



# FASCINATE

## CERTIFIED ADVISOR





Welcome to the

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 2

# LIVE TRAINING – WEEK 1

## Session 1

Monday June 20<sup>th</sup>: 9:00-11:00 EDT

- 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

Wednesday June 22<sup>nd</sup>: 9:00-11:00 EDT

- 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 27<sup>th</sup>: 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 29<sup>th</sup>: 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.

# Anthem Builder Coaching Practice



# ANTHEM IS...

- Your Anthem lets them know why you're the perfect solution to their problem.
- Delivers a specific and distinctive benefit.
- Simple to remember, easy to communicate, and incredibly useful to apply.
- Explains what you do best and what makes you different.

# FASCINATE ANTHEM<sup>®</sup>

## 1) THE ADJECTIVE



## 2) THE NOUN



# BREAK OUT - PAIRS ACTIVITY

Objective:

- Build or validate your Anthem.
- Get hands on Anthem building practice and feedback.

Break out into assigned pairs.

- 1 Person = Client + 1 Person = FCA.
  - Take turns to coach building an Anthem.
  - Anthem building (10 mins) + FCA coaching feedback (2 mins), switch.
  - Time Keep
- 
- Bring your Anthem, FCA Participant Workbook and Fascinate Advantage Assessment.



# ACTIVITY – COACHING OPTIONS

## Build an Anthem

- Complete Anthem Builder Worksheet (pg.20-23).

## Validate an Anthem

Select One:

- Anthem Builder Power Questions (pg.13 - 17). Select 3 - 5 questions.
- 5 Questions to Perfect your Anthem (pg. 19).

ALL: Provide feedback to your FCA  
(pg. 24).

# YOUR ANTHEM STATEMENT

## Your Anthem Statement

- “ My highest distinct value is my ability to deliver [your Anthem] .”
- “If you need someone who delivers [your Anthem], I can help.”
- “Even when things get tough, I promise to give [your Anthem].”

# Expand your Anthem

**I'm the (insert Archetype). In my distinct value I deliver (insert Anthem) through (insert Anthem runner up).**

# PROFESSIONAL PROFILES

*‘Kristen is a **secret weapon** - a quiet leader with surprising **strength, tenacity and compassionate insight**. She creates **energizing conversation** to push the limits of what people and organizations think they know. Kristen is passionate about supporting leaders that decide that it is up to them - that is it their responsibility to create the future success of their business and their life - and tenaciously choose to begin the process of busting down old beliefs and identities to learn what they need to learn to do so.’*

# EMPLOYEE BIO'S

## Paul Lee, CPA

Professional Resource Level 2

"I bring Analytical Efficiency by thinking through all possible solutions to find the best one."

### Areas of Specialization:

- Business Valuations
- External Audit
- Financial Consolidations
- Financial Planning & Analysis
- General Ledger/Monthly Close
- Project Budgeting

Paul is a Certified Public Accountant who creates success by utilizing his strong analytical skills and efficient project management strategy. He remains committed to delivering a high quality, exemplary work product and consistently earns loyalty from both his clients and his teams through his dependability.

"My Analytical Efficiency is the foundation that helps clients realize exceptional resolutions."

Siegfried



## Nick Carreiro

The Sixth Man  
Customer Loyalty Specialist

[ncarreiro@etereman.com](mailto:ncarreiro@etereman.com)

414-586-9735

Connect with Nick

### What Makes Nick Awesome?

Personality Archetype: The Maestro

Primary Advantage: Power - Confident, Goal-Oriented, Decisive

Secondary Advantage: Prestige - Ambitious, Results-Oriented, Respected

Maestros are natural leaders. Not only do they excel at making decisions, they set high standards for themselves. What does this mean for you? Maestros get the job done - and well. You can count on them to aggressively pursue results and thoroughly resolve issues.

[Learn More About Fascination Archetypes >](#)

"The most important single ingredient in the formula of success is knowing how to get along with people."

