

THE 7 ADVANTAGES OF FASCINATION

IF YOUR PRIMARY ADVANTAGE IS	HOW YOU OPERATE	WHO YOU ARE	HOW TO FASCINATE
INNOVATION	You change the game	Creative, Visionary, 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, Results-Oriented, 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	Independent, Logical, Observant	Keep the focus on results, no drama. Carefully select what you reveal
ALERT	You incite immediate and urgent action	Proactive, Organized, Detailed	Keep your team focused on deadlines, structure and potential negative consequences