



Welcome to the

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 2

Wednesday Mar 27<sup>th</sup>



# 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.”

# 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

**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.

# 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.



# 7 DAY CHALLENGE

- Pay attention to projects, tasks and activities for the next 7 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 April 3<sup>rd</sup>
- Post your reflections in the Facebook group daily



# 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.

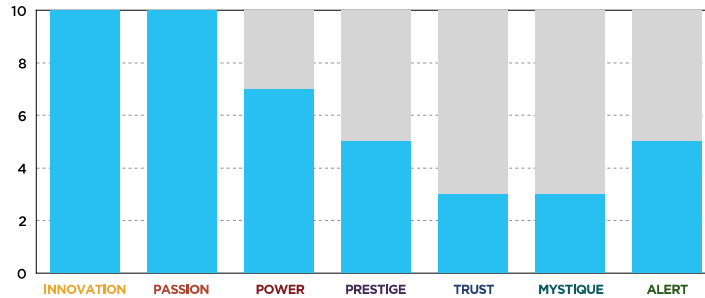
**“85% of your financial success is due to personality and ability to communicate, negotiate and lead.  
Shockingly only 15% is due to technical knowledge.”**

**Carnegie Institute for Science**

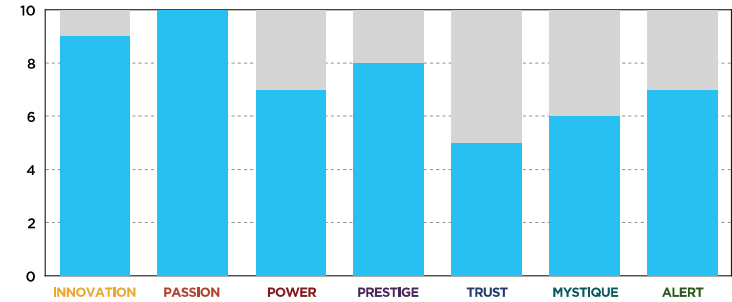




# THERE IS NO “RIGHT” DISTRIBUTION OF ADVANTAGES



SALLY IS A **CATALYST**



KARA IS ALSO A **CATALYST**

Two Catalysts. Two different personality compositions.

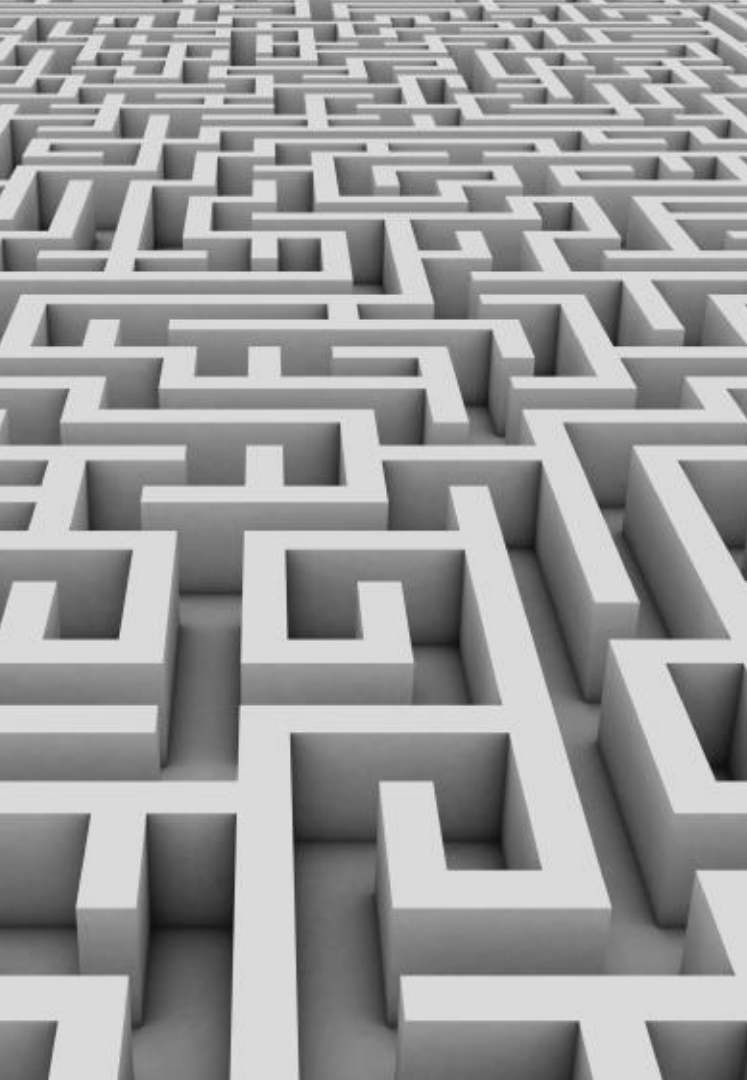
# COMMUNICATING EFFECTIVELY




**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



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

- Which DT Archetype do you identify with most?
- 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 Manual – Resources and References:

