



June 30, 2016

NAME
President & CEO
COMPANY

Re: How to Fascinate® Training

Name,

This proposal comes as promised to provide you with details on bringing How To Fascinate® Training to your organization. The Fascinate system is based on studies with over 700,000 professionals, in a range of industries and departments, including over a thousand C-level executives. With over a decade of research the system was developed by world-class branding leader, Sally Hogshead whose research aimed to discover your personality's highest value, through the science of fascination.

Proposed Option:

A full day session (up to 6 hours). In this option Finka Jerkovic, Certified Fascinate Advisor Program Director would deliver a session exploring the Fascination Advantage of each individual and develop their personality brand - Fascination Anthem. Participants would leave with a basic understanding of how to use these tools in their work and with each other. In this high-energy session, participants will be engaged in an interactive and engaging presentation. They will learn to:

- Apply their Fascination Advantage® to influence others and communicate at their best.
- Leverage their Advantages and create a personal brand that stands out through their differences.
- Learn about their communication `red flags` and how they could be turning people off.
- Describe their value in 2-3 words by creating an Anthem; also known as a personality tagline.
- Solve real work situations and generate team sourced ideas using the Fascinate Advantages.
- Understand your team's core strengths, communication style and how as a team you're most and least likely to solve problems, deal with conflict and achieve results.

The key objective is for participants to walk away feeling more confident in who they already are and what they're doing right, so they can:

- Identify top strengths
- Make stronger first impressions
- Build more powerful relationships
- Increase influence and impact
- Improve communication and team effectiveness

In past, How to Fascinate® events, participants walked away feeling more confident (41%↑), having a better understanding of the value and impact (36%↑), an increase in employee engagement (25%↑), and an improvement in their communication skills (37%↑).

The How to Fascinate® Training has been delivered by Finka to various audiences across North America, including: HR Professionals, Executives and Senior Leaders, Entrepreneurs, Accountants, Tax Advisors, Engineers and Sales Professionals. Clients include: *BMO Financial Group, Schneider Electric, Global X Tax, Nord Gear Systems, Cultural Vistas, Gro your Biz, HR Professional Association and Pacific Gas and Electric Company*. The following are participant comments from past How to Fascinate® events:

- *“I was **extremely inspired** by this workshop and felt a sense of confidence, direction and understanding that I never had before. I went home and told my family all about the workshop and about the usefulness of its application and they were extremely intrigued. This is by far one of the **best presentations** I’ve seen.”*
- *“Our team has been exposed to many types of trainings (Ken Blanchard – Situational Leadership + Patrick Lencioni – The 5 Dysfunctions of a Team) and I thought it would be a typical personality training however, it was the **most accurate and engaging** one I’ve ever experienced.”*
- *“I was concerned that there may not be tangible value, that it would be too esoteric. My concern was proven to be misplaced. I have a renewed sense of enlightenment and **practical application** of what I learned today. Finka was warm and engaging. She has an impressive grasp of the subject, but more importantly the ability to read the group quickly.”*
- *“My first thought was that the session would be largely redundant. I found the assessment extremely valuable and eerily accurate. It helped highlight more clearly my strengths and weaknesses. Finka did an outstanding job. **This training was very, very effective and enjoyable.**”*

To learn more, here’s recent [article](#) for a presentation delivered to the HR Professional Associations in Ontario, Canada.

Your Investment

Training option includes:

- Access for each participant to take the Fascinate Advantage Assessment® and receive their full report.
- Each participant will receive a How to Fascinate® Training Handbook.
- A full Fascinate Advantage team analysis with a 1 hour Manager post training debrief.
- A ‘How to Communicate with Success’ e-book based on the Fascinate System.
- Ongoing email follow-up specific to their assessment results, supporting and building their understanding and confidence in using their Advantages.

A 6 hour session, \$6,045 for up to 12 people plus travel expenses (airfare, hotel, meals, and ground transportation, estimated at \$1200).

All investments assume training on your site or at your expense.

Sustaining the Learning

We believe that training is an event, but learning is a process. Because of that belief, we like to do everything we can to extend the learning experience and help people apply what they have learned once they return to work.

One on one and group coaching options are available after the presentation. The content of these calls can be completely up to the individual/group based on their challenges, concerns and questions or a sample of topics listed below (not limited to) can be offered as part of an ongoing learning program:

- How to influence decision makers?
- How to be seen as a creditable leader?
- How to work with different communication styles?
- How to connect with your audience?
- How to craft a fascinating elevator pitch?
- How to inspire others to carry out your vision?

We`d look to your team and organization`s needs, feedback and through consultation with you, we`d create the best options.

Next Steps

Let me know what further questions you have. Our training options are built in collaboration with you so you get the most personalized and customized solution for your people and business. Please continue to share any of your questions and inquiries. I can also help you create your next steps. I look forward to working with you to bring the powerful Fascination tools to your team

Sincerely,



Finka Jerkovic, CPCC
Certified Fascinate Advisor Program Director
Leadership Coach + Personal Branding Consultant
www.finka.ca
finka@finka.ca
(416) 268-2220

Finka Jerkovic



Finka Jerkovic, is a Leadership Coach, Personal Branding Consultant and Professional Development Facilitator whose vision and purpose is to inspire breakthrough transformations in your work and life.

In a world where you could be anything, be yourself.

She's a certified CPCC Co-Active Coach and the Program Director for the Certified Fascinate Advisor program. She's also a certified Adult Trainer and Educator and a Transformation Mastery coach.

Finka works with professionals, entrepreneurs and organizations to help them discover their `signature brand specialty` so that they can spend more time and energy doing work they love and are passionate about, build a positive reputation and influence change so that there`s more success for everyone.

Your personal brand is an expression of your authentic, unique and genuine self. It helps others understand why they should work, hire and do business with you. In today`s distracted world you need to make it easy for yourself and others. This cannot be left to chance or at the risk of others defining it for you. Finka believes that you need to own your personal brand and professional identity, differentiate yourself and align yourself to your signature brand specialty.

Through Finka`s `head + heart + hands` approach she will help you connect to your `brand` self and bring clarity to your signature specialty so you can be more confident, focused, build credibility and have more impact in your business community.

Prior to founding FINKA Communications Inc. Finka spent 20 years in Corporate Canada in the financial services industry, ranging in roles from sales, leadership, HR and training and development. Finka's passions lie in turning the workplace from transactional to transformational. She believes there`s room for everyone`s potential. Everyone can have a breakthrough.