



FASCINATE-U

Learn How To
Fascinate In Order To **Differentiate**
 Yourself as a Leader

A leadership development experience designed to demonstrate acumen in influence, impact and ingenuity



FASCINATE-U

In-depth group debrief of the Fascination Advantage assessment, including how to apply it daily

There are a plethora of personality assessments which tell you about your personal tendencies and how you see the world. Only one reveals **HOW THE WORLD SEES YOU** – **The Fascination Advantage™**.

Knowing what makes you naturally fascinating, captivating, and of perceived value is one of the core secret weapons of sought-after leaders in their organizations or industry.

FASCINATE-U is a dynamic workshop that uses your Fascination Advantage assessment results to transform you into a highly respected “dynamo” who commands attention.

The Fascination Advantage™ is based on Kelton Research Center’s first-ever research study specifically about how people and brands become more fascinating. Kelton

Research’s clients include more than thirty of the Fortune 100 corporations, including corporations such as McDonald’s, Target, and Pepsi.



AN ASSESSMENT FOCUSED ON EMPOWERING YOU!

LEADERSHIP/PERSONAL DEVELOPMENT

Discover your highest value using the first science-based assessment designed for professionals. Learn how to use what **ALREADY** makes you outstanding to accelerate the achievement of your leadership and professional goals.

INFLUENCING INFLUENCERS

Learn how you can excite and capture the attention of those individuals who hold a key to the next step of your success—even at times when other distractions are also vying for their consideration.

PERSONAL BRANDING

Use your innate powers of influence to communicate a compelling story that creates deeper relationships with those who matter. Understand how to become more intensely valuable in a way that naturally differentiates you from the masses and builds a legion of raving fans.

Contact us for a free consultation.

2121 NEWMARKET PARKWAY, STE 108, MARIETTA, GA 30067 | 770-384-1103 | SHOCKINGLYDIFFERENT.COM/FASCINATE





How It Works

After answering 28 short questions which take approximately 5 minutes, **The Fascination Advantage™** assessment will identify your personality's top two advantages and your custom report will give you insights on the way the world sees you when you are at your best.

There are 49 combinations, called archetypes, that are made by 7 advantage types. **What do you think are your top two? Are you sure? Let's find out!**

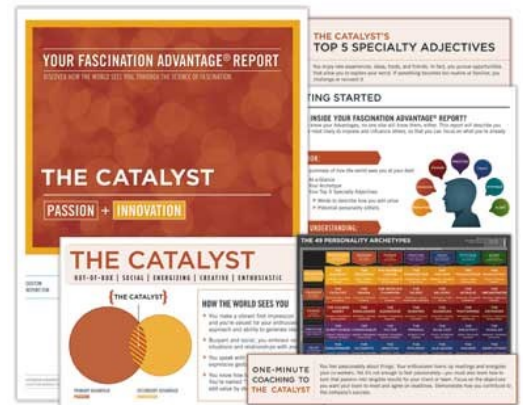


POWER	PASSION	MYSTIQUE	PRESTIGE	ALARM	REBELLION	TRUST
Confident	Expressive	Understated	Ambitious	Perfectionist	Innovative	Stable
Driven	Intuitive	Complex	Discerning	Reliable	Independent	Reliable
Influential	Impulsive	Deliberate	Strong-Willed	Careful	Unpredictable	Comforting

How We Can Help You

During our **Fascinate-U** workshop experience, you will receive:

- Your in-depth customized Fascination Advantage results
- A detailed description of your unique Advantages
- Graphs and charts of your score analysis, including how you compare to the general population
- “Warnings” of how you could unknowingly be “turning people off”
- The way in which you are least likely to fascinate and influence others
- Action steps and one-minute coaching
- Checklists, critical thinking exercises, & practical suggestions on why your archetype is one key to your success



Other add-on options available:

- **Real-world Case Studies:** Participants work on pre-identified or personal challenges to explore multiple possibilities, expand and refine ideas, and finally select 3-5 strategies that have the most potential to successfully implement.
- **Ongoing “Grab & Go” Development:** 5 weeks of personalized videos on how to use your Advantages on an ongoing basis.
- **Anthem Building/Team Anthem Building:** A deeper dive into the Personality Archetypes – create your Anthem- the tagline for your personality. Your team is taken through a series of guided conversations and activities to create their Anthems. Can also be expanded to create a Team Anthem to unify their different advantages around a common goal.
- **Team Heat Map:** A custom analysis of your group as a whole. This includes your "Heat Map" of Archetypes, which visually describes the complimentary Advantages of your team members. Our Heat Map analysis is a terrific booster for conferences, off-sites, or training meetings. This is a whole new way to understand and discuss your team's core strengths and opportunities. No group too big or small!



Bring **FASCINATE-U** To Your Next Meeting, Development Program, Conference, or Offsite!

Contact Us For a Free Consultation and Pricing.



Contact us for a free consultation.

2121 NEWMARKET PARKWAY, STE 108, MARIETTA, GA 30067 | 770-384-1103 | SHOCKINGLYDIFFERENT.COM/FASCINATE

