



FASCINATE CERTIFIED ADVISOR

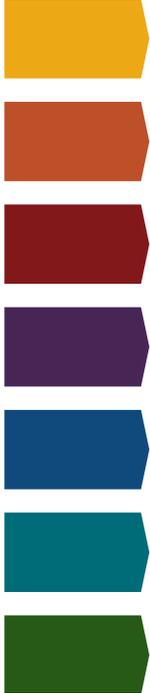


THE 7 TYPES OF COMMUNICATION

POWER	A LEADER WHO MAKES DECISIONS
PASSION	RELATIONSHIP-BUILDER WITH STRONG PEOPLE SKILLS
MYSTIQUE	UNEMOTIONAL, SOLO INTELLECT BEHIND-THE-SCENES
PRESTIGE	OVERACHIEVER WITH HIGHER STANDARDS
ALERT	PRECISE DETAIL MANAGER
INNOVATION	UNTRADITIONAL PROBLEM-SOLVER
TRUST	STABLE, RELIABLE PARTNER

CREATED BY SALLY HOGSHEAD | DISCOVER MORE AT HOWTOFASCINATE.COM | EMAIL: HELLO@HOWTOFASCINATE.COM

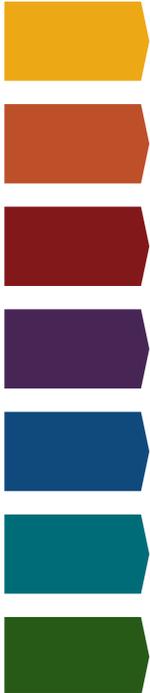
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SMALL GROUP ACTIVITY 1 - OBJECTIVE

Practice applying the 7 Fascinate Advantage languages by identifying the distinct messaging each language has. Remember, you communicate at your best when you use your top 2 Advantages. For the purpose of this activity, we want you to apply only one Advantage (at a time) to the scenario to gain fluency in this Advantage.

Participant Workbook:
Worksheets - Page 5 + 6
Advantage Communication Cheat Sheets on Page 9-15

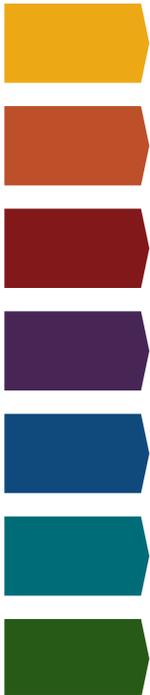
SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into 3 groups – assign speaker/scribe.
- Each group will be assigned 2 Advantages.
- Prepare a pitch for a prospective client using your assigned Advantages demonstrating how, How to Fascinate® is the perfect solution to their problem.

Participant Workbook:
Worksheets - Page 5 + 6
Advantage Communication Cheat Sheets on Page 9-15



Your prospective client has been having issues with employee engagement due to numerous change initiatives. Employees are feeling disconnected from their work and team, silos are forming and customers are starting to be impacted negatively. As an FCA you know that the HTF system can connect people back to their purpose, improve communication and ultimately get things back on track. You're preparing to pitch your How to Fascinate® program to your client.

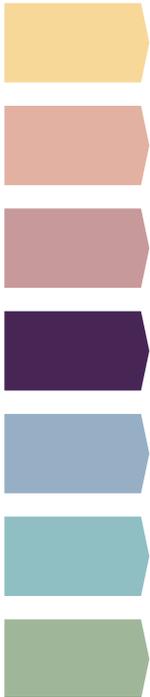


USING YOUR ASSIGNED ADVANTAGE:

- How would you pitch the value of the HTF system?
- Highlight key characteristics that this Advantage would demonstrate.
- Write a 2 – 3 sentence pitch using your Advantage.

