



FASCINATION
LABORATORY

FASCINATION ANTHEM:

THE TAGLINE FOR YOUR PERSONALITY™



FACILITATOR GUIDE FOR
FASCINATION ADVANTAGE TRAINING

For information, visit HowToFascinate.com or contact Hello@HowToFascinate.com.

This document and materials contain proprietary research, copyrighted materials, and original works that were created by and are the property of Fascinate, Inc. This document and the materials contained herein are for your personal and/or organization's use only and are not to be reproduced, disseminated, divulged, quoted, published or otherwise shared with those outside your organization. All of Fascinate, Inc.'s content and materials in this document are protected by copyright. No individual, organization or participants using these materials shall reproduce, alter, resell, change, reuse, or distribute the materials beyond the extent of any agreement with Fascinate, Inc. without express, written permission of Fascinate, Inc. Violations of the terms of this purchase agreement are a breach of contract and violation of Fascinate, Inc.'s intellectual property rights in this document and materials.

The materials and documents herein are highly valued by Fascinate, Inc. Various United States Federal and State and international laws provide Intellectual property penalties, protections and guarantees including but not limited to those under patent, copyright, trademark, and trade secret protection. Fascinate Inc. safeguards the literary, artistic and creative ideas, concepts, and teachings contained within this document and asks that they be respected by purchasers and other users of this material.

No amendments, alterations or changes may be made to this document or the underlying Fascination Advantage Assessment without first obtaining the express written permission of Fascinate, Inc.

Fascination Advantage , Discover How The World Sees You , How To Fascinate and each of the 7 Fascination Advantages and 49 Fascination Archetypes are trademarks of Fascinate, Inc. and/or Sally Hogshead. All other trademarks and copyrights are property of their respective owners.

FACILITATOR'S GUIDE CONTENTS

How to Use the Facilitator's Guide	4
Tips on Presentation	5
Room Materials, Participant Materials	5
Learning Objectives	8
Fascinate or Fail	10
7 Fascination Advantages	10
Advantages and Archetypes	14
Highest Distinct Value	22
9-Second Anthem	24
Your Team's Advantages	30
Peer to Peer Breakout Session Worksheet	40
Fascination Advantage Action Plan	42
Anthem Application Exercises	44
Appendix A: Glossary	49
Appendix B: Ideas for How to Apply Your Anthem	51
Appendix C: FAQs	52
Appendix D: The 49 Personality Archetypes	53
Appendix E: The 7 Languages of Fascination	54
Additional Appendices:	
How Personality Triggers Take Action	55
The 7 Triggers for Leaders	56
7 Ways to Solve Your Problem	57
How Personality Triggers Sell & Collaborate	58

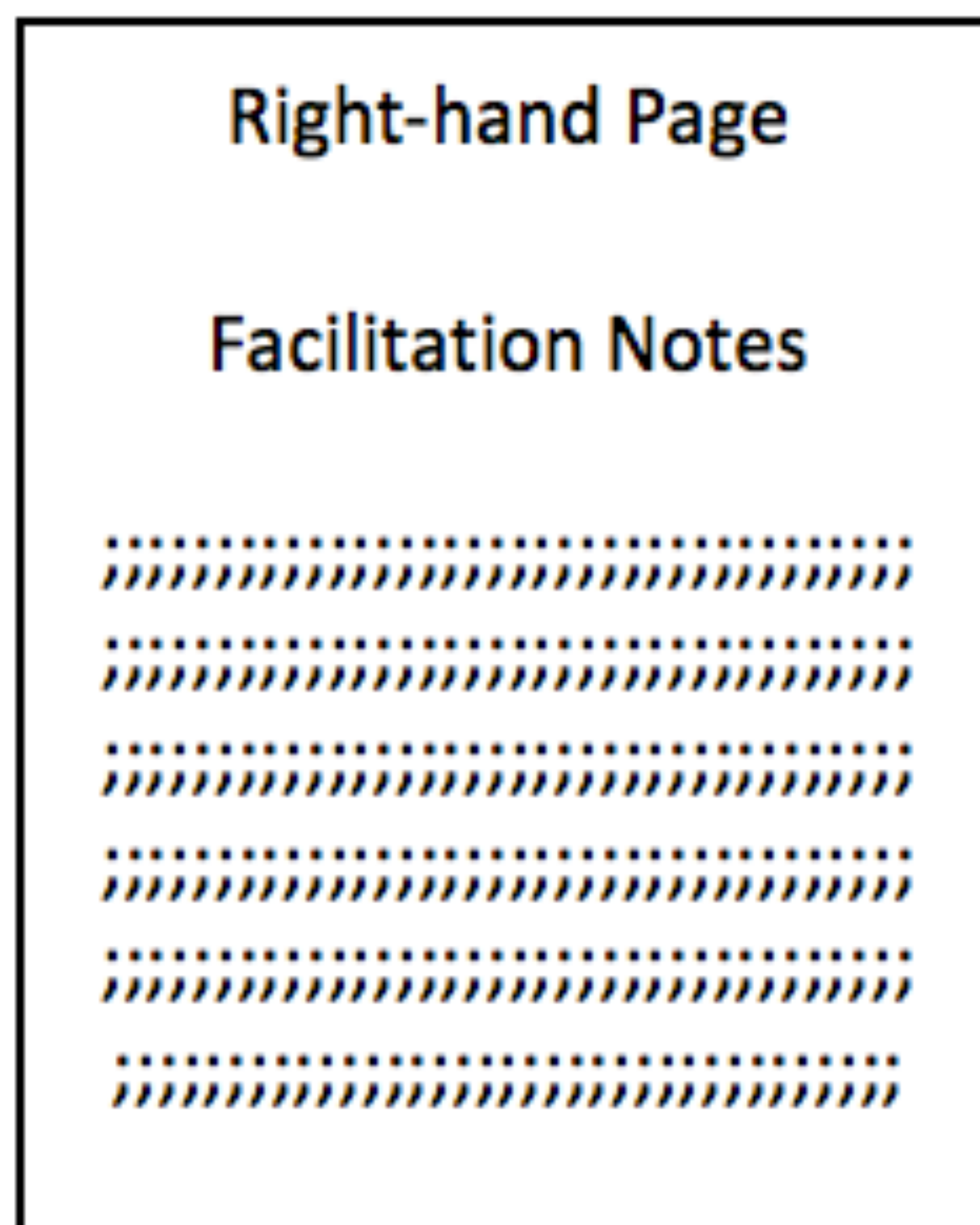
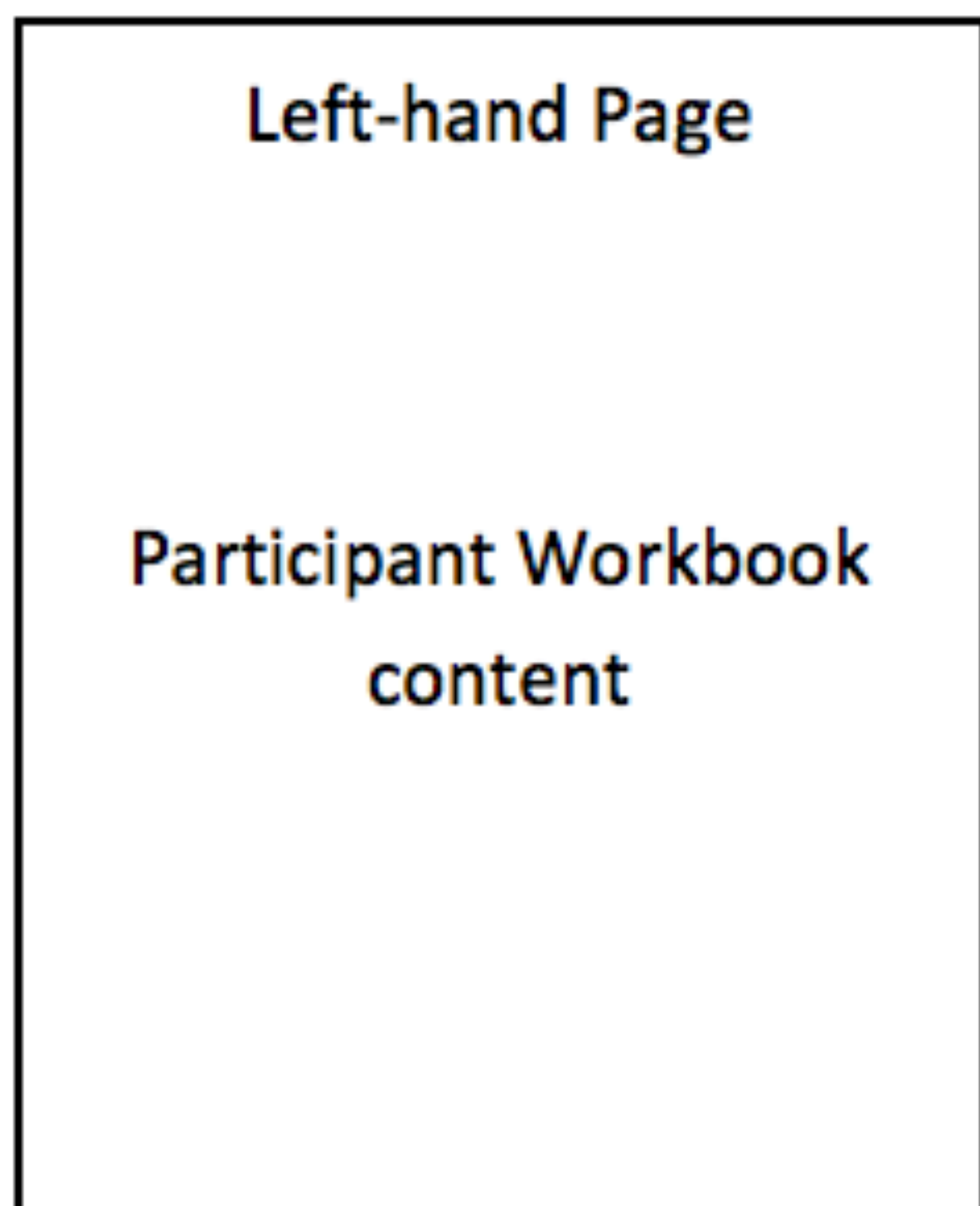
HOW TO USE THE FACILITATOR'S GUIDE

