

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

7 WAYS TO SOLVE YOUR PROBLEM

PROBLEMS		SOLUTION	FIRST ACTION STEP
You need to develop a way to compete against bigger, established category leaders	<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