Participant Workbook:
Worksheets - Page 5 + 6
Advantage Communication Cheat Sheets on Page 9-15



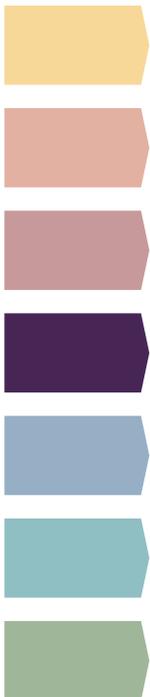


EXAMPLE - PRESTIGE

THE LANGUAGE OF EXCELLENCE

RESPECTED, AMBITIOUS, RESULT-ORIENTED

PEOPLE WITH PRIMARY PRESTIGE EARN
RESPECT BY SETTING **HIGH STANDARDS.**

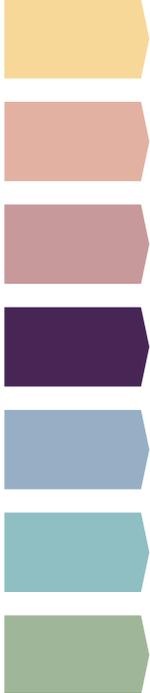


EXAMPLE - PRESTIGE

When using the Prestige Advantage to communicate be sure to:

- Present a clear reward.
- Focus on how the solution is what's hot and present compared to the competition.
- Surprise by elevating the bar, deliver an outstanding first impression and set higher standards.
- Be sure to make them look good.
- Show better than expected results.
- Exceed expectation.



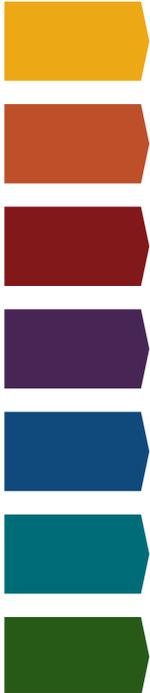


SAMPLE PITCH USING PRESTIGE

You want to improve customer service, product quality, productivity and ultimately make more money. But things get in the way. In this competitive, fast paced and noisy world people get distracted from their goals and from what's really important. When this happens it impacts your company and results. Employees disconnect from their work and teams, silos form, conflicts emerge and customers get impacted. You want a team that's connected to a common goal, working together collaboratively and cooperatively.

I can show you how the Fascinate system will **improve employee engagement, build team collaboration and help you exceed your company goals**. Your employees will be **recognized for their unique Advantage and give you more of their best**. Once you learn your Team Advantage you'll **recognize your teams strengths**, identify hidden patterns and tap into your teams Advantages to become **more productive and efficient**.

Our clients have seen **better than expected results**, even those with world class employee engagement saw an **increase in their scores** after the How to Fascinate system was brought in. Fascinate has been delivered to organizations like **Cisco, GE, ATT and Intel**. Yes, it's the newest and most innovative communication assessment out there – but its one that's been built reputation on of trusted experts, principle and purpose.

USING YOUR ASSIGNED 2 ADVANTAGES:

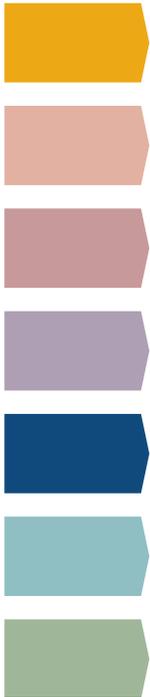
- How would you pitch the value of the HTF system?
- Highlight key characteristics that this Advantage would demonstrate.
- Write a 2 – 3 sentence pitch using your Advantage.

You have 20 mins to create a 2 different pitches using each Advantage.

Assign and scribe – capture script in breakout room white board/word doc. To be presented/copied to main room for sharing.

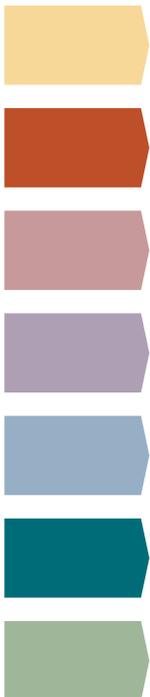
Participant Workbook: Page X and Advantage
Communication Cheat Sheets on Page X





GROUP 1 – INNOVATION & TRUST

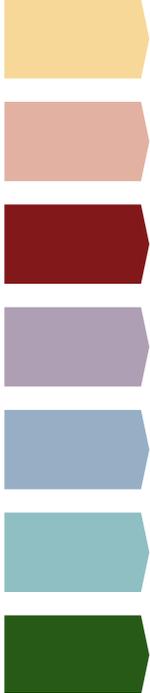
INNOVATION	TRUST
THE LANGUAGE OF CREATIVITY	THE LANGUAGE OF STABILITY
CREATIVE, ENTREPRENEURIAL, VISIONARY	STABLE, DEPENDABLE, FAMILIAR
PEOPLE WITH PRIMARY INNOVATION PUSH OTHERS TO INNOVATE WITH CREATIVE IDEAS.	PEOPLE WITH PRIMARY TRUST EARN LOYALTY AS A CONSISTENT AND FAMILIAR PRESENCE.