This Facilitator's Guide contains notes, instructions, and ideas on how to present and lead the Fascination Advantage workshop which you might facilitate.

Instructions and points to cover are written in brief, straightforward language.

In order to make facilitation easier for you, this Guide includes:

- A copy of the Participant Workbook content on the left-hand page.
- Facilitation notes on the right-hand page.



SLED Model for Exercises

For exercises, you will be guided by a best-practice SLED model. SLED stands for Set-up, Learning Point, Execution, and Debrief.

The SLED model is not used for discussion points (vs. exercises).

TIPS ON PRESENTATION AND PREPARATION

The following tips will help prepare you to lead this workshop effectively.

- Make sure you *understand your own Anthem*, and *how it helps you become more valuable to others*. The more clearly and confidently you can explain your own Anthem, and how it guides your communication, the more effectively you can train others to identify and apply their Anthem.
- *Leveraging your personal Fascination Advantages* as you communicate throughout the workshop. There's no *right* way to communicate during the workshop. Make it *your* way. Remember, the greatest value you can add is to become more of yourself.
- *Have fun!* Make the workshop high energy, interactive, and engaging.
- *Make it personal*. Be prepared to *share your own examples and perspectives* and begin to weave these into your style. As a facilitator, these are the most important things you can bring to the workshop to make the material relevant, memorable, and personal.
- *Know your audience*. Even if you know the participants personally, invest the time to Google them, check out their social media pages, and make notes so that you can engage them during the workshop. Here's an option that doesn't take much of your time and can help participants' perceive this as a customized workshop:
 1. Ask organizers for the names of a few people in your workshop who are particularly well regarded by their peers.
 2. Identify their Fascination Advantages and Archetypes from their reports.
 3. Look at their social media pages – e.g., LinkedIn, Facebook, YouTube, Twitter – and resumes or other personal documents for examples of how their Advantages and Archetypes are demonstrated. Use these during the workshop when it makes sense.
- You *should be familiar with the 7 Advantages*. You don't need to know the 49 Archetypes in-depth

ROOM MATERIALS

- Projector and screen

PARTICIPANT MATERIALS

Available at Check In

- *Name Tags*. Each name tag will have the participant's primary and secondary Advantages attached. Having the Advantages attached will help make the keynote session and break-out sessions more interactive and personal.
- *Fascination Advantage Reports*. Each participant will have their personal Fascination reports made available at check in. The reports will be used during the key note session to create Anthems and other exercises.

PARTICIPANT MATERIALS (CONT'D)

Available at Check In

- *Participant Workbooks.* The workbook include information, activities, scenarios, and resources. It will be used by participants in the keynote session (for example, to create their Anthems). It will also be used by the participants in the breakout sessions (for example, to apply what they learned in the keynote working through the scenarios).

Fascination Advantage Schedule (2 hours 5 mins. hours)

- The schedule below includes timing, segments and topics for Fascination Advantage workshops you might facilitate *in the future*. The approximate time for each segment is also included on the Facilitator's Note pages.

NOTE: The actual timing for each workshop will vary based on the engagement of participants. Monitor time during the workshop and adjust accordingly.

BREAK-OUT SESSIONS SCHEDULE (2 HOURS 5 MINS.)

Time (Segment/Total)	Segment	Topic
5 mins.	Welcome and Introduction	Introduce workshop and review Learning Objectives
5 mins. /10 mins.	Presentation	Fascinate or Fail (The Fascination Advantage Difference)
10 mins. /20 mins.	Presentation and Discussion	7 Fascination Advantages
15 mins. /35 mins.	Presentation	Your Advantages and Your Archetype
10 mins. /45 mins.	Exercise	Your Adjectives
15 mins./1 hour	Exercise	Become a More Valuable You
5 mins./1 hour, 5 mins	Discussion	Your Highest Distinct Value
BREAK – 15 mins./1 hour, 20 mins		
15 mins./1 hour, 35 mins.	Exercise	My 9-Second Anthem
10 mins./1 hour, 45 mins.	Exercise	Your Anthem In Action
15 mins./2 hours	Exercise	Scenario – Team Meeting
5 mins./2 hours 5 mins.	Adjourn	Closing Comments and Adjourn

FACILITATOR'S NOTES (APPROXIMATELY 5 MINS.)

Welcome and Introduction

- Are your mind and attitude set on *engagement, authenticity, energy, and fun*?
- *Welcome* participants to the course.
- Go over workshop logistics (breaks, restrooms, etc.).
- *Introduce yourself.* Share some of your personal experiences with The Fascination Advantage since you took the workshop. What have you learned about yourself, and your communication, since taking the assessment?
- *Share your own Anthem.* Describe how YOU apply your Anthem in your daily life.

Example: “*My Anthem is DEPENDABLE STABILITY. I identified my Anthem through the same exercise that you will be doing today. Since then, I’ve applied this Anthem in all aspects of my communications.*”

For example, I was a little nervous when I was approached about facilitating this workshop, because I’m not always outgoing. Then I realized that I can make a difference because I always prepare, I’m always on time, and I deliver consistent results. Instead of feeling stressed about training you, I feel confident and calm about preparing – and here I am. My commitment to you today is to help you achieve similar results.”

Learning Objectives

- Review the five Learning Objectives that are on page 5 of the Participant’s Workbook.
- Over the next 90 minutes, you will learn about yourself, and *how your personality is most likely to add value.* You’ll discover your Most Valuable You.
- You’ll learn how your personality is naturally primed to succeed, so that you can become *more fascinating* and *valuable* every time you communicate.
- By applying what you learn here today, you can grow your career, create better relationships, rise above the competition, and become intensely valuable to those who matter most. You’ll see how to become more effective and valuable in a meeting, closing a sale, in communicating and presenting. What you learn here will apply all communication in your personal and professional life.

FASCINATE OR FAIL

You have probably noticed that attention spans are shorter today than they were a few years ago. You're not imagining it. Research shows that the average attention span today is 9 seconds. *Just 9 seconds!*

That means you can't communicate in the same way as you did even just five years ago.

Those 9 seconds are your opportunity to engage, inform, inspire, and earn the attention of peers, customers, and everyone else around. This is your golden window to demonstrate why others should listen to you, and how they will benefit from working with you. (This isn't as difficult as it seems, once we develop your 9-Second Anthem together!)

7 FASCINATION ADVANTAGES

There are 7 different forms of communication:

Power, Passion, Mystique, Prestige, Alert, Innovation, and Trust.

Each one follows certain patterns. Each one has a different Advantage.