Theodore Roosevelt

# CURRENT FCA



# CURRENT FCA



Hi! I'm Janette. I'm an e-commerce advocate and digital influencer. At my highest value, I provide *independent insights* through consultation, e-learning content development, and talks on e-commerce, digital marketing, and leadership.

# FCA TOOLKIT TIP #5

## Anthem Builder

- Can be facilitated 1:1 or in Group events
- 1:1 - Complete over 2 to 3 sessions
- Group - Facilitate with entire group with a pair and share



# FCA TOOLKIT TIP #6

Practice, Practice, Practice

30 Day Challenge

Complete 30 1:1 Fascinate Coaching Sessions in 30 Days

# FCA TOOLKIT TIP #7

## Find their Words

What 3 words would your...

Clients  
Colleagues  
Manager  
Best Friend

...say about you?



# HOMEWORK

1. Anthem in Action
2. Learning Reflections and Action Plan
3. Post your questions, insights and takeaways in Facebook

## **Participant Workbook:**

Page 31- 32: Anthem in Action

Page 33: Learning Reflections and Action Plan

# **How to Fascinate® in Groups and Teams**

**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?**

A close-up photograph of a person's lips coated in a vibrant, glossy red lipstick. The lips are slightly parted, and the texture of the lipstick is highly reflective, showing bright highlights. Overlaid on the center of the lips is the text "DATA IS SEXY" in a clean, white, sans-serif font. The words "DATA IS" are on the top line, and "SEXY" is on the bottom line.