GROUP 2 – PASSION & MYSTIQUE

PASSION	MYSTIQUE
THE LANGUAGE OF RELATIONSHIP	THE LANGUAGE OF LISTENING
ENGAGING, EXPRESSIVE, INTUITIVE	OBSERVANT, INDEPENDENT, LOGICAL
PEOPLE WITH PRIMARY PASSION BUILD CONNECTIONS WITH WARMTH AND ENTHUSIASM .	PEOPLE WITH PRIMARY MYSTIQUE IMPRESS WITH THEIR ANALYTICAL SKILLS AND THOUGHTFUL COMMUNICATION.





GROUP 3 - POWER & ALERT

POWER

THE LANGUAGE OF **CONFIDENCE**

**CONFIDENT, GOAL-ORIENTED,
DECISIVE**

PEOPLE WITH PRIMARY POWER
COMMUNICATE WITH
AUTHORITY AND **CONFIDENCE**.

ALERT

THE LANGUAGE OF **DETAILS**

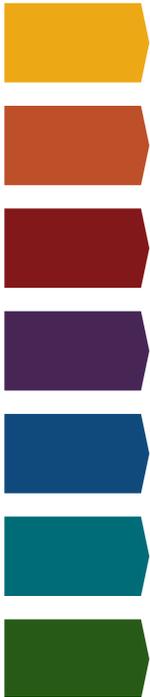
**DETAILED, ORGANIZED,
PROACTIVE**

PEOPLE WITH PRIMARY ALERT
KEEP PROJECTS **ON TRACK** BY
MANAGING THE **DETAILS**.

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Your prospective client has been having issues with employee engagement due to numerous change initiatives. Employees are feeling disconnected from their work and team, silos are forming and customers are starting to be impacted negatively. As an FCA you know that the HTF system can connect people back to their purpose, improve communication and ultimately get things back on track. You're preparing to pitch your How to Fascinate® program to your client.

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DEBRIEF

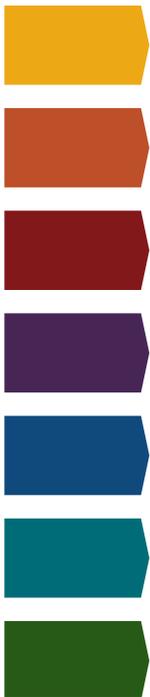
- Highlight Advantage characteristics.
- Share your Advantage pitch.
- What did you learn doing this activity?

GROUP 1:
INNOVATION & TRUST

GROUP 2:
PASSION & MYSTIQUE

GROUP 3:
POWER & ALERT

Participant Workbook: Page X



CHECK-IN

RECAP

1. There are 7 ways to communicate.
2. One way is not better than another. They are different.

COMING UP!

1. Identify the hidden patterns and your team's Advantage.
2. Your turn! Hands on practice. Team Heat Map Analysis.



STRETCH BREAK – SEE YOU IN 5!

