



FASCINATE

CERTIFIED ADVISOR



Introductions



Welcome to the
**FASCINATE CERTIFIED ADVISOR
TRAINING SESSION!**

Session 3





LIVE TRAINING – WEEK 1

Session 1

- Explain how the Fascination Advantage system works.
- Describe the characteristics of each Fascination Advantage.
- Apply the Fascination Advantages to real client/work situations.
- Recognize communication “red flags” and how to avoid them.

Session 2

- Get hands on, practical experience using Fascinate Anthem Brand Builder.
- Apply the Fascinate® system to teams to identify a Team Fascinate Advantage.
- Learn how to build a “Heat Map” to visually describe the Advantages of a team.
- Analyze a team’s strengths, weakness, blind spots and opportunities.



LIVE TRAINING – WEEK 2

Session 3

Monday June 27th: 9:00-11:00 EDT

- Describe 'How to Fascinate®' competitive advantage.
- Explain the various How to Fascinate® product offerings.
- Create the perfect How to Fascinate® sales pitch using each of the Fascination Advantage.

Session 4

Wednesday June 29th: 9:00-11:00 EDT

- Construct a Fascinate program/coaching client outline.
- Learn how to integrate the How to Fascinate system into your current coaching and/or training programs.
- Create a personalized Fascinate business development plan.



HOW TO FASCINATE FOUNDATION

- **Expertise:** Sally Hogshead
- **Research:** The Kelton Study (1k+ Americans)
- **Data:** 700,000 People
- **World Class Clients:** Cisco, GE, Intel, AT&T, Twitter
- **Media Recognition:** #1 Wall Street Journal best seller, #2 NY Times best seller, Oprah top pick.



One of the things we know when we take branding, reputation into account, especially for a new innovative and pioneering system is that we need to build a foundation of trust. Here we take a page out of the Trust Advantage. In order to build rapport, a reputation and a loyal following we need to establish credibility, dependability and trust. Reliability and validity

How do we do that?

Expertise - Sally Hogshead

We want you to move confidently with a strong foundation and reputation using the HTF System.

The Fascinate system was developed by world-class branding leader, Sally Hogshead. At the age of 24, Sally was the most award-winning copywriter in the U.S., and soon after, opened her first ad agency in LA. She went on to lead national campaigns for brands such as Nike, BMW, Coke, Target, Godiva, Ikea, and MINI Cooper. In August 2015, Sally was selected as one of the World's Top 10 Brand Gurus.

During her decade of creating headlines and taglines, Sally discovered a shortcut to the communication process... a way to quickly find the perfect words to describe a brand's key valuable benefits. By 2009, she had unlocked a way to apply this same system to individuals. For decades, focus groups have helped companies predict what type of message will fascinate a target audience. Sally realized she could do the same for individuals. Drawing upon her branding principles, she created a method to

predict each person's style of communication that will get the best response in a listener. The resulting algorithm identifies a person's most engaging mode of communication.

Research– Kelton Study

Kelton Research is a global public opinion company, leading research with more than thirty of the Fortune 100(c) corporations, including McDonald's, Target, and Pepsi. Twice it has been named "fastest-growing market research consultancy" by Inc. magazine. Kelton led Sally's deep-dive analysis of 1,059 Americans on fascination. The survey included questions on the relationship between fascination and decision making regarding:

Brand choices, Careers, Relationships, Personal branding

We studied the ways in which fascination can be a shortcut to persuasion, and the ROI of making a brand, or your personality, more fascinating.

The Kelton Fascination Study sought to determine things like:

- How much fascination is worth in terms of dollars
- How much more people are willing to pay for fascinating products
- Which employees are most engaged and engrossed at work
- How leaders can fascinate their employees
- What exactly determines if a message, or product, is fascinating
- What behaviors and actions people exhibit when they are fascinated
- The resulting research offers a breadth and depth of insight (a four-inch-thick binder of exceedingly small type, to be exact).

Data – 700,000 people

The system is based on studies with over 700,000 professionals, in a range of industries and departments, including over a thousand C-level executives. The findings have been published in 14 languages.

World Class Clients:

The Fascinate system is currently active inside hundreds of corporations, including Twitter, Fedex, NASA, Panera, IBM, Cisco, National Department of Health, AutoTrader, Starbucks, National Transportation Bureau, YMCA, CitiBank, The Home Department of the UK, and Whole Foods. For three years, the system has been taught in the New York University curriculum.