DATA IS  
SEXY

SECONDARY ADVANTAGES

**INNOVATION**

You change the game with creativity

**PASSION**

You connect with emotion

**POWER**

You lead with command

**PRESTIGE**

You earn respect with higher standards

**TRUST**

You build loyalty with consistency

**MYSTIQUE**

You communicate with substance

**ALERT**

You prevent problems with care

PRIMARY ADVANTAGES

**INNOVATION**

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**TRUST**

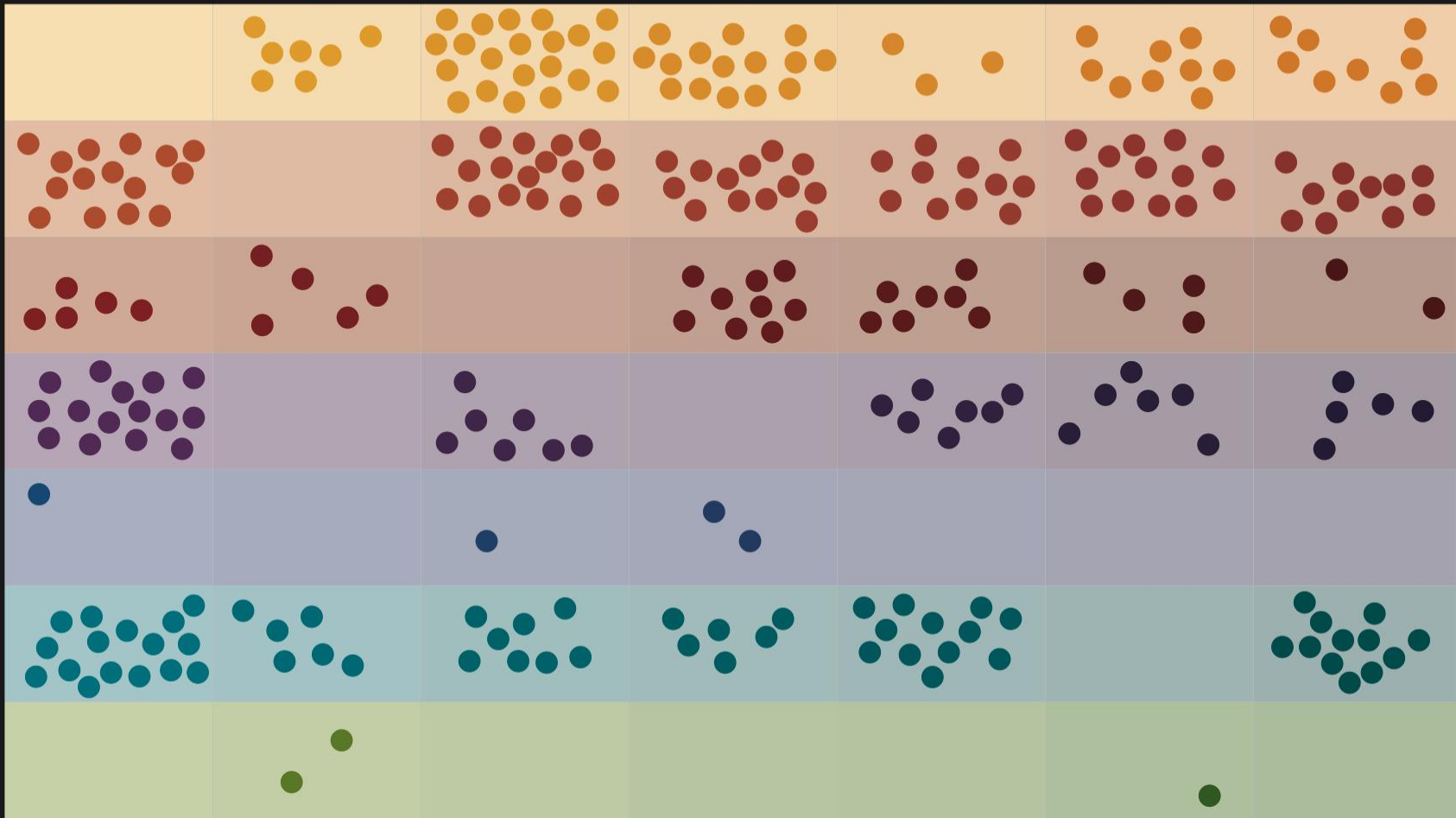
You build loyalty with consistency

**MYSTIQUE**

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# HOW TO FASCINATE<sup>®</sup> 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

# 7 ADVANTAGES ADD VALUE IN TEAMS

POWER

Uses authority to emphasize the importance of the goal.

PASSION

Gives emotional support and praise for everyone's efforts.

MYSITQUE

Asks questions to understand the underlying issues.

PRESTIGE

Verbally recognizes the ways in which others make contributions.

ALERT

Organizes in advance to prevent unproductive conflicts.

INNOVATION

Thinks outside the box to offer a completely new solution.

TRUST

Nurtures relationships so the focus is on team rather than individual.

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

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

# DOUBLE TROUBLE TEAM EFFECT

**POWER + POWER**

Becomes overly intense.

**PASSION + PASSION**

Team becomes hyper or moody.

**MYSTIQUE + MYSTIQUE**

Disconnected from others.

**PRESTIGE + PRESTIGE**

Too competitive.

**ALERT + ALERT**

Micromanaging.

**INNOVATION + INNOVATION**

Distracted and unlikely to complete projects.

**TRUST + TRUST**

Dull and out of date.

# TEAM HEAT MAP ANALYSIS



# 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.



# START THINKING ABOUT

- What value does this team bring?
- What does this team need to watch out for?

# CASE STUDY

## Premium Seats

Your friends in the ticket biz.

Premium Seats USA is a licensed ticket and hospitality agency featuring an online ticket exchange that connect you to the most sought after sports, concert and theater tickets nationwide. We specialize in finding our clients the best seats at the best price for memorable lifetime experiences. An extensive selection, outstanding service and secure online ordering are elements that make us the nation's favorite and most trusted brand for premium event seating, tickets, and hospitality. All transactions are backed by a 200% Money Back Guarantee.