**“Instead of focusing on strengths,
highlight your differences.”**

Sally Hogshead



**What if organizations, managers,
business owners could identify new
areas of potential for their
employees?**



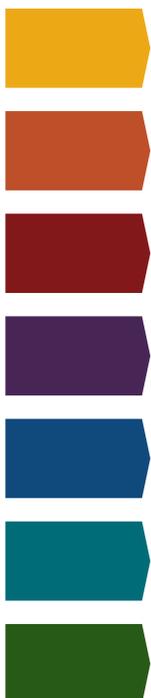
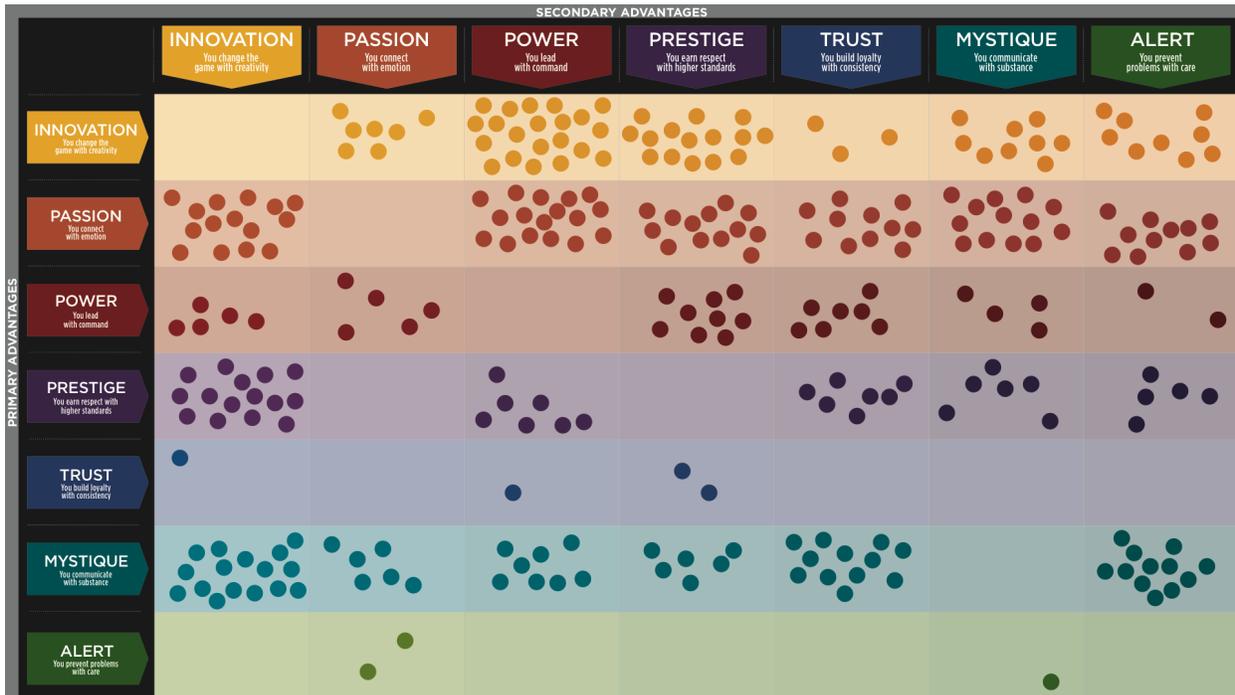
**What if every single person of a team
could be inspired to perform at their
best?**



**Instead of focusing on what people
need to “fix,” we highlight what
they’re already doing *right*, so they
can do more of it.**