You can think of these as 7 "Advantages," because they trigger a specific response in others.

You naturally use 2 of these Advantages in your personality: your *primary* Advantage, and your *secondary* Advantage. These two Advantages form your Archetype: how the world sees you at your best.

In certain situations, your personality will have an upper hand. You'll be more likely to impress others, build relationships, and win. In other situations, however, you're at a disadvantage. You're unlikely to be seen at your best.

Your goal is to focus on your Advantages, and avoid your pitfalls, in order to build communication that fascinates others.

There isn't one Advantage that's better than the others. But there are some that are *better for you*. Unlock these Advantages, and you'll become *the most valuable you*.

What's the best of how the world sees you? Let's find out now.

Every personality can be better understood through the 7 Advantages of Fascination. Look around the room – every single person here and elsewhere uses two Advantages. You use them. Your peers use them. So do your customers and your prospects.

FACILITATOR'S NOTES (APPROXIMATELY 5 MINS.)

The Fascination Advantage Difference –

Introduce Sally and the Fascination Advantage Story

Ask: How many of you have taken a personality assessment before – Myers-Briggs, DISC, or another One? (NOTE: most heads should nod, “yes.”)

Say: You might be thinking, “*How is the Fascination Advantage different?*” That’s a GREAT question. The answer is:

- Most assessments measure *how you see the world*. This is different. This system looks at the cues and signals that you’re intentionally or unintentionally sending to the world, and the pros and cons of each.
- If you’ve already done a test such as Myers-Briggs or DiSC or Kolbe or StrengthsFinder, you already know *how you see the world*. This used to be the most important metric for you to know. It’s still an important one today. But it’s no longer the *only* metric. As conversations become more compressed, and the marketplace more crowded, you need to know how others *see* you and *respond* to you.
- Instead of being based on psychology, like a traditional system, this one is *based on marketing and branding*.
- In our time together today, we’ll use the modern lens of branding so you can *see yourself through the eyes of your customers and co-workers*. We’ll identify *what makes you most valuable* to others. We’ll discover how you are *most likely to impress and engage with others*, so you can apply that every day.
- *The Fascination Advantage was created by Sally Hogshead*. You may be familiar with Sally who is a Hall of Fame speaker, and the world’s expert on the science of fascination.
- In her early 20s, Sally was the *most awarded advertising writer in the country*. She started her first ad agency as just 27 and created campaigns that were incredibly successful for brands that you’d recognize such as *Coca-Cola, BMW, Nike, and MINI Cooper*.
- Sally realized that just as brands need to know how they are seen by customers, *people need to know how they are seen by others*.
- That’s a new question that requires a new point of view. The result is a *Fascination Advantage methodology* that combines *decades of research with the principles of world-class marketing*. It reveals how the world sees you. Do you see the difference?

7 FASCINATION ADVANTAGES (CONT'D)

Once you understand how the 7 Advantages drive all interaction, *you'll begin to realize why people interact with you in a specific way, both positively and less so.* You will be able to predict how your personality will be perceived by your peers, your customers, and your manager.

Then you can more effectively interact with them. You will be able to apply your strongest traits, in order to get a specific result – to close a deal, to build rapport, or to captivate your audience during a presentation.

INNOVATION	New ideas and solutions
PASSION	Creating warm emotional connections
POWER	Leading through authority
PRESTIGE	Achieving success with higher standards
TRUST	Building loyalty over time
MYSTIQUE	Thinking before speaking
ALERT	Careful precision

YOUR ADVANTAGES

1. Your **PRIMARY** Advantage. This is the one you most naturally use when communicating. It's your strongest Fascination Advantage, the one that makes you most persuasive. When you communicate using your primary Advantage, people are more likely to hear and remember you, because you are communicating in the way that is most natural to you. *Your words, actions, and personality are in alignment.*
2. Your **SECONDARY** Advantage. Every person mostly uses two Advantages. Your secondary Advantage is the one that describes how you use your primary Advantage.
3. Your **DORMANT** Advantage. Of all seven Advantages this is the one that is *least likely* to give you a competitive Advantage over others. It's how you are least likely to fascinate others. You do not need to increase your use of this Advantage necessarily – rather, you should try to avoid being evaluated purely on the basis of this form of communication.

YOUR ARCHETYPE

Your Archetype is how the world sees you, *at your best*. It reflects the combination of your primary and secondary Advantages.

Primary Advantage + Secondary Advantage = Archetype

For example:

- If your top two Advantages are Prestige + Alert, then your Archetype is The Perfectionist.
- If your top two Advantages are Mystique + Trust, then you are The Wise Owl.

Your Archetype is almost like your personality's built-in superpower. *It's already there!* When you think back through times when you have effortlessly succeeded, you'll see it's always been there (and you'll get a chance to do that coming up).

Each Archetype adds value in a different way. Each Archetype has a different communication style that makes it most fascinating and persuasive.

Your Archetype defines how you intentionally or unintentionally express yourself and your ideas.

- You might be *rationally inclined* and *use facts and figures* to make your arguments.
- You might be a *more emotional personality* and *paint vivid pictures* when you talk about your ideas.

FACILITATOR'S NOTES (APPROXIMATELY 10 MINS.)

Your Advantages and Your Archetype

Now you're getting into the *real meat* of the workshop – the *participant's Fascination report* from the assessment that they took before the workshop. *Take your time* with this section as *each participant grows aware of their Archetype and Advantages*.

- If participants didn't receive them before the workshop, **hand out** participants' customized reports and name tags with primary and secondary Advantages.

NOTE: You should have reviewed the reports for each participant before the workshop, if the number of people in the workshop is manageable.

NOTE: Be sure to have a copy of your report so you can share personal examples.

- **Give them** a few minutes (5 – 10 depending on level of engagement) to look through the reports.
- **Walk through** the sections of the report. *Pause and focus on definitions* (e.g., Archetype, primary Advantage, secondary Advantage, dormant Advantage, etc.).
- **Say:**
 - Turn to the page that lists the 5 descriptors of “*Who You Are*.”
 - Pick one that most accurately pinpoints your strong suit. Discuss with your table members:
 - How do you use this in your work?
 - How do you apply this in a face-to-face meeting when you're getting to know somebody?
 - How do you use it with a customer on the phone?
- **Ask questions about the reports to begin to build awareness of the Archetypes among the group.** For example, talk about the 7 different Advantages:
 - *How many of you have a primary Advantage of Passion?* NOTE: Make an observation about the personality Advantages of Passion (such as, “expressive personality that can quickly build rapport with strangers”).
- **Ask** participants to share bits from their report. What was an “a-ha” moment that made you realize how others perceive you? You might ask:
 - *What is your Archetype? How does this describe your communication style with peers?*
 - *Would you read us the top 5 adjectives from your report? Pick one of these. How does this adjective describe how you excel in your day-to-day interaction with your peers?*
 - *What is your dormant Advantage? How do you feel when you are forced to communicate in the style of your dormant Advantage?* (NOTE: They will probably use words such as “Frustrated” or “Annoyed” or “Discouraged”)

EXERCISE: YOUR ADJECTIVES

Now you'll select the adjectives that best describe you.

In the 49 Archetypes matrix in the report, there are 3 adjectives for your Archetype. These adjectives indicate your most successful, natural style of communicating. This is how you can stand out from everyone else, and serve your peers and customers.

Your Assignment: Select 3 adjectives that best describe how you work differently than others, how you are *distinct* and *unique*. Write them in the spaces below.

EXAMPLE: ARCHETYPE = MAVERICK LEADER
Your adjectives are **Pioneering, Irreverent, and Entrepreneurial.**

Adjective 1: **Pioneering**

How it describes my distinct value: *I bring unexpected ideas to meetings.*

Adjective 2: **Irreverent**

How it describes my distinct value: *I charm and disarm people with humor.*

Adjective 3: **Entrepreneurial**

How it describes my distinct value: *I happily begin new enterprises.*

Adjective 1:

Adjective 2:

Adjective 3:

EXERCISE: BECOME A MORE VALUABLE YOU

Look back on your career and your life. What are examples of when you have been successful? There's a reason why you tend to be successful in certain situations. *It's because of your Advantages and adjectives.* When you understand that each success is connected by a thread – *the way in which your personality adds value* – you will begin to see how they apply in the future.

How does each adjective describe your communication style at work?