- Primary Advantages: Page 11-17
- How Advantages Sell & Collaborate: Page 28
- How Advantages Take Action : Page 29



# 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?

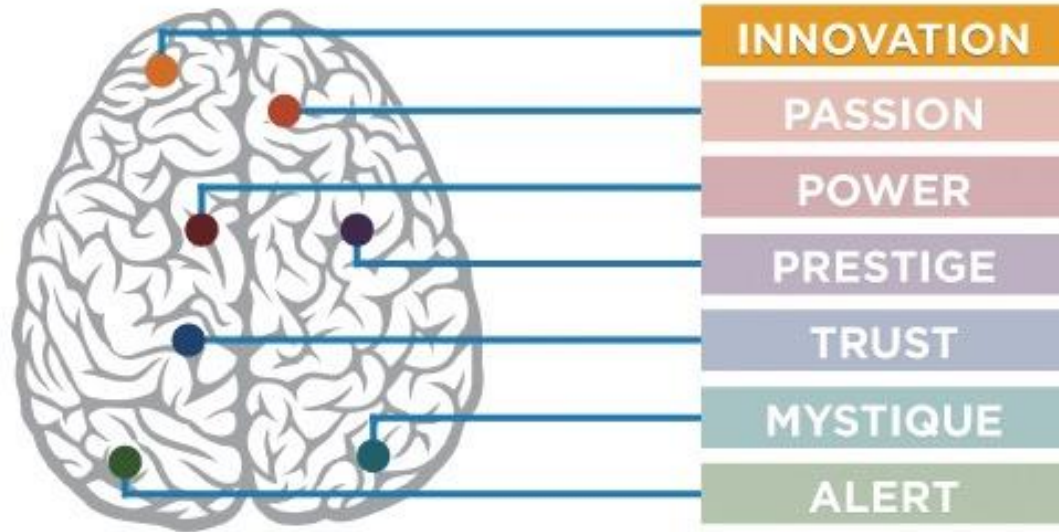
Design, Sales, Customer Service, everyone is so busy with their own projects they stop paying attention to other departments. Routines become set; silos develop. But you're on the verge of cementing a big sales deal with HardCell Manufacturing and you need to have everyone in your company working together.

- 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	Group 4	Group 5	Group 6
Innovation	Mystique	Passion	Power	Prestige	Trust
JeNae Shairose	Carm Michelle	Vicki Catalina	Cheryl Hilda Mealea	Marc Darlene	Katja Lidia