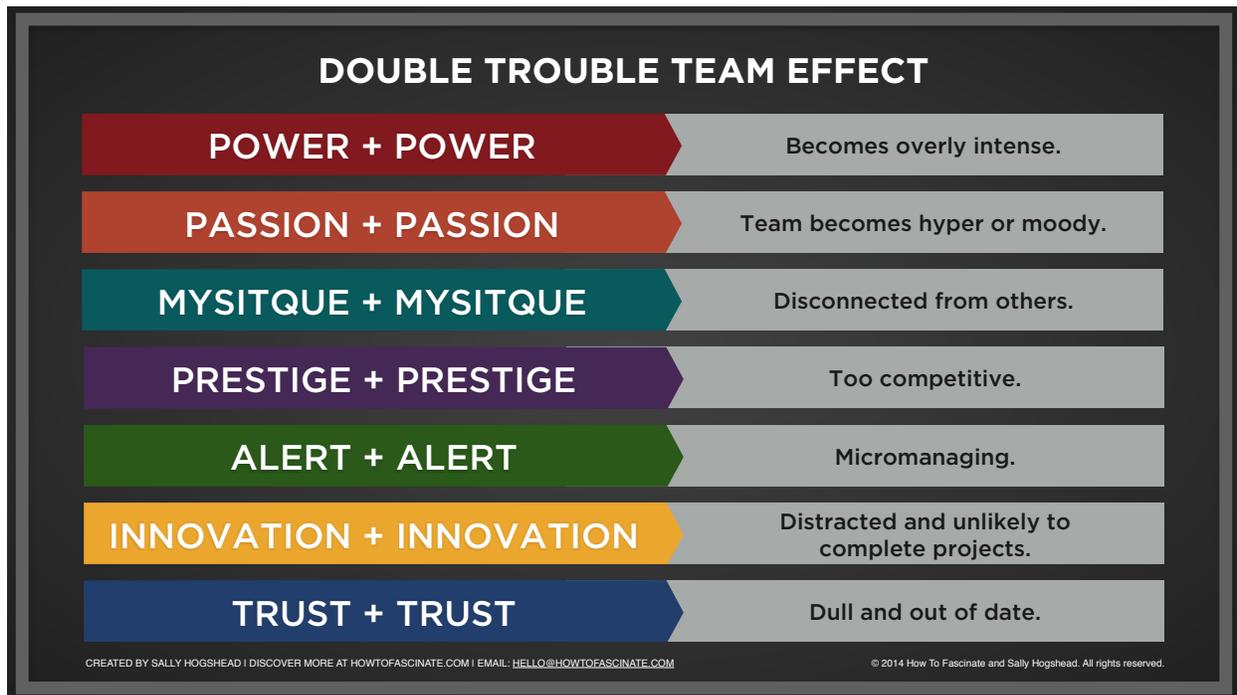
HOW TO FASCINATE® TEAM HEAT MAP

- Identify your team’s communication style.
- Predict how you are most (and least) likely to solve problems, deal with conflict and reach conclusions.
- Identify the hidden patterns in your team’s Advantage.
- Know and understand if you have one dominant Advantage, or if you’re evenly balanced.
- Identify and know your core specialty, or potentially even a disadvantage



**A diverse mix of Advantages can
provide balance for a team.**

**What happens if a team's
Advantage becomes a
disadvantage?**



CASE STUDY

NORD Drivesystems

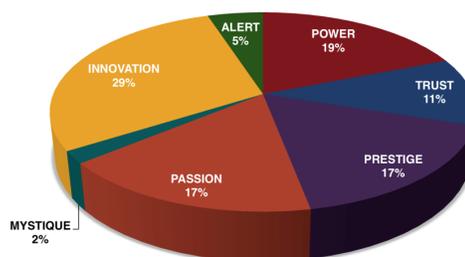
Moving things together

NORD Drivesystems is one of the world's leading manufacturers of drive technology for mechanical and electronic solutions. The range of products includes constant speed reducers, gearmotors, industrial gear units, AC vector drives and motor starters for decentralized control.

GROUP DISCUSSION: TEAM HEAT MAP INSIGHTS

PERCENT OF TEAM BASED ON ADVANTAGES

- What's the data telling us?
- What is the value of this insight?

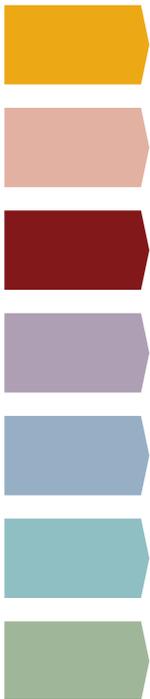


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HOW TO DETERMINE A TEAM ADVANTAGE?

1. Tally all the individual primary and secondary Advantages.
2. Identify the teams top 2 Advantages.
3. Review the Advantages that the team believes best represent what the team most specifically wants to achieve (if different from above).
4. Select an Archetype and review the Archetype + Twin adjectives and select the words that best describe the team.

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NORD CANADA

THE MAVERICK LEADER

Pioneering | Irreverent | Entrepreneurial | Artful | Vivid

Need a fresh perspective on an existing market?

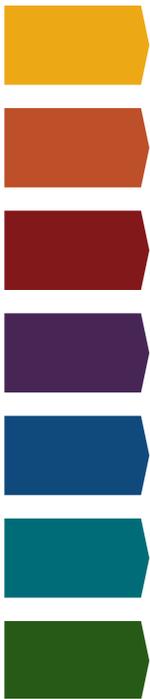
Or is it time to change your business model?