For example: When you are discussing a thorny issue with a client, how does your *approach* reflect these adjectives? When you are working to improve your results, *how do you incorporate this approach in your work?*

Adjective 1:

When and how I applied it:

Adjective 2:

When and how I applied it:

Adjective 3:

When and how I applied it:

FACILITATOR'S NOTES (APPROXIMATELY 10 MINS.)

Exercise: Become a More Valuable You

SETUP:

Tell participants:

Think about ways that *you have a distinctive style of succeeding in a variety of real-world situations* – helping on projects, working with customers, or participating in this training. *The goal of this exercise is to make your success an intentional act, rather than a series of lucky breaks.*

LEARNING POINT:

For participants to become *more aware of their Advantages* and the *value they add for your team, customers, team and customers.*

EXECUTION:

1. **Ask each** participant to think about how their adjectives *help them better serve their customers*. For instance, if a participant is “ambitious,” ask them to describe *how being ambitious helps them better serve their customers’ needs*.

2. Ask each participant, **“How does it FEEL when you are communicating in the style of your adjectives?”** For example, if someone’s adjective is “efficient,” how does it FEEL for them to be communicating efficiently? (They will probably light up and feel good, describing how they work at their best.)

NOTE: Be prepared to offer a personal example.

- For instance, using our previous example of DEPENDABLE STABILITY, you might say: “Now that I know my Anthem is DEPENDABLE STABILITY, it makes sense *looking back at when I have been successful*. I’m at my best when I can operate on a schedule, when I have access to all relevant information, and can think through options for clients. I’m at my best when I can deliver “dependable stability” for my peers and my customers. *On the other hand, I don’t like chaos or unexpected stress*. I’m NOT successful when pressured for on-the-fly solutions that I’m not confident will be successful. In those situations, I’m unlikely to be seen at my best.
- Talk in your group about those situations and capture examples in your workbook.
 - In what type of situation are you confident you WILL succeed and ADD VALUE?
 - In what type of situation will you NOT feel confident and will likely feel frustrated?

DE-BRIEF: **Ask** for examples from participants. Transition by saying that they’ll now consider how to help their teams through leveraging their Advantages.

STEP 2: COMMUNICATE THE ADVANTAGES THAT MAKE YOU MOST VALUABLE

Exercise: My 9-Second Anthem

You're about to create your *very own 9-Second Anthem!*

This is the *heart* of a strong first impression, as well as building *lasting value*, because it allows you to build your career around your most valuable traits. Your Anthem gives you the *exact words* to describe how you are most likely to serve customers and connect with peers. Think of it as your *own signature style of communication*.

An Anthem is only 2 or 3 words long. It's short, so that you can easily remember and apply it. However, even though it's short, it will describe something very big: the MOST VALUABLE YOU.

(By the way, this isn't just about work. *Orient your whole life around your Anthem*, because it's your most effortless way to connect with others.)

Creating Your Anthem:

In the previous exercise you identified a collection of adjectives that describe how you communicate most naturally and effectively.

Now, we will narrow down to the one adjective that is most distinct, and most unlike others in your market.

For example, if you are The Maestro, your three adjectives are ambitious, focused, and confident.

1. Write down **ONE** adjective on your worksheet.
2. Now it's time to pick **ONE** noun.
 - You do many things well. But what do you do at your best?
 - When you are making a real difference on an assignment or task, what exactly are you giving to others?

This word is a noun, and forms the second half of your Anthem.

Write down the noun on your worksheet.

3. Combine your adjective with your noun, to create a pairing of two words. This is your Anthem: The tagline for your personality.

Examples of Anthems:

- Maverick Leader (Innovation + Power): *Pioneering ideas*
- Guardian (Power + Trust): *Genuine relationships*
- Connoisseur (Prestige + Passion): *Astute insight*
- Avant-Garde (Prestige + Innovation): *Forward-thinking game changer*
- Catalyst (Passion + Innovation): *Innovative solutions*
- Subtle Touch (Mystique + Passion): *Intriguing communicator*

FACILITATOR'S NOTES (APPROXIMATELY 10 MINS.)

Exercise: My 9-Second Anthem

NOTE: Make sure the participants have a **Worksheet** and the **Archetype Matrix** from their report in front of them for upcoming exercises.

SET-UP: Say: Now you'll learn how to *powerfully communicate the most valuable you in 9 seconds*.

LEARNING POINT: For participants to *create an Anthem that will identify the way in which they are most likely to add distinct value*. **NOTE:** Review page on *Highest Distinct Value* from the Participant Workbook.

EXECUTION:

NOTE: Hand out the Anthem worksheet (if they don't already have it) and point out where the Archetype Matrix is in their reports. Walk through the example on the worksheet, adding in examples along the way. Review instructions:

1. Write down ONE adjective on your worksheet.
2. Now it's time to pick ONE noun.
 - You do many things well. But what do you do at your best?
 - When you are making a real difference on an assignment or task, what exactly are you giving to others?

This word is a noun, and forms the second half of your Anthem.

Write down the noun on your worksheet.

3. Combine your adjective with your noun, to create a pairing of two words. This is your Anthem: The tagline for your personality.
4. **CONGRATULATE** participants on creating their *Anthems*.

DEBRIEF: Ask for examples.

Transition by saying that you'll now look at all the *ways you can apply your Anthem* – and there are a lot of them. This is where you can get really creative!

ANTHEM WORKSHEET

FIND AND CIRCLE YOUR
ARCHETYPE ON THE MATRIX

THEN FIND AND CIRCLE
YOUR **TWIN**



PICK ONE ADJECTIVE
(How you are different):



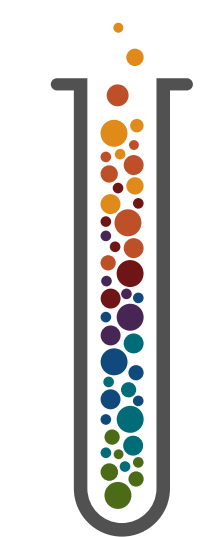
PICK ONE NOUN (What you do best):



MY DISTINCT VALUE IS MY ABILITY TO DELIVER

(adj.)

(noun)



FASCINATION
LABORATORY

FACILITATOR'S NOTES (APPROXIMATELY 10 MINS.)

Exercise: Your Anthem in Action

Part 1

SET UP:

Tell participants that *creating their Anthem is just the beginning*. The magic happens when they:

- (1) realize that it's been with them all along and
- (2) commit to applying it intentionally, consciously, and continuously.

LEARNING POINT: For participants to begin to experience the difference “living their Anthem” will make in their lives.

EXECUTION:

1. Ask participants to work in pairs.
2. Ask each pair to think in terms of the Adjective that is *not like them*.
3. Ask them to have a conversation about the following scenario:
You are trying to convince the other person to buy a glass of lemonade.
4. Give them 2 minutes.

DEBRIEF 1: Ask them what the experience was like. *Did they feel a bit awkward? How was the energy? Were they focused in the moment – or distracted?*

Part 2

Repeat Steps 1 – 4 except ask them to think in terms of their Anthem and the Adjective that is *most like them*.

DEBRIEF 2: Ask them what the experience was like. *Did they feel more energized? Was it easier? Were they more engaged?*

Now they have a *taste of the power* of their Anthem. They can experience more – starting right after this class.

NOTE: *Depending on where you are in the workshop time-wise, there is a list of **Ideas for How You Can Apply Your Anthem in the Appendix**.* You can review this with participants if there is time.

STEP 3: YOUR TEAM'S ADVANTAGES

Exercise: Scenario - Team Meeting

You're in a meeting with your team. The manager has assigned you a priority project that, if successful, would mean a lot of positive visibility for the group. The challenge is that you've been given a very, very, very tight deadline. **How can you apply your Anthem to add value?**

How will each team member add value?

Examples:

TO-THE-POINT PROBLEM SOLVER: He will add value through *meticulous follow through*. Even when things get complicated or chaotic, he will go through every step of the plan to make sure it makes sense. He will take a complex series of assignments, and break them down step-by-step. Make sure everything is done. No open loops. He is important in a company where people can get distracted by multiple projects.

NURTURING SUPPORT: She *listens carefully, asking questions*. She is a *source of support* and will *always follow up*. The team members can count on her to stick with them to the end and step up proactively to help. She will always have encouraging words.

COMPETITIVE RESULTS: He will *commit to delivering* a 20% increase in his portfolio and *challenge others* to match his commitment. He will *always be listening* for a chance to differentiate and challenge. He will jump in with both feet even before the plan is thoroughly in place.