Media Recognition

In 2014, Sally Hogshead and HarperCollins published this system inside the book, *How the World Sees You: Discover Your Highest Value Through the Science of Fascination*. It debuted at #1 on the *Wall Street Journal* and #2 on *New York Times*. The book's message of optimism speaks to both business leaders and individuals; the

book was simultaneously named Book of the Month for IBM, as well as a top pick on Oprah.com. The system has been featured in a BBC special with 1,000,000 viewers.



WHAT MAKES THE FASCINATE SYSTEM DIFFERENT?

- Our system is based on **branding**, rather than **psychology**.
- We identify **communication patterns**, rather than **personality traits**.
- We tell you how the world sees you, rather than how you see the world.
- Instead of focusing on **strengths**, we uncover how each person is **different** and uniquely suited to excel in a “specialty.”
- Instead of fixing people, we highlight what people are already doing right.

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Our system is based on branding, rather than psychology.

Applies the fundamentals of marketing to you as a way to illuminate your most positive qualities.

We identify communication patterns, rather than personality traits

They give you a psychological evaluation. We give you tools for attention-getting communication.

Fascinate names the 7 different languages in which you communicate. It shows you the 2, you communicate at your best. Where you are more likely to add value, influence, win and experience success.

We tell you how the world sees you, rather than how you see the world

This is not a test built on psychology; it's built on branding. Just as a brand communicates to consumers, you communicate to listeners. Our algorithm measures how others are most likely to perceive you, based on the patterns of signals and cues that you communicate.

Instead of focusing on strengths, we uncover how each person is different and uniquely suited to excel in a “specialty.”

Remember the research done on the 100,000 successful leaders and business owners. They brought a specific specialty and they overdelivered and excelled in that area. Everyone has strengths. When we compete on strengths, we will always have

someone on your coat tails to outwit, outplay or out do you. You no longer need to play that game with HTF – its about about differences. When you`re different, you eliminate competition in the equation.

Instead of fixing people, we highlight what people are already doing right.

They diagnose. We inspire.



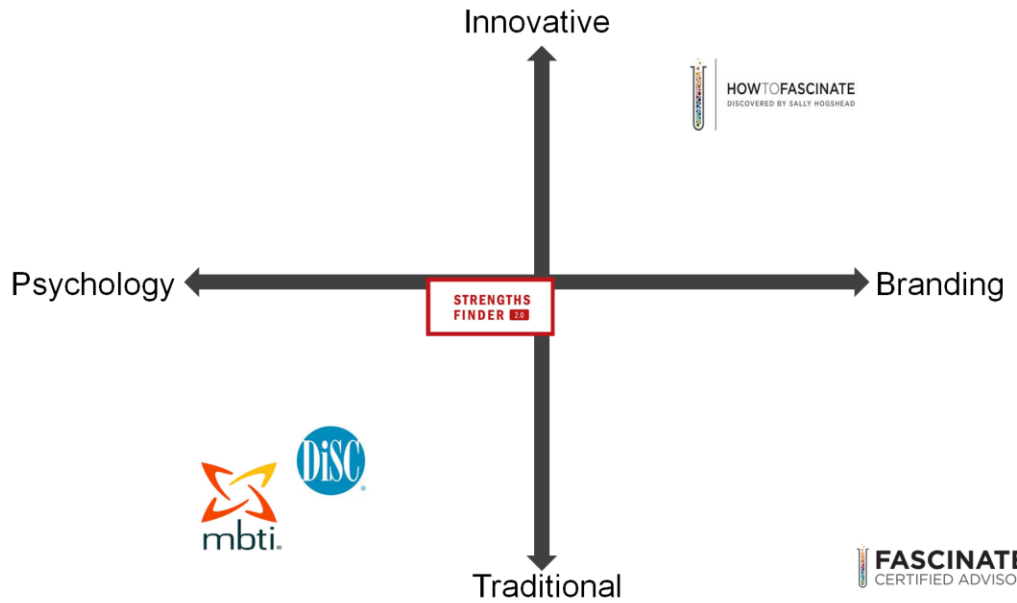
HOW DOES THE WORLD SEE ME WHEN IT`S A SELF TEST?