SECONDARY ADVANTAGES

**INNOVATION**

You change the game with creativity

**PASSION**

You connect with emotion

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PRIMARY ADVANTAGES

**INNOVATION**

You change the game with creativity

•

**PASSION**

You connect with emotion

••

•

**POWER**

You lead with command

•

•

**PRESTIGE**

You earn respect with higher standards

•

**TRUST**

You build loyalty with consistency

**MYSTIQUE**

You communicate with substance

•••

**ALERT**

You prevent problems with care

•

••

SECONDARY ADVANTAGES

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**ALERT**

You prevent problems with care

PRIMARY ADVANTAGES

**INNOVATION**

You change the game with creativity

**8% Innovation**

•

**PASSION**

You connect with emotion

**15% Passion**

••

•

**POWER**

You lead with command

**19% Power**

•

•

**PRESTIGE**

You earn respect with higher standards

**15% Prestige**

•

**TRUST**

You build loyalty with consistency

**0% Trust**

**MYSTIQUE**

You communicate with substance

Dormant: Mystique - 45%

**12% Mystique**

•••

**ALERT**

You prevent problems with care

•

••

DT : The Control Freak

**31% Alert**

# S.O.A.R with PSUSA

## Strengths

- With Alert as your Top Team Advantage (31%)...
- What are you doing really well?
- What are your greatest assets?
- What makes you unique?

## Opportunities

- With Mystique as your team dormant, what do you need to watch out for?
- What are your Double Trouble triggers?
- What are the implications of having 0 Trust on the team?

## Aspirations

- When you look at your values and aspirations what are you passionate about? Who are you looking to become?
- Power, Passion, and Prestige all come close as your team secondary Advantage, which one best represents where you're going and why?

## Results

- What do you want to be known for?
- How can you tangibly translate your strengths, opportunities and aspirations? What measures of success can you put in place?

# PREMIUM SEATS - ADVANTAGE

## THE EDITOR IN CHIEF

Productive | Skilled | Detailed | Immersed | Results Driven

You maintain high standards without losing sight of deadlines.

You`re hard workers who manage to get a lot done without cutting corners. Your work is always excellent. Even under stress you deliver flawlessly.

You`re unwavering leaders with a clear vision. Discerning and determined you define the path and set the standards. You`re keenly focussed on deadlines and compel the team to act swiftly to avoid negative consequences.

**A lesson that everyone can learn from you:**

Meeting tight deadlines doesn` t mean you need to let quality standards slip.

# PREMIUM SEATS USA - RED FLAGS

## THE EDITOR IN CHIEF

Productive | Skilled | Detailed | Immersed | Results Driven

You never miss deadlines and with a strong focus on excellence you may be perceived as inflexible.

Fierce competitiveness may start to damage team spirit. In DT Zone, your will to win may triumph over people as you don't allow anything to stand in your way of success.

Too much prestige can turn people into big egos who become overly individualistic in their pursuit of success.

When not using their other Advantages, their negative energy can make them unpleasant company and they forget to look at the bright side of life.

# FCA TOOLKIT TIP #7

## Team Advantage Summary

Resources and References Handbook -  
7 Advantage Colorscope Cheat Sheets Page 4 -10

How the World Sees You - Sally Hogshead

# TEAM COMPARISONS

## Bankers

Advantage	% of Team
Prestige	24%
Trust	20%
Alert	14%
Passion	14%
Power	11%
Mystique	9%
Innovation	8%

## PSUSA

Advantage	% of Team
Alert	31%
Power	19%
Prestige	15%
Passion	15%
Mystique	12%
Innovation	11%
Trust	0%

## Human Resources

Advantage	% of Team
Prestige	22%
Passion	18%
Power	17%
Trust	14%
Alert	12%
Innovation	9%
Mystique	8%

# CLIENT EXPERIENCE:



“Everyone gave us glowing reviews. The team vowed to focus on improving communication utilizing their primary and secondary advantages and to be cognizant of their double trouble zones while I made a commitment to incorporate our personal brands slogans into the business. I was thrilled to get feedback from everyone that did, in fact, support our desired outcomes.”