We're not constrained by what we've *never tried that before or that's not how we do things around here.*

We spot opportunities in new situations and relationships. We're independent, confident and perhaps a little eccentric. We're focussed on goals while at the same time creative, innovative and sharp-witted. We're able to think both linear + non-linear. We come up with fresh ideas while our logical mind helps to implement in a methodical way.

A lesson that everyone can learn from the Maverick Leader:

New projects are exciting. You can learn from their success and failure.

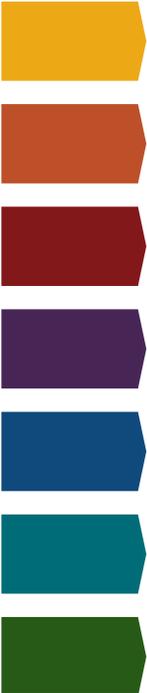
TEAM ADVANTAGE INSIGHTS

- Team Advantage rally's a team to a common goal and vision.
- Team Advantage is aligned to the inherent individual Advantages – custom and personal.
- Insights help, inform, inspire and improve.
- No Advantage is better than another. They are different and each provide value.
- In a team:
 - Similarities may be weaknesses
 - Differences may be strengths
 - Similarities may be strengths
 - Differences may be weaknesses



COMING UP TEAM HEAT MAP ANALYSIS

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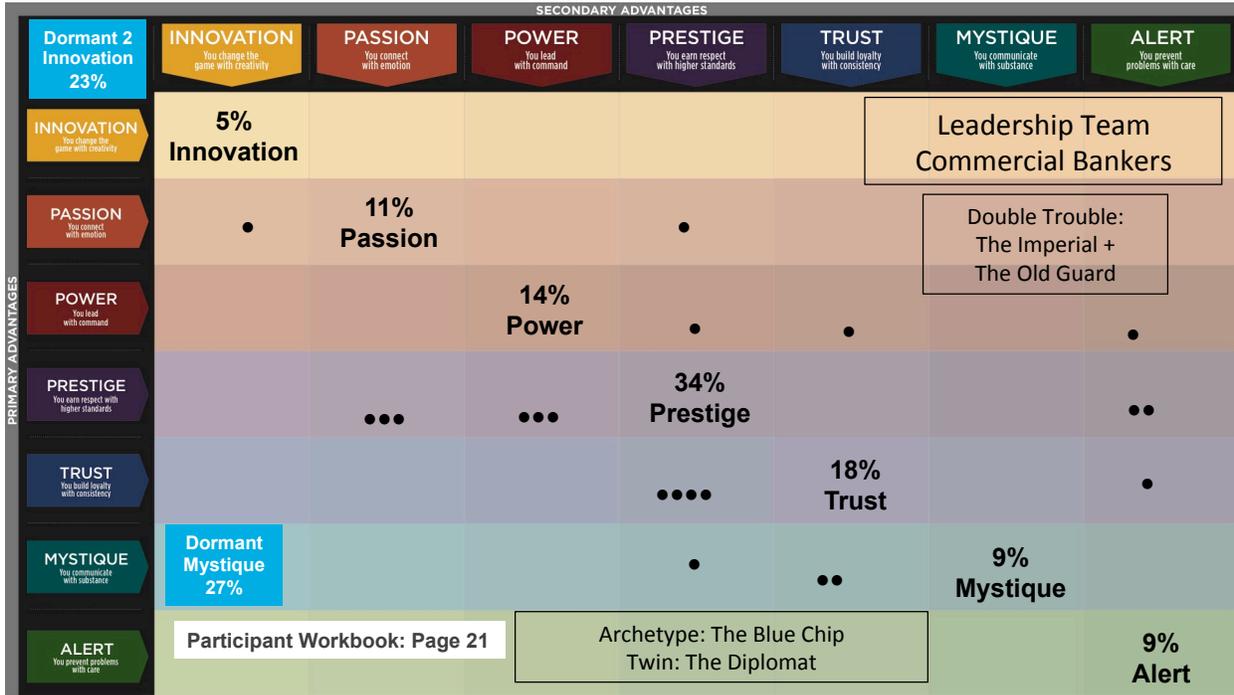


SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into groups – assign speaker/scribe.
- Each group will be the same team heat map insights with a different challenge to solve for.
- Write your responses to each S,W,O, T into your breakout room whiteboard (or word doc.). We`ll be doing a C+P to the main room.