This test is not built on psychology (as a traditional personality test). It's based on branding- the response that we create in others. By measuring the signals that we send out, our research is able to predict how others will respond to those signals. Just as Coke and Apple can predict how consumers will respond to a message, this test is predicting how others will respond to your messages.

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This is not a test built on psychology; it's built on branding. Just as a brand communicates to consumers, you communicate to listeners. Our algorithm measures how others are most likely to perceive you, based on the patterns of signals and cues that you communicate.

DISTINCTION MAP





HTF Product Offerings

- Individual and small group solutions
- Large group and corporate solutions

Many of our products will work in both small and large group scenarios.



Note that there is some overlap in products that work for Individual / small groups and large, corporate groups.

This is a general recommendation, but you are free to experiment with what works best for you.

Share your learnings with us!

- As an Advisor, you **get access to ALL products** for your personal review.
- These may NOT be shared with anyone else (including clients!)
- Use your access to learn more about each product



Individual & Small Group Solutions

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Individual & Small Group

Fascination Advantage® Assessment (FAA)



- Communication profile
- Based on marketing
- Great add-on to MBTI, DiSC, Strengths Finder, etc.



The Fascination Advantage assessment is the entry point for all clients. The full version comes with a 16-page report describing the user's Fascination Advantage profile. Many Advisors have success using the assessment as part of a client onboarding process. **You may purchase the assessment in bulk and distribute or resell to your clients.** The full report can be saved as a PDF or printed.

Includes

- Access to online report
- 16-page PDF report
- At-a-glance overview
- Primary Advantage
- Secondary Advantage
- Dormant Advantage
- Archetype information (Highest and best value, Non-highest and best value)
- Top 5 Specialty adjectives
- One-minute coaching
- Analytics of your advantages

PRODUCT POSITIONING

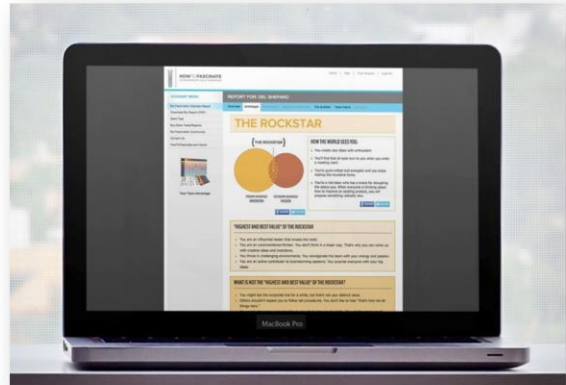
- Only assessment to measure *how the world sees you*

- Based on branding, not psychology
- Identifies your natural advantages and gives you the words to describe your value
- Complete communication profile provides an in depth look into how your communication is perceived by others

Individual & Small Group

Fascination Advantage® Express (FAE)

- Great lead generator
- Perfect for prospects



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The Fascination Advantage assessment is the entry point for all clients. The express version uses the same 28-question assessment, but limits the user's report to 6 pages.

Note that the express report cannot be downloaded or printed.

Includes

- Access to online report
- At-a-glance overview
- Archetype information (Highest and best value, Non-highest and best value)

PRODUCT POSITIONING

- Only personality assessment to measure *how the world sees you*
- Based on branding, not psychology
- Quick look at what makes you most valuable

Users with the express report are prompted to upgrade to the full version. There are automated pop-ups every 3 minutes while the user is logged into their Fascinate account, and there is a 3-email sequence that is sent to the user after they take the assessment.

Individual & Small Group

One-Hour Personal Brand™ Strategy Kit



2 versions available:

- For professionals
- For students

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An accelerated version of the Ultimate Personal Brand™ playbook. It provides a quick introduction to the Anthem method and philosophy, but it does not include advanced concepts such as Wellspring / Quicksand. This kit is ideal for when you need an Anthem--*fast*.

Have an important interview tomorrow?

Need a quick way to refresh your LinkedIn profile?

It's also perfect for Advisors needing a quick way to teach the Anthem method as part of a larger training or seminar.

