

THE 49 PERSONALITY ARCHETYPES

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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

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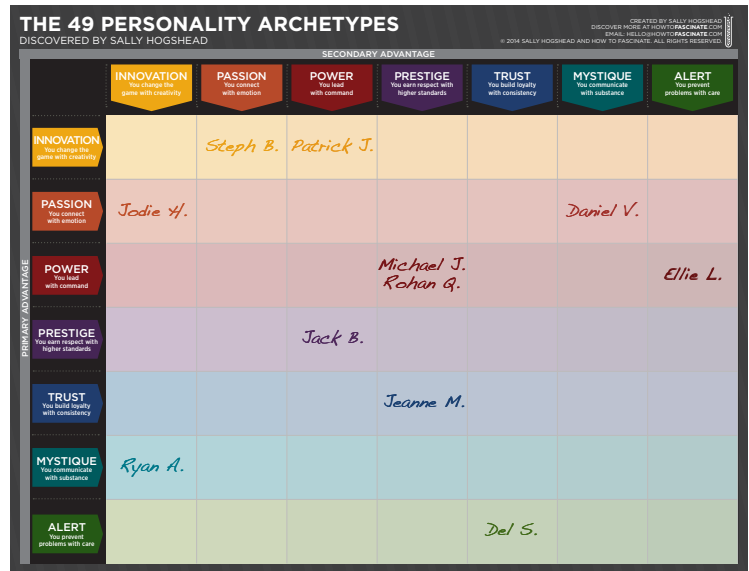
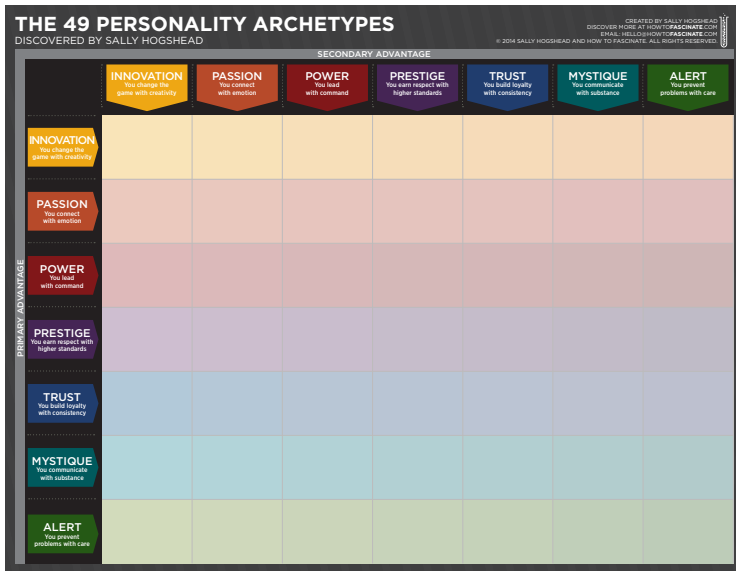
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PRIMARY ADVANTAGE

HEAT MAP DIRECTIONS:

1. Have each member of your team take the Fascination Advantage® assessment
2. Print each person's Fascination Advantage report
3. Write the name of each team member in the box that corresponds to his primary and secondary Advantage