CREATIVE COMMUNICATIONS: She will have *out-of-the-box ideas* for how to go back to the manager with a creative plan. She will envision how to leverage all of your communications vehicles to position the project throughout the organization. She's already thinking about how to maximize visibility and even planning a victory celebration!

ENERGETIC ATTITUDE: He's the one who *always has something positive* to say. He will make the case that the tight deadline is an advantage. He *knows* you will knock it out of the park. He believes you can even beat the deadline and the goals the manager has set for the team. And he can't wait to get started!

FACILITATOR'S NOTES (APPROXIMATELY 15 MINS.)

Exercise: Scenario - Team Meeting

SET-UP:

Ask: *Have you already started thinking of all the ways you can apply your Anthem when you get back to work and with your team?*

NOTE: Hopefully, heads will be nodding.

NOTE: This could be a good place to include an example of a participant you researched and how you discovered they apply their Archetype and Anthem in social media, etc.

LEARNING POINT:

For participants to understand that their opportunity and challenge is to apply their 9-Second Fascination Anthem in the real world everyday and in many ways.

EXECUTION:

1. **Ask** participants to work in small groups to *role-play the scenario* in their workbooks.

DEBRIEF:

Ask for examples of how the exercise played out.

- How did “living their Anthems” impact how they felt? *How energized are they now?*
- How did it impact *other team members?*
- How *natural (vs. stressed out)* were they during the exercise?

HOW INNOVATION PERSONALITIES RELATE:

INNOVATION

Working with fellow INNOVATION types will be invigorating for you. But be sure to stay on track and on budget.

PASSION

You feed off energetic PASSION types, and they share your zest for the creative process. Be careful to remain focused on objectives.

POWER

Teaming up with POWER types can be stimulating for you, but be careful that their strong personality doesn't stifle your creativity.

PRESTIGE

You can thrive when working with PRESTIGE personalities because they implement your ideas with an energetic force.

TRUST

TRUST types can seem stuck or traditional for you. They prefer tested methods. Yet together, you can combine consistency with out-of-the-box thinking.

MYSTIQUE

Like MYSTIQUE types, you are constantly thinking of solutions. The difference is, yours might feel surprising or even challenging.

ALERT

You may find their attitude tiring, but the natural cautiousness of ALERT types helps you consider your ideas more carefully.

HOW PASSION PERSONALITIES RELATE:

INNOVATION

You share a creative spirit with a **INNOVATION** personality, inspiring each other to develop new ideas.

PASSION

You quickly bond with other **PASSION** personalities — just be careful to stay focused on company objectives.

POWER

You share an energetic approach to your job, and steered in the right direction, can make a highly productive team.

PRESTIGE

You'll enjoy working with **PRESTIGE** personalities when they help you stay focused on a goal, and improve your quality of deliverables.

TRUST

A **TRUST** personality will help you build consistent messages and develop loyal relationships.

MYSTIQUE

It may take time to build rapport with **MYSTIQUE** personalities, but their rational communication is a useful balance to your spontaneity.

ALERT

You might resist having someone watch over your impulsive nature, but partnering with the **ALERT** Advantage can help you watch the details and stay on schedule.

HOW POWER PERSONALITIES RELATE:

INNOVATION

You may find the INNOVATION type disruptive at times, because they want to explore. Yet their perspective can bring innovation to your outcome.

PASSION

You form an energetic team with PASSION personalities. Together you motivate the team to reach higher goals.

POWER

Join with other POWER types to exponentially increase your momentum as you feed off each other's energy, as long as you don't get in a struggle.

PRESTIGE

You share a strong self-motivation with PRESTIGE types. Together you can go after serious goals.

TRUST

TRUST personalities can help you build ongoing and dependable loyalty with clients, suppliers, and staff.

MYSTIQUE

Your strong opinions may overshadow MYSTIQUE personalities. Be careful to listen when they make observations.

ALERT

You have a lot of energy and momentum; working with an ALERT personality will help you fine-tune execution.

HOW PRESTIGE PERSONALITIES RELATE:

INNOVATION

Working with **INNOVATION** types can be very productive when they inspire better results through creativity.

PASSION

You generally find it easy to bond with **PASSION** personalities. Together, you can build a team spirit to achieve results for the group.

POWER

A natural combination. Join with a energetic **POWER** leaders to achieve big goals together.

PRESTIGE

Cooperating with other **PRESTIGE** personalities may feel like a perfect fit. Too much, however, can make your organization brittle and overly competitive.

TRUST

While you can become frustrated with the consistency of **TRUST**, these partners will add stability.

MYSTIQUE

Be careful not to overshadow **MYSTIQUE** personalities. They're astute thinkers who can help you achieve your objectives.

ALERT

You share your attention to detail with **ALERT** personalities. They help you stay grounded in pursuit of a goal.

HOW TRUST PERSONALITIES RELATE:

INNOVATION

To change and innovate, work with a person who uses INNOVATION. They help you see new approaches.

PASSION

While you might initially find the PASSION types to be overly enthusiastic, on a team you can feed off their positive outlook to support the group.

POWER

POWER leaders tend to take command more quickly than you. Join with them as long as they do not try to dominate you.

PRESTIGE

By partnering with a PRESTIGE type you can raise standards of the team and exceed rather than just meet objectives.

TRUST

Working with other consistent TRUST types will feel natural to you. Just be careful you don't get stuck in a rut together.

MYSTIQUE

Like the MYSTIQUE personalities, you are not showy or aggressive, and prefer facts to emotion.

ALERT

Working with an ALERT personality will help you motor through difficult projects and avoid issues along the way.

HOW MYSTIQUE PERSONALITIES RELATE:

INNOVATION

Put someone on your team with **INNOVATION** whose creativity can help you discover new approaches.

PASSION

The **PASSION** Advantage is valuable to you because it sparks warmth and enthusiasm within the team and with clients.

POWER

You can be a formidable team with **POWER** types. Just be careful they don't overshadow you.

PRESTIGE

You'll profit from working with the **PRESTIGE** Advantage, since they can help you get recognition for your work.

TRUST

TRUST types prefer working in the background, like you. Make sure you have a "front man."

MYSTIQUE

In teams with other **MYSTIQUE** types, you tend to work independently and not collaborate closely. Make sure you benefit from each other's ideas and experiences.

ALERT

An **ALERT** personality is focused, like you. Together you will keep your eyes on the practical side of things. Just make sure you are inclusive of others such as **PASSION**.

HOW ALERT PERSONALITIES RELATE:

INNOVATION

Having someone with the INNOVATION Advantage on your team will keep the ideas flowing. It's up to you to keep them grounded.

PASSION

PASSION types may seem too "in the moment" for your careful style, but take advantage of their positive spirit to win buy-in for your projects.

POWER

Join forces with the POWER Advantage to accomplish big tasks on time and within budget.

PRESTIGE

Partnering with PRESTIGE personalities will accelerate your performance. Together you'll deliver faster results.

TRUST

You share a preference for tried-and-true with TRUST personalities. Be sure to tweak processes to achieve even better results.