Participant Workbook:
Team Heat Map Scenario: Page 21
SWOT Prompt Questions: Page 22/23
SWOT Worksheets: Page 24/25

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SMALL GROUP ACTIVITY 1 – SWOT ANALYSIS

STRENGTHS - ADVANTAGE

Consider the teams top 2 Advantages, what value does this team bring?

Based on the teams overall Advantage distribution what are this teams strengths?

THREATS – DOUBLE TROUBLE

Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.

WEAKNESSES - DORMANT

With a dormant of Mystique what challenges could this team face?

What's the impact of having a high dormant in Innovation – what do they need to watch out for?

OPPORTUNITY – ACTION PLAN

Formal onboarding plans, peer mentorship and rotational assignments lead to well rounded and highly engaged employees. They want to adopt these best practices so that employees are more empowered and effective. However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem? **Provide 2-3 recommended actions they can take to solve this challenge.**



SMALL GROUP ACTIVITY 2 - SWOT ANALYSIS

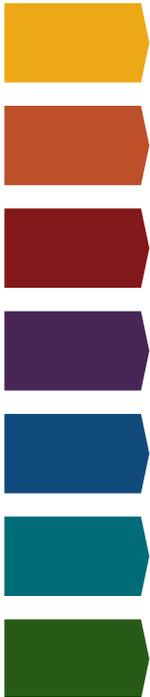
<p>STRENGTHS - ADVANTAGE</p> <p>Consider the teams top 2 Advantages, what value does this team bring?</p> <p>Based on the teams overall Advantage distribution what are this teams strengths?</p>	<p>WEAKNESSES - DORMANT</p> <p>With a dormant of Mystique what challenges could this team face?</p> <p>What's the impact of having a high dormant in Innovation – what do they need to watch out for</p>
<p>THREATS – DOUBLE TROUBLE</p> <p>Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.</p>	<p>OPPORTUNITY – ACTION PLAN</p> <p>Employees are not adopting new initiatives and best practices as quickly as management would like. Your goal is to inspire and motivate employees to take up and embrace change with agility and passion However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem? Provide 2-3 recommended actions they can take to solve this challenge?</p>



BREAK OUT GROUP ACTIVITY - SWOT ANALYSIS

Group	FCAs	Opportunity to Solve
Scenario 1	Mia Alexandra Corina Kristen Susan Christi	<p>Formal onboarding plans, peer mentorship and rotational assignments lead to well rounded and highly engaged employees. They want to adopt these best practices so that employees are more empowered and effective. However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem?</p> <p>Provide 2-3 recommended actions they can take to solve this challenge?</p>
Scenario 2	Nancy Sabine Mandy Michele Dhalia Priscilla	<p>Employees are not adopting new initiatives and best practices as quickly as management would like. Your goal is to inspire and motivate employees to take up and embrace change with agility and passion However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem?</p> <p>Provide 2-3 recommended actions they can take to solve this challenge?</p>

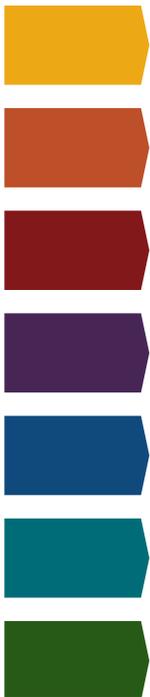




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- You have

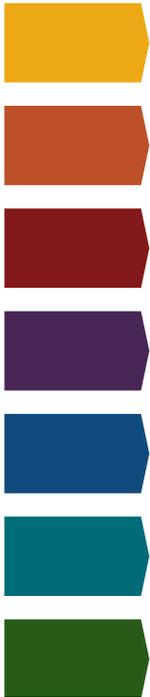
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DEBRIEF - STRENGTHS

- Consider the teams top 2 Advantages, what value does this team bring?
- Based on the teams overall Advantage distribution what are this teams strengths?