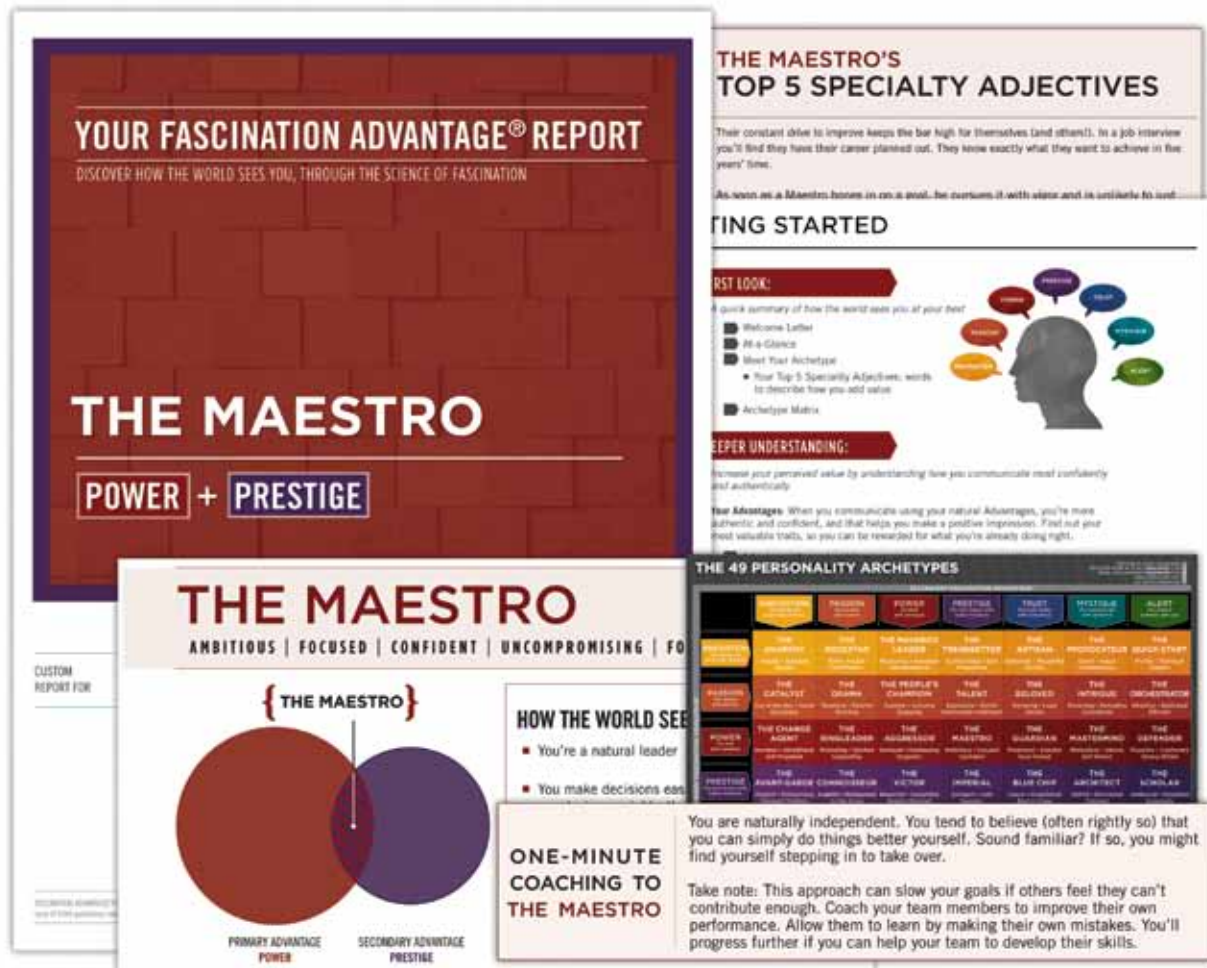


TEAM DISCUSSION QUESTIONS

As a group, look at your completed Team Heat Map. Start by looking at the 7 horizontal rows—your team's top Advantages. What patterns do you notice right away?

- **Which row of Advantages includes the most people?** As an example, if 20% of your team members are in the primary Power row, your team communicates with a great deal of confidence. If you have 20% in the Passion row, then your team communicates with emotion to build relationships.
- **Which row has the fewest people?** In what ways does this create problems and pitfalls for your team? For instance, if you have few Alert personalities, you might struggle with the details.
- **Have each person describe one way in which she applies her top communication Advantages to improve team results.** This information is inside each team member's Fascination Advantage report.
- **How does this shape your overall communication as a team?**

NEXT STEP: GET YOUR ENTIRE ORGANIZATION INVOLVED



YOUR TEAM IS MORE ENGAGED AND PRODUCTIVE WHEN YOU UNDERSTAND THE VALUE EACH PERSON BRINGS TO THE TABLE.

When you share the Fascination Advantage Assessment with your entire organization, you'll be able to:

- + Discover the advantages of every person on your team
- + Empower employees to be more productive doing what they already do best
- + Build a high-performing team that interacts more confidently with customers and each other

GET ASSESSMENTS

Questions? [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)