# INNOVATION

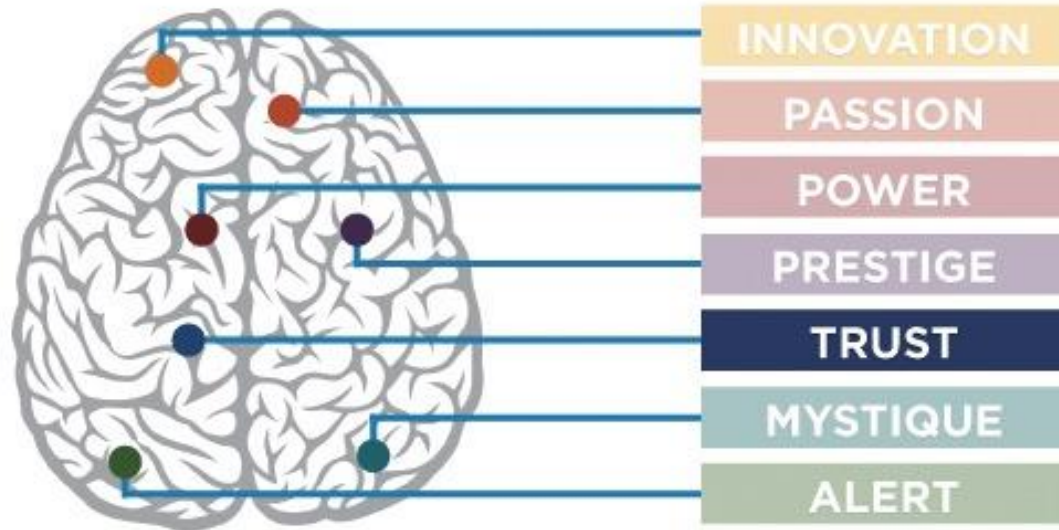




# How to Fascinate® Research Fact

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

# TRUST

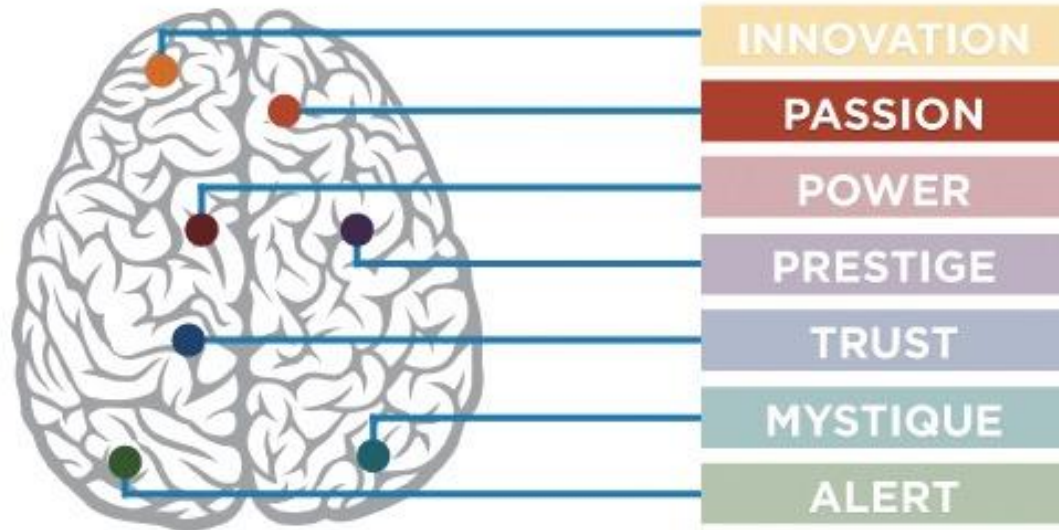


# How to Fascinate® Research Fact

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

**Lowest use of Trust Advantage = Marketers**

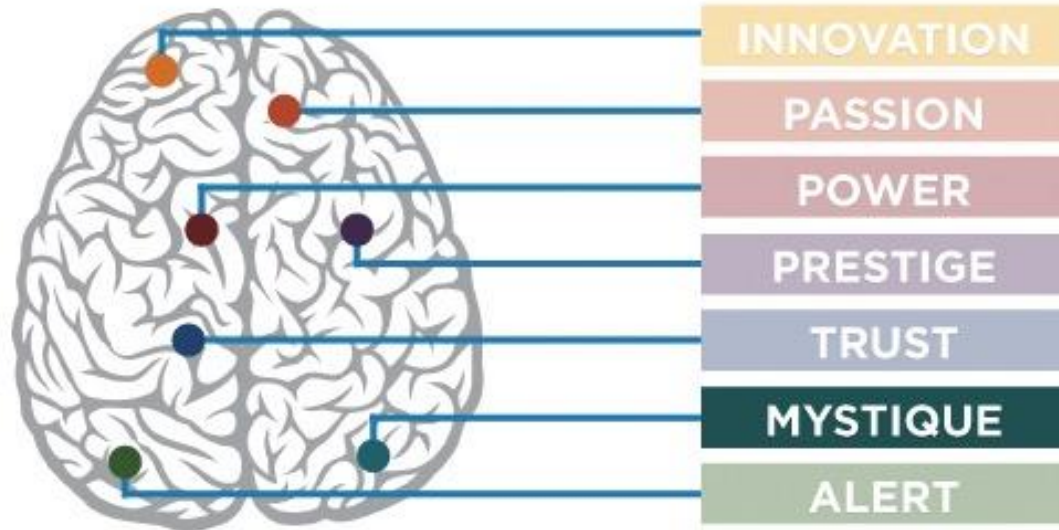
# PASSION



# How to Fascinate® Research Fact

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

# MYSTIQUE

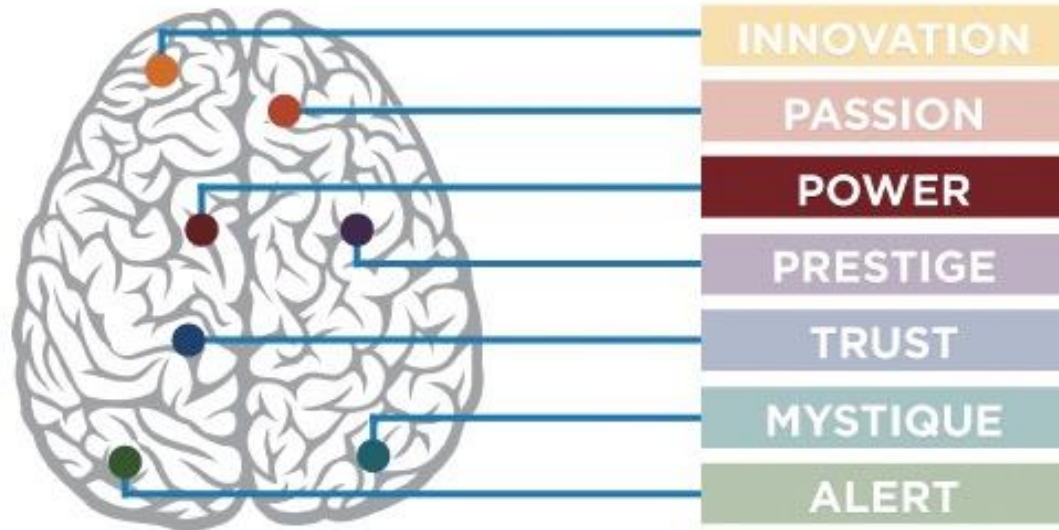