Includes

- 1 FREE Fascination Advantage Assessment with Express Report
(*only if the user has not taken the assessment previously*)
- 30-minute video lesson from Sally
- Interactive workbook companion
- 5-step process to refresh your LinkedIn profile

PRODUCT POSITIONING

- Hands-down fastest, easiest way to create an Anthem
- Perfect for grads, students and job seekers
- It's not gourmet, it's more like drive through

Individual & Small Group

Ultimate Personal Brand™ Playbook



- 5-week course
- Perfect for coaching

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The Ultimate Personal Brand playbook contains five modules, dispersed over five weeks.

For coaches, this can be used as a 5-week curriculum to teach the Anthem method. This product is an expanded version of the One-Hour Personal Brand kit.

It covers all concepts relating to the Anthem and puts emphasis on the process or journey of building one.

The 5-week Course Includes:

- Access to one new module each week for five weeks
- Five modules containing video, audio, and workbook content
- Scripts and templates to apply your Anthem

PRODUCT POSITIONING:

- Most comprehensive toolkit for creating and applying an Anthem
- Perfect for coaching clients--provides five weeks of learning and activities
- Perfect for all learning styles because it includes audio, video, and written lessons

Individual & Small Group

Best Team Ever™ Kit



- Perfect for team building
- Includes activities and cheat sheets
- Does not include assessments

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The Best Team Ever kit is a collection of activities, discussion topics, and cheat sheets for teams.

The resources included in this kit are ideal for team building.

Includes

- Team discussion guide
- Group activities for teams
- Languages of Fascination chart
- "How Advantages Work Together" & "How to Read People" cheat sheet
- Presentation slides

PRODUCT POSITIONING

- Great for teams of 30 or less
- Gives employees insight into their differences and encourages cooperation
- Helps reduce and prevent team conflict
- Can be used over and over again

Individual & Small Group

Complete Fascination Business System



- Includes:
*Your High-Performing Team &
Your High-Performing Brand*
- Perfect for entrepreneurs

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The Complete Fascination Business System is an advanced application manual for businesses of any size.

It contains both Your High-Performing Team and Your High-Performing Brand.

Includes:

- 20 Fascination Advantage assessments (with full report)
- Five learning and application modules
- Video, audio, and workbook content
- Checklists, critical thinking exercises, practical suggestions

PRODUCT POSITIONING:

- Perfect for business owners and entrepreneurs
- Only system that can help you develop your business using the science of fascination
- Can be downloaded and stored for continual reference
- Teaches you how to lead and manage teams more effectively
- Helps you close more deals more often with clients who are willing to pay a premium



Large Group & Corporate Solutions

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Large Group & Corporate

Your Team Advantage

- Perfect for teams of 20 or more
- Includes custom analytics
- Does not include assessments



Your Team Advantage is a collection of custom data and analytics on an organization or group.

The data is represented through info graphics, and then delivered as a PDF file.

Includes

- Custom analytics and info graphics based on your group's data
- Heat map showing distribution of Fascination Archetypes within your group

Not Included

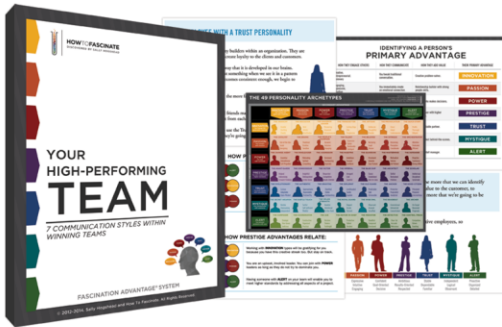
- Fascination Advantage assessments

PRODUCT POSITIONING

- Great for groups 20 or more
- Perfect complement to a team building session or Fascinate training

Large Group & Corporate

Your High-Performing Team



- Perfect for leaders / managers
- Includes 20 assessments (with full report)



Your High-Performing Team is one part of the Complete Fascination Business System.

Includes

- 20 Fascination Advantage assessments (with full report)
- Three learning and application modules
- Video, audio, and workbook content
- Checklists, critical thinking exercises, practical suggestions

PRODUCT POSITIONING

- Perfect for business owners or leaders / managers
- Only system that can help you develop your team using the science of fascination
- Can be downloaded and stored for continual reference
- Teaches you how to lead and manage teams more effectively

Large Group & Corporate

Leadership Bundle (BTE + YHPT)



- Perfect for team building, business owners & brand or marketing managers
- Includes activities and cheat sheets
- Includes 20 assessments (with full report)



Your High-Performing Brand is one part of the Complete Fascination Business System.