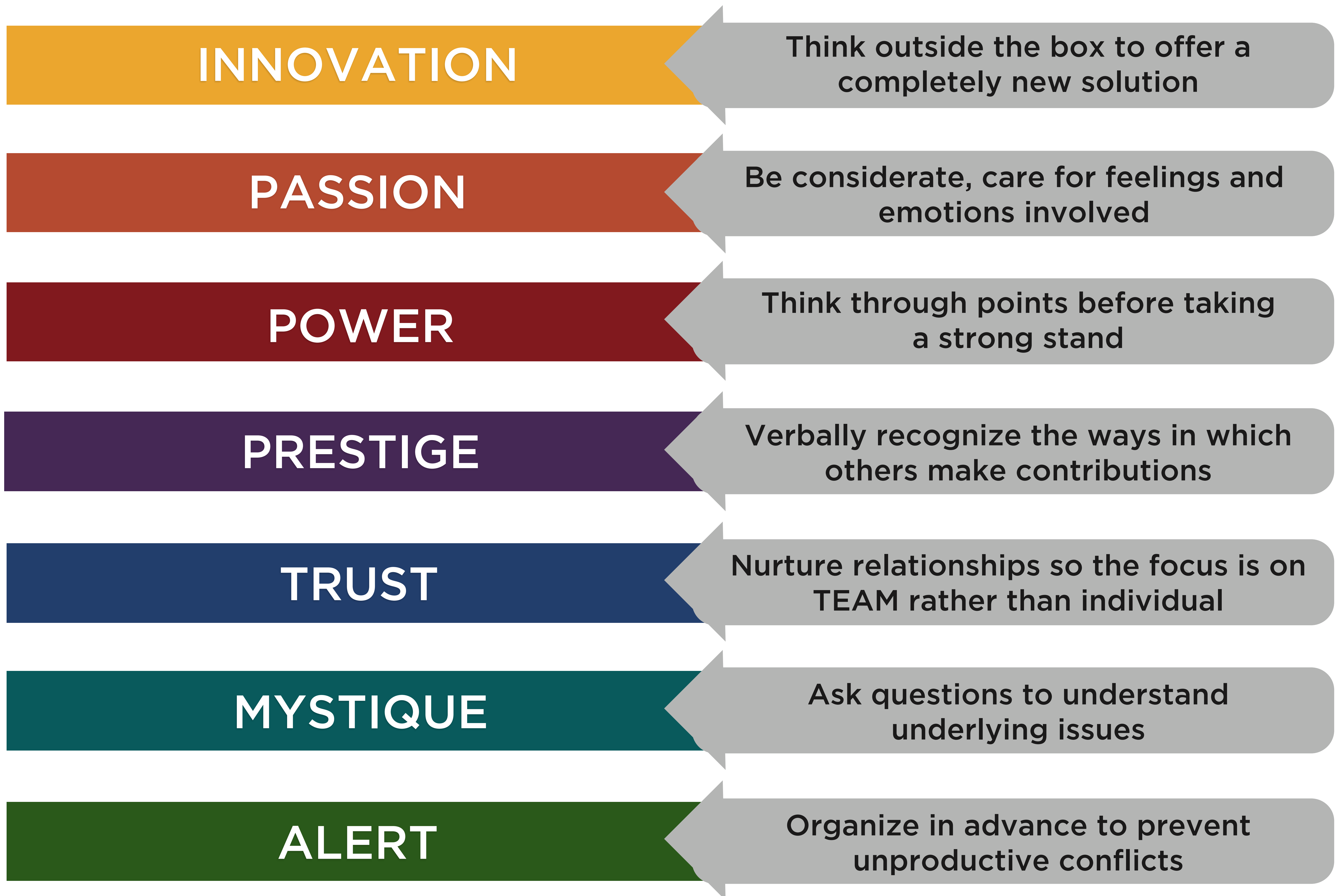
MYSTIQUE

It's an easy fit for you to work with MYSTIQUE personalities, because you both make pragmatic decisions.

ALERT

While it seems easy to run projects with other ALERT types, don't forget to watch for opportunities as well as risks.

7 WAYS TO RESOLVE CONFLICT



PEER TO PEER BREAKOUT SESSION WORKSHEET

1. *How can I use my natural Advantages and Anthem to help the situation?*

2. *What natural Advantages would help solve this problem or challenge?*

3. *Who among my peers already has the natural Advantages? How will my peers use their Advantages and Anthems to help the situation?*

FASCINATION ADVANTAGE ACTION PLAN

How will you apply your Anthem after you leave the workshop today?

When you first meet a customer?

When you need to communicate with a customer to solve a problem?

When you want to resolve conflict on your team?

When you are out to dinner with family or friends?

3 STEPS I WILL TAKE AFTER THIS COURSE TO *LIVE MY ANTHEM*

1.

2.

3.

Sign Date

FACILITATOR'S NOTES (APPROXIMATELY 15 MINUTES)

NOTE: Before you begin this final exercise, *review the resources that are in the Appendices.*

ACTION PLANS

SET-UP:

Tell participants that when *they leave the course they will want to share what they have learned with their teams.*

Share ideas of how they can share with their teams:

- Be sure to *consciously and continuously apply their Anthem in interactions* with their team members (and others).
- *Print their Anthem* (in a style that reflects what they created) and frame it – put it on their desk, hang it in their office, on the front of their door.
- *Model their Anthem in team meetings.*
- Describe the workshop and *how you are realizing benefits* in meetings.
- *Leverage your Anthem* to help *improve communication, break down silos, and ease conflict.*
- Apply it in *all* communications – emails, social media, how you dress, speak, walk. *The possibilities are endless!*

LEARNING POINTS: For participants to role-play a real-world scenario through the lens of their Anthems.

EXECUTION:

- **Ask** participants to work through the questions in their workbook.
- **Ask** them to *commit to 3* actions they will take after leaving the course.
- **Ask** them to *sign and date* their commitments/Action Plans.

NOTE: Facilitators should share examples of their action plan commitments.

DEBRIEF:

- Ask for each participant to share 1 commitment they made with others at their table.
-

CLOSE, ADJOURN, AND CELEBRATE (approximately 5 minutes). THANK participants and have them give themselves a round of applause.

ANTHEM APPLICATION EXERCISES

Facilitator's Guide for 90-Minute Session

GOALS

- Learn how to apply Anthem in real-world situations to enhance communication and collaboration.
- Help participants identify which situations are Wellspring and Quicksand.
- Help participants identify other members on their team who have Advantages that are complimentary to their own.

Schedule		
Segment	Description	Estimated Time
Presentation	Welcome and Introductions	0:00 – 0:10 (10 minutes)
Exercise 1	My Team's Advantages and Anthems	0:10 – 0:30 (20 minutes)
Exercise 2	Scenarios	0:30 – 1:00 (30 minutes)
Exercise 3	Wellspring and Quicksand	1:00 – 1:15 (15 minutes)
Exercise 4	Action Plan	1:15 – 1:25 (10 minutes)
Presentation	Next Steps/Close, Celebrate, and Adjourn	1:25 – 1:30 (5 minutes)

WELCOME AND INTRODUCTIONS

Estimated Time: 0:00 – 0:10 (10 minutes)

1. Lead facilitator opens with greeting, ground rules, workshop goals, etc.
2. Lead facilitator shares his or her:
 - Name
 - Primary and Secondary Advantages
 - Archetype and personal Anthem
 - An example of how they apply their Anthem
3. Lead facilitator introduces other facilitators and invites them to do the same.

NOTES

Exercise 1: My Team's Advantages and Anthems

Estimated Time: 0:10 – 0:30 (20 minutes)

MATERIALS NEEDED: DIY heat maps, tent cards, markers, Archetype Matrix (Archetype Matrix is Appendix D.)

1. Each person writes the following on a tent card that is at the table his or her:

- Name
- Primary and Secondary Advantages
- Archetype and personal Anthem

***NOTE: If participants are unsure where to find this information, have them find the answers on the first page of their Fascination Advantage® reports**

2. Each person at every table introduces themselves one at a time to their table. They say their name, their primary and secondary Advantages, their Archetype, their personal Anthem, and an example of how they apply their Anthem in communication.

Example: My name is John. My primary Advantage is Innovation, and my secondary Advantage is Power. My Archetype is The Maverick Leader. My Anthem is "Pioneering Ideas." I apply my Anthem by looking at longstanding issues and using my creativity to develop entrepreneurial solutions.

3. Each person has a blank heat map. As other participants introduce themselves, have them write in the initials of the people at their table in the appropriate box in the matrix that corresponds to each person's Archetype.

NOTE: Optional activity time permitting – facilitator leads a group debrief with one person from 3-5 tables in front of entire audience.

NOTES

Exercise 2: Scenarios

Estimated Time: 0:30 – 1:00 (30 minutes)

1. Facilitators explain scenario game and role play using Example 1. Facilitators then debrief and answer participant questions.
2. Facilitators lead group discussion of the scenarios which will be at each table. This is a group-wide/room-wide discussion. Using one scenario at a time, they instruct participants to ask themselves three questions for each scenario:
 - A. How can I use my Anthem to help the situation? (Hint: Have them refer back to primary and secondary Advantage.)
 - B. What Advantages besides my own would help solve this problem or challenge? (Hint: Have them refer back to their dormant Advantage.)
 - C. Who else at my table already has Advantages to support me on my approach? How will they use their Anthems to help the situation? (Hint: Have them refer to the heat map they created.)
3. Next, the table debriefs:
 - The observers discuss how each participant demonstrated their Anthem and the Anthem of others with a focus on communication and collaboration.
 - The participants comment on their experience using their Anthems and draw on the Anthems of other team members.
 - Participants go around the table, making sure that everyone has a chance to participate.
4. Facilitators debrief 2-3 tables in front of the entire group.