# How to Fascinate® Research Fact

**Who scores lowest on Passion?**

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

# POWER



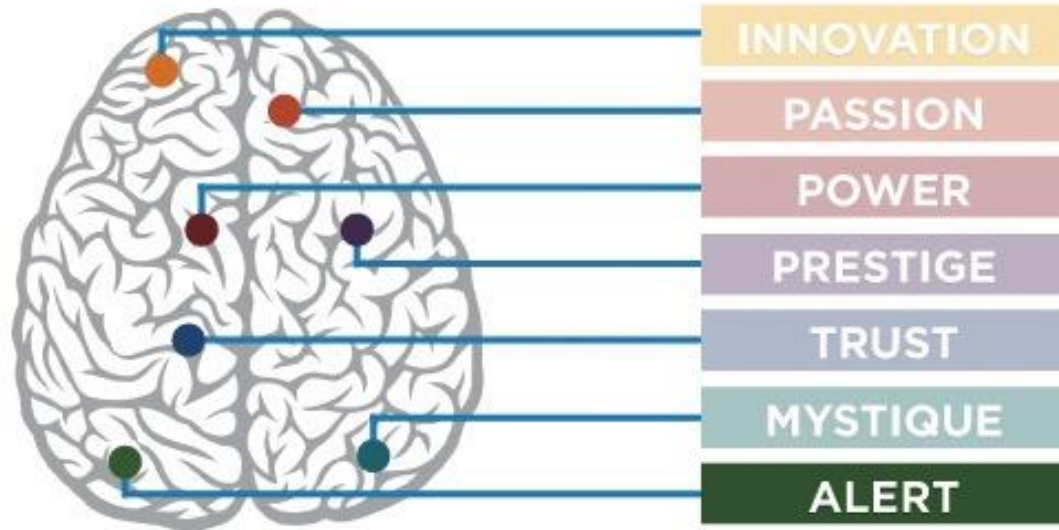


# How to Fascinate® Research Fact

**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.**

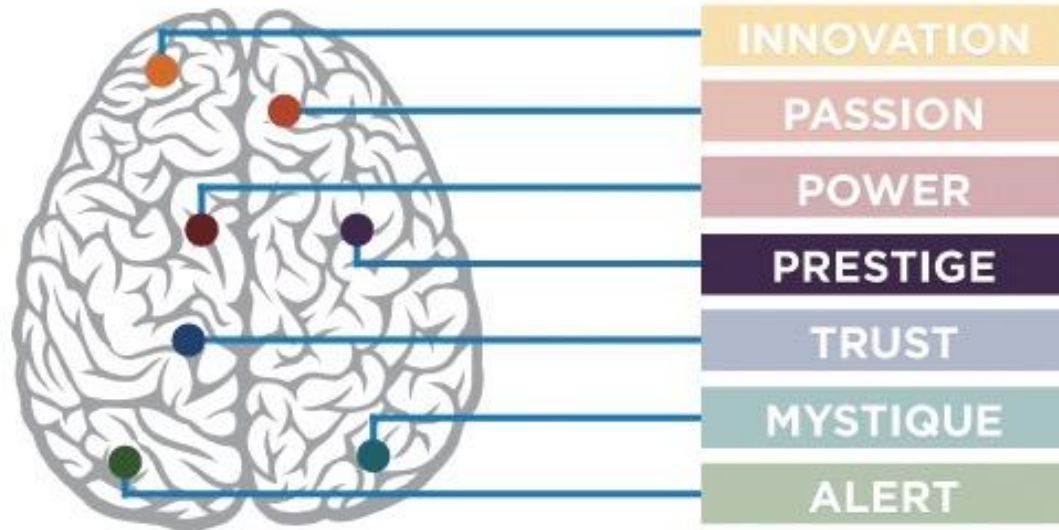
# ALERT



# 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. Review FCA Training Workbook page 12 – 26 + read FCA Manual page 26
3. Bring your Anthem to Friday`s session
4. Join our FCA Facebook Group





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

*BECOME MORE  
OF WHO YOU ARE.*