Includes

- 20 Fascination Advantage assessments (with full report)
- Three learning and application modules
- Video, audio, and workbook content
- Checklists, critical thinking exercises, practical suggestions
- Team discussion guide
- Group activities for teams
- Languages of Fascination chart
- "How Advantages Work Together" & "How to Read People" cheat sheet
- Presentation slides

PRODUCT POSITIONING

- Perfect for business owners or brand / marketing managers
- Only system that can help you develop your brand using the science of fascination
- Can be downloaded and stored for continual reference
- Helps you close more deals more often with clients who are willing to pay a premium
- Great for teams of 30 or less
- Gives employees insight into their differences and encourages cooperation
- Helps reduce and prevent team conflict

- Can be used over and over again

Large Group & Corporate

Organizational and Public Training (LIVE)



Training is delivered to organizations large and small in a live, half or full-day format. In order to serve your clients using our live training curriculum, you must purchase a Fascination training license.

Includes

- 1 Facilitator's Guide
- License to train on the Fascination Advantage® system for 1 year

Materials Not Included In License Fee

- Participant workbooks

PRODUCT POSITIONING

- May be used with groups as small as 10 and as large as 100
- Choose a learning objective: Sales/Customer Service or Leadership/Team Building
- Engaging, interactive curriculum

Large Group & Corporate Fascination Academy

- Personalized, interactive and on-demand
- Features Sally Hogshead
- Includes Anthem instruction



E learning

After a speech event or training to retain the learning

Instead of Live training – good alternative

Manager has access to employee reports + completion rates

Manager has access to All Archetype reports

IDEA INSTIGATOR

**The many ways How to Fascinate[®]
is being used in the marketplace.**



To get your creative juices going, a good place to start is to show you what others are doing and how they're using the HTF system in their business.
I'll take you through a few examples



AMBA



Mandy O'Leary
Director of Client Development

Mandy O'Leary

The Talent

Mandy leads with a passion that connects emotionally while earning respect by consistently reaching high standards. She has that rare ability of understanding what's needed and matching that to the possible. Mandy oversees our client development team, ensuring that all client KPIs are met strategically and operationally.



<http://www.amba.com.au/about-us>


FASCINATING CREATIVES

Tara Gentile
March 20

Could every presenter, teacher, or facilitator be FASCINATING and engaging on stage? I think so!

I just finished putting together my presentation for the Content Producers, Hosts, and Channel Leads at CreativLive (an online video education company). I'm teaching them how to recognize what Fascination Advantages languages their instructors favor so that can coach them to create experiences and content that really allows those instructors to shine. I'm using instructors (including myself) to demonstrate the different advantages an show them what to look for whether they know their instructors archetype or not.

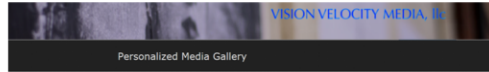
But every instructor can be a truly great instructor if we help them highlight their strengths & distinct advantages as a presenter.



TARA GENTILE

every instructor fascinates in a unique way.

every instructor is going to find their Fascination Advantage and how they're most fascinating can coach them to succeed.



Something exciting is taking flight! We are in the process of providing **personalized high quality stock media** for you to use in your marketing materials. This exclusive gallery is based on and inspired by **your requests**. The **full gallery will launch in 2016** and full access will be available for a monthly fee in 2016.

Finally, **STOCK MEDIA** will be available that is **UNIQUE to you & YOUR VISION!** Click to **Tweet**

Send your requests to media@howyoustandout.com. Each month we will gather your personal insights and produce media files that fit the needs of the overall majority. Be sure to include your **Advantage@** in the subject line of your e-mail. We are **actively creating media that compliment the 7 Fascination Advantages@** in order to **enhance influence and increase engagement**.

Sign up for a **Sneak Peek** in the header above to start receiving **7 free media files each month** along with **updates** on how we are utilizing **science & art to empower distinction**. Don't miss out! The first 1,000 members will receive 20% off the monthly fee when access to the full gallery launches next year.