NOTES

Exercise 3: Wellspring and Quicksand

Estimated Time: 1:00 – 1:15 (15 minutes)

1. Facilitators explain the difference between Wellspring and Quicksand.

NOTE: Facilitator should be prepared to share a personal example.

- **Wellspring:** Think about a time when you felt totally energized by a problem or situation at work. Which of your Advantages were being utilized?
 - *Example: My Anthem is “Bold Team-Building.” Because PASSION is my primary Advantage, I feel in total harmony and flow working in a brainstorming session where everyone gets to contribute his or her own ideas while building team bonds and coming up with new ways to solve challenges. I like when everyone is feeling connected and positive about the project.*
- **Quicksand:** Think about a time when you felt totally drained and depleted. Which Advantages would have helped in that situation?
 - *Example: My Anthem is “Astute Attention-to-Detail.” My primary Advantage is MYSTIQUE. My energy is totally drained when there is information overload and ideas are flying around with no process in place. I know that’s natural and probably energizing for someone with a PASSION Advantage, but for me it’s draining. I could call on a team member with a TRUST Advantage to help bring stability in these situations.*

2. Facilitators ask participants to work individually to answer:

- What are examples of Wellspring and Quicksand situations for you? (Hint: Have them look at their Primary and Secondary Advantages for Wellspring situations, Dormant Advantages for Quicksand.)
- How do you put yourself in a position to best apply your Advantages to increase Wellspring situations? (Hint: Approach the situation using your primary and secondary (not dormant) Advantages when possible.)
- When you are in a Quicksand situation, how do you know who to reach out to for support? (Hint: Have participants look at heat map for people at their table that have different primary and secondary Advantages than they do.)

3. Table debriefs amongst themselves.

4. Facilitators debrief 2-3 people in front of the group.

NOTES

APPENDIX A: GLOSSARY

9-Second Anthem. A two- or three-word statement that instantly communicates your highest distinct value.

Advantage: The way in which you are most likely to add distinct value. There are 7 Advantages: Power, Passion, Mystique, Prestige, Alert, Innovation, and Trust. Each of these has a different competitive edge in business and life.

Archetype: Your Archetype is how the world sees you, at your best. It reflects the combination of your primary and secondary Advantages. For example, if your top two Advantages are Prestige + Alert, then your Archetype is The Perfectionist. If your top two Advantages are Mystique + Trust, then you are The Wise Owl.

Archetype Matrix: The complete collection of Archetypes is in the matrix. It includes the 42 Archetypes as well as the 7 Double Troubles. This is your main piece of reference when comparing Advantages.

Commoditization: The threat of becoming so similar to your competition that you are no longer distinct. Once commoditized, you're in a vulnerable position, because you'll likely have to compete on price.

Competition: The threat of losing in a crowded environment in which others are competing for the same resources, recognition, or rewards.

Distraction: The threat of divided attention. Today, shortened attention spans make it increasingly difficult to capture and retain the attention of your listener.

Dormant Advantage: Of all seven Advantages this is the one that is least likely to give you a competitive Advantage over others. It's how you are least likely to fascinate others. You do not need to increase your use of this Advantage necessarily.

Double Trouble: A communication mode when you start to use one Advantage to an exaggerated degree. It becomes a disadvantage. For instance, when you feel highly stressed, overwhelmed, or fearful, your combined strengths get thrown out of equilibrium, and you "double up" on one Advantage rather than keeping a healthy balance.

Fascination: A state of intense focus. When you tap into your natural personality Advantages, you are more likely to fascinate your listener. When you successfully fascinate your listener, they become so completely engrossed that they're not distracted. In this neurological state, they are more likely to listen to you, remember you, and take action on what you say.

Fascination Advantage Assessment: The assessment you took as part of this process. It measures how the world sees you, at your best.

Highest Distinct Value: The highest and best use of your Advantages. Once you've taken the Fascination assessment and find out your Archetype, you're on your way to discovering your highest distinct value – the way in which you are most likely to fascinate clients, co-workers, friends, and the world.

Personal Brand: A traditional approach to packaging yourself, based on the impression you want to create. Your personal brand is based on the impression you want to project to others, rather than building upon your natural personality Advantages. (See also Personality Brand.)

Personality Brand: (See also Personal Brand.) You already have a personality. It's built into you. You can leverage your personality by becoming more of who you already are, by using your Fascination Advantage.

Pitfall: The potential downside of your Advantage combination. In certain scenarios, such as a specific type of task, your Advantages will be at a disadvantage to other Advantages. To avoid pitfalls, focus on those opportunities that maximize your Advantages. You can find your Archetype's pitfall in your report. It's described as *"What's not the highest and best value."* You don't know it yet, but you have certain blind spots when it comes to how the world sees you. Those are not necessarily negatives, the key is not to "fix" those, but instead to see yourself from a new perspective so the spots are no longer blind.

Primary Advantage: The Advantage you most naturally use when communicating. It's your strongest fascination Advantage, the one that makes you most persuasive. When you communicate using your primary Advantage, people are more likely to hear and remember you, because you are communicating in the way that is most natural to you. Your words, actions, and personality are in alignment.

Secondary Advantage: Every person mostly uses two Advantages. Your secondary Advantage is the one that describes how you use your primary Advantage. Together, your primary and secondary Advantage form your Archetype.

Touchpoint: An interaction with another person – either in person, over the phone, through email, or other point of contact. Every single interaction is a touchpoint. You will probably have hundreds or thousands of touchpoints throughout the day. With each one of these touchpoints, you will either add value, or take up space.

Twin: Your "twin" is the Archetype that's most similar to your own. It has the same top two Advantages as your own, just in reverse order. (For example, The Victor is the twin of The Maestro.) By learning more about your twin, you gain a more dimensional view of how others see you.

APPENDIX B: IDEAS FOR HOW TO APPLY YOUR ANTHEM

Around the Web

- Social media profile(especially the “about” section)
- Social shares, tweets, updates, likes, etc.
- Your photo on social profiles
- Personal website (URL, choice of fonts, colors, words, images, etc .)
- Your blog and newsletter

Face-to-Face Communication

- Body language
- Eye contact and handshake
- Choice of clothing, cell phone, laptop case, etc.
- Words to introduce yourself
- The way you present your point-of-view (e.g., rational, emotional)
- How you ask questions, listen, and answer questions

Presentations and Speeches

- The way you enter the stage
- How you address the audience
- PowerPoint design (font, colors, etc.)
- How you start (and wrap up) the presentation
- Body language on stage
- Types of stories you share and humor you use
- Length of the presentation
- How you interact with the audience (Q&A or Twitter feed?)
- Use of music, video clips, and pictures

Written Communication

- Email and letter writing style
- Email signature
- Business cards
- Resumé
- Logo
- Letterhead

Around the Office and More

- Voicemail greeting
- Design of your reception area – colors, magazines, music, etc.
- Office design and decorations
- Refreshments served (tea and coffee? water? type of cup and/or glass?)
- Choice of restaurant for business lunches

APPENDIX C: FAQs

Q: How is the Fascination Advantage Assessment different from other personality tests?

Other personality assessments focus on how you see the world. The Fascination Advantage Assessment focuses on how the world sees you.

Instead of being based on psychology, like a traditional system, this one is based on marketing and branding. We use the modern lens of branding so you can see yourself through the eyes of your customers and co-workers.

Q: Who is Sally Hogshead?

The Fascination Advantage was created by Sally Hogshead. You may be familiar with Sally who is a Hall of Fame speaker, and the world's expert on the science of fascination. In her early 20s, Sally was the most awarded advertising writer in the country. She started her first ad agency as just 27 and created campaigns that were incredibly successful for brands that you'd recognize such as Coca-Cola, BMW, Nike, and MINI Cooper.

Q: How was the Fascination Advantage Assessment created?

Sally realized that just as brands need to know how they are seen by customers, people need to know how they are seen by others! That's a new question that requires a new point of view. The result is a Fascination Advantage methodology that combines decades of research with the principles of world-class marketing. It reveals how the world sees you.

Q: What is a 9-Second Anthem, and why is it important that I have one?

A 9-Second Anthem is a two- or three-word statement that instantly communicates your highest distinct value. The Anthem heart of a strong first impression, as well as building lasting value, because it allows you to build your career around your most valuable traits. Your Anthem gives you the exact words to describe how you are most likely to serve customers and connect with peers. Think of it as your *own signature style of communication*.

THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
 ©2014 FASCINATE, INC.
 ALL RIGHTS RESERVED

SECONDARY FASCINATION 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
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
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
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
THE AVANT-GARDE CONNOISSEUR 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
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
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
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 FASCINATION ADVANTAGE®

THE 7 LANGUAGES OF FASCINATION

INNOVATION	is the language of creativity
PASSION	is the language of relationship
POWER	is the language of confidence
PRESTIGE	is the language of excellence
TRUST	is the language of stability
MYSTIQUE	is the language of listening
ALERT	is the language of details

HOW PERSONALITY ADVANTAGES HOW TO TAKE ACTION

IF THEIR PRIMARY TRIGGER IS	HOW THEY LEAD	HOW THEY MANAGE THEIR TIME	HOW THEY MAKE DECISIONS	HOW THEY BRAINSTORM & PLAN
INNOVATION	Encourage others to explore alternative ideas and new techniques	Tend to spend a great deal of time exploring a variety of options before deciding on one	Less inclined to make decisions by conducting quantitative research or analyzing data	Tend to focus on the big picture rather than the details making them better at development than execution
PASSION	Leverage high energy to “fire up” a person or team to achieve a specific goal	Managing time is not a strength. Their creative nature can lead their mind to wander	Decisions are based upon their impression of a situation or idea	They are not linear thinkers but can generate a large amount of ideas in a short time
POWER	Tend to actively lead situations rather than passively sitting back	Focused on the end state, they are typically efficient with their time	They listen to the advice of others, but ultimately design the action plan	Often found leading brainstorming sessions, and occasionally commandeering the discussion
PRESTIGE	Define new, higher standards for the group and help achieve that excellence through attention to detail	Typically focused and ambitious, efficiently managing their time	Careful and deliberate, often choosing paths that will bring them a sense of achievement as well as recognition	Tend to improve upon the ideas of others instead of generating the big ideas themselves
TRUST	Build relationships through dependability	Not usually multi-taskers, typically working on one thing at a time, completing task according to proven methods	They usually look to the past to decide their course of action	Usually suggest ideas or solutions that have been tried before and are demonstrated to work
MYSTIQUE	Maintain a professional distance at all times	More focused than other types, they spend less time socializing, and avoiding distractions	They usually do not jump to conclusions but rather take time to research an answer	Their premeditated statements can be perceived as higher caliber
ALERT	Maintain order by keeping things on schedule and on budget	Tend to work sequentially rather than multi-tasking, paying close attention to the clock at all times	Decisions are made according to whatever will get the job done and a desire to do what’s “right”	They are innately suited to building intricate plans and executing them

THIS IS A HANDY CHEAT-SHEET. FOR FULL REFERENCE MATERIAL, PLEASE REFER TO YOUR COMPLETE FIELD GUIDE OF PERSONALITY ADVANTAGES.

THE 7 ADVANTAGES FOR LEADERS

Everyone can fascinate. Our research proves it. With data from hundreds of thousands of participants, we've seen that every personality can fascinate using the 7 Advantages of Fascination to solve specific problems.

IF THEIR PRIMARY TRIGGER IS	HOW YOU OPERATE	WHO YOU ARE	HOW TO FASCINATE
INNOVATION	You change the game.	Creative, Independent, Entrepreneurial	Invent creative solutions that tweak tradition.
PASSION	You immediately create connections.	Expressive, Intuitive, Engaging	Apply your natural optimism and energy to instantly build relationships.
POWER	You're in command of the environment.	Confident, Goal-Oriented, Decisive	Become the opinion of authority.
PRESTIGE	You immediately earn respect for your results.	Ambitious, Uncompromising, Respected	Use admiration to raise the value of yourself and your company.
TRUST	You build loyalty with stability and dependability.	Stable, Dependable, Familiar	Repeat and reinforce patterns.
MYSTIQUE	You reserve yourself and your communication for "best and highest" use.	Understated, Logical, Observant	Keep the focus on results, not drama. Carefully select what you reveal.
ALERT	You incite immediate and urgent action.	Practive, Organized, Reliable	Keep your team focused on deadlines, structure, and potential negative consequences.

THIS IS A HANDY CHEAT-SHEET. FOR FULL REFERENCE MATERIAL, PLEASE REFER TO YOUR COMPLETE FIELD GUIDE OF PERSONALITY ADVANTAGES.

HOWTOFASCINATE.COM Hello@HOWTOFASCINATE.COM

Copyright © 2014 by Sally Hogshead and Fascinate, Inc.

7 WAYS TO SOLVE YOUR PROBLEM

Applying Your Natural Strengths of Persuasion

PROBLEM	SOLUTION	FIRST ACTION STEP
You need to develop a way to compete against bigger, established category leader	→ <i>Fascinate with</i> INNOVATION	Pinpoint an established norm — then run in the other direction.
Employees or customers feel only a lukewarm connection with you	→ <i>Fascinate with</i> PASSION	Communicate your messages with strong emotion and energy.
You're not perceived as an influential personality	→ <i>Fascinate with</i> POWER	Establish decisive opinions and beliefs to become the voice of authority.
You need to increase perceived value of yourself or your products	→ <i>Fascinate with</i> PRESTIGE	Identify one specific area to raise expectations, then dramatically increase performance.
Clients and teams aren't loyal to you	→ <i>Fascinate with</i> TRUST	Repeat and reinforce patterns, eliminating chaos and uncertainty.
People aren't curious to discover your ideas and insights	→ <i>Fascinate with</i> MYSTIQUE	Carefully vet all communication, sharing only minimum necessary.
People are complacent about deadlines and budgets	→ <i>Fascinate with</i> ALERT	Focus on negative consequences to accelerate urgency and drive action.

THIS IS A HANDY CHEAT-SHEET. FOR FULL REFERENCE MATERIAL, PLEASE REFER TO YOUR COMPLETE FIELD GUIDE OF PERSONALITY ADVANTAGES.

HOWTOFASCINATE.COM

Hello@HOWTOFASCINATE.COM

Copyright © 2014 by Sally Hogshhead and Fascinate, Inc.

HOW PERSONALITY ADVANTAGES HOW TO SELL & COLLABORATE

IF THEIR PRIMARY TRIGGER IS	HOW THEY SELL	HOW THEY CLOSE	HOW THEY COLLABORATE	HOW THEY RESOLVE CONFLICT
INNOVATION	They can transform the humdrum into something that feels unique by utilizing their natural creativity	They tend to have a knack for convincing others to want something they did not know they needed	They generate a profusion of ideas in many directions, often needing to be culled or edited	They see many options, and can offer solutions that might be different than others can envision
PASSION	Their belief in a product is perceptible, making it easier to convince of the same	They treat clients like friends, or even family, winning sales based on their personal connections	Fueled by interaction with others, they would rather work with a team than on their own	Intuitively sense discord, and immediately feel emotionally involved.
POWER	Normally sell by exuding confidence in their product	Striving to maintain the upper-hand, they often intensely direct their energy toward completing a sale	They often initiate the role of advisor, typically setting the agenda for others to follow	They tend to take care of a problem as soon as it arises, seeking the quickest path to resolution
PRESTIGE	Considered experts on what's best, their endorsement increases perceived value	They elevate the perceived value of the sale, which makes the product more enticing to the purchaser	They usually review the group's target or goal and elevate it by offering suggestions on how to make it better.	In a situation that could tarnish their image, they can avoid showing their sensitive side, and may become demoralized
TRUST	They provide consistent messages and style, and a sense of familiarity	By being perceived as reliable and having integrity, they are usually effective at closing deals	They offer steady support and contributing consistent quality work to the team	They tend to put others' needs before their own, occasionally causing them to be taken advantage of
MYSTIQUE	Communicate succinctly and factually, unlikely to make claims they cannot back up	Typically do well in situations like negotiations, which require composure and restraint	Not driven by ego, they tend to sit and listen, offering very measured comments	Having very little tolerance for drama, they tend to remove themselves from conflict
ALERT	Honest and thrifty, they steer customers in the right direction	They work hard to make sure all criteria is met	Conservative with their input, instead focusing on time and budget	Organize work and life around pleasing others and achieving perfection to reduce the chance of disappointment and conflict

THIS IS A HANDY CHEAT-SHEET. FOR FULL REFERENCE MATERIAL,
PLEASE REFER TO YOUR COMPLETE FIELD GUIDE OF PERSONALITY ADVANTAGES.

