PRICING

Client Investment - \$250  
FCA Earnings - \$222

## 2 SESSIONS

HOW TO FASCINATE® OVERVIEW  
ANTHEM BUILDER

One-Hour Personal  
Brand™ Strategy Kit

## SAMPLE PRICING

Client Investment - \$500  
FCA Earnings - \$382

## 4-5 SESSIONS

HOW TO FASCINATE® OVERVIEW  
ANTHEM BUILDER  
MARKETING STRATEGY

Ultimate Personal  
Brand™ Playbook

## SAMPLE PRICING

Client Investment - \$1000  
FCA Earnings - \$702

# SPEAKING, TRAINING AND DEVELOPMENT



# SAMPLE WORKSHOP OUTLINES

## Half Day (3-4hrs)

- Fascinating Introductions/Icebreaker
- Fascination Advantage® system Overview
- Activity: The 7 Fascination Advantages
- Break
- Activity: Effective Communication/DT
- Activity: Fascination Anthem Builder
- Wrap up

## SAMPLE PRICING (20 participants)

Client Investment - \$2,500-\$5,000  
FCA Earnings - \$2,056 - \$4,556

## Full Day (7-8hrs)

- Fascinating Introductions/Icebreaker
- Fascination Advantage® system Overview
- Activity: The 7 Fascination Advantages
- Break
- Activity: Effective Communication/DT
- Break
- Team Advantage + Team Heat Map
- Activity: Team Heat Map Analysis
- Break
- Activity: Fascination Anthem Builder
- Wrap up

## SAMPLE PRICING (20 participants)

Client Investment - \$4,500 - \$10,000  
FCA Earnings - \$4,056 - \$9,556

# THE 7 TYPES OF COMMUNICATION

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

MYSTIQUE

UNEMOTIONAL, SOLO INTELLECT  
BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH  
HIGHER STANDARDS

ALERT

PRECISE DETAIL MANAGER

INNOVATION

UNTRADITIONAL PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

# COMMUNICATE - 2 WAYS



I change the  
game with  
creativity

Innovation



I build loyalty  
with  
consistency

Trust

# COMMUNICATING WITH OTHERS

Innovation	Passion	Power	Prestige	Trust	Mystique	Alert
Give space for autonomy	Allow time for expression of emotions and feelings	Focus on goals and plans	Present clear rewards	Rely on tradition and the past	Present facts	Define consequences



# SMALL GROUP ACTIVITY 1 - OBJECTIVE

Practice applying the 7 Fascinate Advantage languages by identifying the distinct messaging each language has. Remember, you communicate at your best when you use your top 2 Advantages. For the purpose of this activity, we want you to apply only one Advantage (at a time) to the scenario to gain fluency in this Advantage.



# SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into 7 Advantage groups – assign speaker/scribe.
- Each group will be assigned 1 Advantage.
- Prepare a pitch for a prospective client using your assigned Advantages demonstrating how, How to Fascinate® is the perfect solution to their problem.

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.

# USING YOUR ASSIGNED ADVANTAGE:

- How would you pitch the value of the HTF system?
- Highlight key characteristics that this Advantage would demonstrate.
- Write a 2 – 3 sentence pitch using your Advantage.

Craft a pitch using your Fascinate Advantage.

Assign a speaker/scribe – capture script in Google doc.

# ADVANTAGE BREAK OUT GROUPS

Group 1	Group 3	Group 4
Passion + Mystique	Power + Alert	Innovation + Trust
Julia Ron Crystal Murtaza	Lisa Carl Vivienne Ridwan	Jeff Olivia Jean



# EXAMPLE - PRESTIGE

THE LANGUAGE OF EXCELLENCE

RESPECTED, AMBITIOUS, RESULT-ORIENTED

PEOPLE WITH PRIMARY PRESTIGE EARN  
**RESPECT** BY SETTING **HIGH STANDARDS.**

# EXAMPLE - PRESTIGE

When using the Prestige Advantage to communicate be sure to:

- Present a clear reward.
- Focus on how the solution is what's hot and present compared to the competition.
- Surprise by elevating the bar, deliver an outstanding first impression and set higher standards.
- Be sure to make them look good.
- Show better than expected results.
- Exceed expectation.

# SAMPLE PITCH 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 employees 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.

# USING YOUR ASSIGNED ADVANTAGE:

- How would you pitch the value of the HTF system?
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Craft a pitch using your Fascinate Advantage.

Assign a speaker/scribe – capture script in Google doc.



# HOMEWORK

1. Create a your How to Fascinate® business development plan.
2. Complete your Affiliate paperwork.
3. Bring your Affiliate Username and Password to Friday`s session.
4. Complete the appropriate tax forms.
5. Email your address to: [carrie@howtofascinate.com](mailto:carrie@howtofascinate.com)

A vertical decorative bar on the left side of the slide, composed of seven horizontal segments in different colors: yellow, orange, red, dark red, purple, blue, and teal. Each segment is a rectangle with a pointed right edge, resembling an arrowhead.

What are you taking away?

**“The world is not changed by  
people who sort of care.”**

**Sally Hogshead**