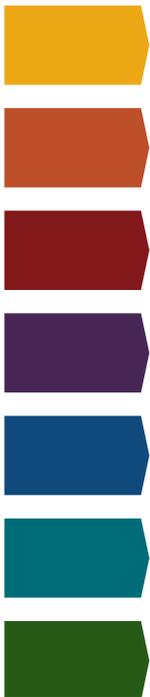




TEAM ADVANTAGE – SWOT ANALYSIS

STRENGTHS

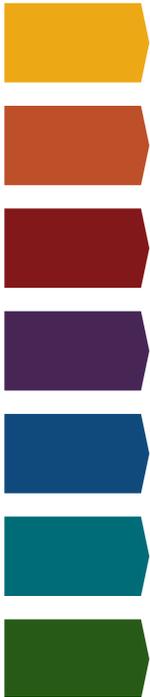
- Constantly look for ways to improve and raise standards
- Coolheaded and trusted leaders
- Consistently drive and deliver an outstanding performance
- A direct communication style that breeds trust
- Precise and value routine
- Your team knows they can count on you



DEBRIEF – WEAKNESSES

- With a dormant of Mystique what challenges could this team face?
- What's the impact of having a high dormant in Innovation – what do they need to watch out for?

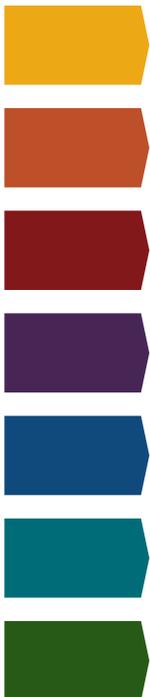




TEAM ADVANTAGE – SWOT ANALYSIS

WEAKNESSES

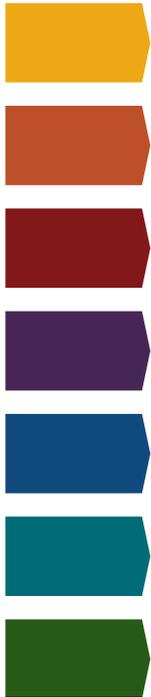
- Holding back information and feelings may be challenging
- Others can often pick up on your attitude and mood
- May not always think before you speak
- Listening is not your forte, remember - two ears, one mouth for a reason



DEBRIEF – THREATS

- Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.





TEAM ADVANTAGE – SWOT ANALYSIS

THREATS

- Fierce competitiveness may start to damage team spirit and breakdown trust
- Big egos can become overly individualistic in their pursuit of success
- Strong dependence on the tried and true
- Overly resistant to change , insist “this is the way we do things around here”

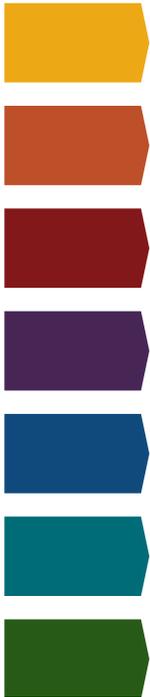


DEBRIEF – TEAM ACTION PLAN

Provide recommended actions they can take to solve their current challenge?

1. Employee onboarding
2. Adopting change initiatives

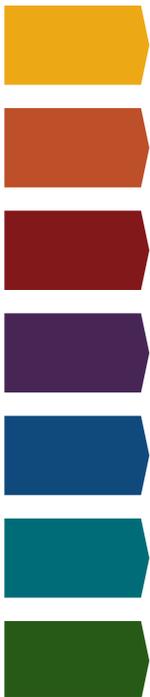




TEAM ADVANTAGE – SWOT ANALYSIS

OPPORTUNITIES

- Learn to get more emotionally involved
- Pause for a moment, re-evaluate your plans. Take time to work out your thoughts
- Look to accept new ways of doing things, experiment a little
- Show others you care about them and their achievements to become warmer and less intimidating



TEAM HEAT MAP IN-SIGHT

- How does this information and insight set this team up for success?
- How could this intel help you and your business?



**“The most powerful way to
empower someone is to show them
their own highest value”**

Sally Hogshead