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SAMPLE FCA COACHING PACKAGES

1 SESSION

HOW TO FASCINATE® OVERVIEW

Fascinate Advantage
Assessment® (FAA)

SAMPLE PRICING

Client Investment - \$250
FCA Earnings - \$222

2 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER

One-Hour Personal
Brand™ Strategy Kit

SAMPLE PRICING

Client Investment - \$500
FCA Earnings - \$382

4-5 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER
MARKETING STRATEGY

Ultimate Personal
Brand™ Playbook

SAMPLE PRICING

Client Investment - \$1000
FCA Earnings - \$702

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SPEAKING, TRAINING AND DEVELOPMENT



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SAMPLE WORKSHOP OUTLINES

Half Day (3-4hrs)

- Fascinating Introductions/Icebreaker
- Fascination Advantage® system Overview
- Activity: The 7 Fascination Advantages
- Break
- Activity: Effective Communication/DT
- Activity: Fascination Anthem Builder
- Wrap up

SAMPLE PRICING

(20 participants)

Client Investment - \$2,500-\$5,000

FCA Earnings - \$2,056 - \$4,556

Full Day (7-8hrs)

- Fascinating Introductions/Icebreaker
- Fascination Advantage® system Overview
- Activity: The 7 Fascination Advantages
- Break
- Activity: Effective Communication/DT
- Break
- Team Advantage + Team Heat Map
- Activity: Team Heat Map Analysis
- Break
- Activity: Fascination Anthem Builder
- Wrap up

SAMPLE PRICING

(20 participants)

Client Investment - \$4,500 - \$10,000

FCA Earnings - \$4,056 - \$9,556

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THE 7 TYPES OF COMMUNICATION

POWER	A LEADER WHO MAKES DECISIONS
PASSION	RELATIONSHIP-BUILDER WITH STRONG PEOPLE SKILLS
MYSITQUE	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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Fascinate gives us a short cut. What makes you distinctively different and what it is that you do best.

There are 7 ways in which we fascinate, demonstrate difference and communicate. However there are two where we go from good to great so that you're exceptional and effective.

Fascinate Advantage = Communication Language

COMMUNICATE - 2 WAYS



I change the game with creativity

Innovation



I build loyalty with consistency

Trust

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COMMUNICATING WITH OTHERS

Innovation	Passion	Power	Prestige	Trust	Mystique	Alert
Give space for autonomy	Allow time for expression of emotions and feelings	Focus on goals and plans	Present clear rewards	Rely on tradition and the past	Present facts	Define consequences



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: Session 3, Page 3- 6
Advantage Communication Cheat Sheets on Page 8-14

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SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into 7 Advantage groups - assign speaker/scribe.
- Each group will be assigned 1 Advantage.
- 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: Session 3, Page 3- 6
Advantage Communication Cheat Sheets on Page 8-14



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 objectives, 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.

You have 10 mins to craft a pitch using your Fascinate Advantage.

Assign a speaker/scribe - capture script in Google doc.

Participant Workbook: Session 3, Page 3- 6
Advantage Communication Cheat Sheets on Page 8-14

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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.



Prestige

- Do present clear rewards.
- Do focus on details.
- Do tap into trends, what's hot and present the competition.
- Do rely on first impressions.
- Do hold yourself to a high standard.
- Do set high goals and push performance to the next level.
- Do show how your solution will elevate status.
- Do centre your message on rising up, knowing more, doing more, having more, being more.
- Do define new, higher standards.
- Do bring a plan of action.
- Do elevate the perceived value.
- Do exceed expectations.
- Don't make concessions or settle
- Don't just be good enough.
- Don't accept things as they are.
- Don't rush decision making.
- Don't harm reputation or tarnish their image.



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 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.

You have 12 mins to craft a pitch using your Fascinate Advantage.

Assign a speaker/scribe - capture script in Google doc.

Participant Workbook: Session 3, Page 3- 6
Advantage Communication Cheat Sheets on Page 8-14

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HOMEWORK

1. Create a your How to Fascinate® business development plan.
2. Complete your Affiliate paperwork.
3. Bring your Affiliate Username and Password to Wednesday`s session.
4. Complete the appropriate tax forms.
5. Email your address to: carrie@howtofascinate.com

Participant Workbook: Session 3, Page 18






BONUS SESSION

FRIDAY JULY 8TH - 9:00 - 10:30AM EDT

- Anthem Builder - Practice Session
- Build a Team Heat Map - Walkthrough

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- 
- What are you taking away?
 - See you Jun 29th @9:00am EDT

**“The world is not changed by people who
sort of care.”**

Sally Hogshead

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