

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.

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

7 WAYS TO SOLVE YOUR PROBLEM

PROBLEMS	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, elimination 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.

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