Jimmy Siegendorf,  
Business Owner



# 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 strengths or weaknesses
  - Differences may be strengths or weaknesses

# CLIENT EXPERIENCE:



“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.”

Manager, Engineer

# COMING UP TEAM HEAT MAP ANALYSIS

# SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into groups (3) – assign speaker/scribe.
- Each group will be the same team heat map insights with a different challenge to solve for.
- Capture your insights in a Google doc (shareable) in your breakout.
- Copy and Paste your Google Doc. link into the chat box.

**Participant Workbook:**  
**Team Heat Map Scenario: Page 8**  
**SWOT Prompt Questions: Page 9/10**  
**SWOT Worksheets: Page 11/12**

# SWOT ANALYSIS

**STRENGTHS - ADVANTAGE**

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**WEAKNESSES - DORMANT**

--

**THREATS – DOUBLE TROUBLE**

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**OPPORTUNITY – ACTION PLAN**

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SECONDARY ADVANTAGES

**Dormant 2  
Innovation  
23%**

**INNOVATION**  
You change the  
game with creativity

**PASSION**  
You connect  
with emotion

**POWER**  
You lead  
with command

**PRESTIGE**  
You earn respect  
with higher standards

**TRUST**  
You build loyalty  
with consistency

**MYSTIQUE**  
You communicate  
with substance

**ALERT**  
You prevent  
problems with care

**5%  
Innovation**

**Leadership Team  
Commercial Bankers**

**11%  
Passion**

**Double Trouble:  
The Imperial +  
The Old Guard**

**14%  
Power**

**34%  
Prestige**

**18%  
Trust**

**Dormant  
Mystique  
27%**

**9%  
Mystique**

**Participant Workbook: Page 8**

**Archetype: The Blue Chip  
Twin: The Diplomat**

**9%  
Alert**

PRIMARY ADVANTAGES

**INNOVATION**  
You change the  
game with creativity

**PASSION**  
You connect  
with emotion

**POWER**  
You lead  
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**PRESTIGE**  
You earn respect with  
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You communicate  
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You prevent problems  
with care

# 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?

## 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?

## THREATS – DOUBLE TROUBLE

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

## 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

## 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?

## 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?

## THREATS – DOUBLE TROUBLE

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

## OPPORTUNITY – ACTION PLAN

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?**



# SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into groups (3) – assign speaker/scribe.
- Each group will be the same team heat map insights with a different challenge to solve for.
- Capture your insights in a Google doc (shareable) in your breakout.
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**Participant Workbook:**  
**Team Heat Map Scenario: Page 8**  
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# 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

# 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

# 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”



# 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 ACTION PLAN - EMPLOYEE ONBOARDING

- Work on communication strategies based on FA. Leadership must understand the communication style of employees.
- Appeal to the competitive side of leadership (throw down a challenge); Leadership must get excited about communicating.
- Get 'Alert' people in the right position to help with the follow through and team up with the power people to help with decision making.
- Do more team building to build relationships and foster engagement.



# TEAM ACTION PLAN – ADOPT CHANGE INITIATIVES

- Giving air time to people with innovation and passion – listen.
- Reduce information overload and chunk info down into pieces to avoid overwhelm.
- Get the power people involved to get the team focused on the goals.

# 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?





What are you taking away?



# END OF THE DAY RECAP

1. Data is sexy.
2. Identify the hidden patterns and your team`s Advantage.
3. A Team Heat Map can predict how you are most (and least) likely to solve problems, deal with conflict and reach conclusions.
4. Team Advantage informs, instructs and improves.

# REMINDERS

- Join our Facebook Group
- Post Homework (pg. 33 Learning Reflections and Action Plan) in Facebook Group by Friday June 24<sup>th</sup>
- Open-hours call in: (11:00-12:00pm EDT)
- Session 3 - Monday June 27<sup>th</sup> @ 9:00am - 11:00am EDT

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

**Sally Hogshead**