

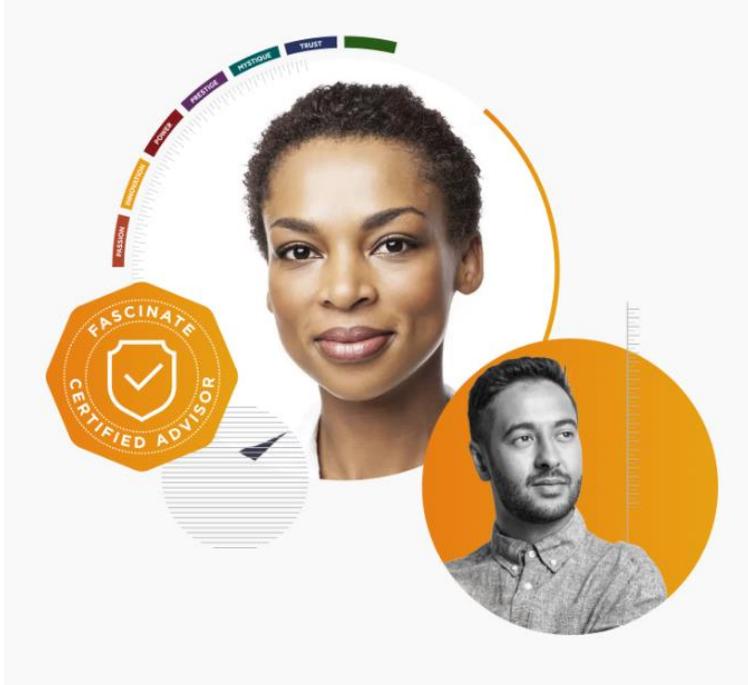
# FASCINATE CERTIFIED ADVISOR

## Training Program



# Fascinate Certified Advisor™ Training Program

## Module 1: Welcome and Introduction



# Meet Your Training Team

# Jes DeShields, PhD

For the past 25 years, Dr. Jes DeShields has studied, evaluated, and applied models of leadership, organizational behavior, and systems change across multiple sectors. From Fortune 250 and privately-owned companies to national nonprofits to entire communities, Jes's work ranges from preparing leaders to successfully run their organizations to improving the trajectory of organizations in crisis and those poised for growth. In 2023, Jes published 9 Leader Touchstones. 9 Leader Touchstones takes readers on the journey to becoming Leader-First Leaders by cultivating essential leadership behaviors. Known as a passionate and engaging storyteller, Jes speaks and writes regularly about the Leader Touchstones and Leader-First Leadership.

**FCA since 2021**  
Taylors, South Carolina



**The Victor = Prestige + Power**  
**Anthem: Uncompromising Thought-Leadership**

# Scott Carley

A long-time certified Vistage speaker and Trusted Advisor, Scott Carley has spoken nationally to thousands of CEOs and key leaders. Throughout his decades-long career, Scott has brought growth to congregations and businesses alike. As a pastor in Lubbock, Texas, Scott formed a leadership team and built up both his congregation and their church--eventually overseeing the creation of a 13,000 square-foot worship facility. On the main-stage of the business community, he has spoken to professional organizations, sparking dynamic change with his priority management presentation called "FOCUS on What Matters," which has gained regional and national attention.

**FCA since 2021**  
Austin, Texas

**The Maverick Leader = Innovation + Power**  
**Anthem: Change Energizer**





# Melissa Marcelissen

As sales and operations leader, human resources business partner (HRBP), and advisor to C-suite leaders for over 20 years, Melissa discovered the impact of empathy, trust, and inclusion on team performance. Melissa supports corporate leaders through coaching and consulting, builds team engagement through workshops (Your Team's Unique Advantage, Leadership Storytelling, Gratitude & Recognition, Character Based Leadership) and speaking engagements. Melissa graduated from the Ivey School of Business' Executive MBA and is certified by the Ivey School of Business Leadership Centre as a Character Based Leadership Practitioner.

**FCA since 2021**  
Stratford, ON Canada

**The Maestro = Power + Prestige**  
**Anthem: Ambitious Vision**

# Andrei Vasile

After more than 20 years in sales management, negotiation and digital marketing, Andrei's focus has shifted to parenting, psychology and conflict management.

In the last 7 years, he has conducted workshops for 3,022 teenagers, 1 on 1 coaching with more than 2500 parents and live webinars for 12,600 attendees.

Andrei uses the Fascinate system in his work with parents and their kids. He is a bona fide Mystique, a tech enthusiast and he is part of a competitive reading club (60+ books per year).

**FCA since 2020**  
Bucharest, Romania.



**The Secret Weapon = Mystique + Innovation**  
**Anthem: Unconventional Facilitation**

# Kelly Smales, PCC



Kelly's role as FCA Training Director brings together 30+ yrs. of experience, and knowledge as an entrepreneur and leadership coach. Her dynamic career includes pioneering and selling an innovative start-up in scientific services, acting as a confidential liaison in the OHL for coaches, players, parents, and host families, and over a decade of working in the coach training industry. She was instrumental in getting the FCA program accredited by the ICF. Kelly is familiar with the struggles coaches and leaders face in motivating, engaging, and communicating with their teams. Her signature program addresses the realities of complex communication in high-pressure environments.

**FCA since 2018**  
Guelph, ON Canada

**The Catalyst = Passion + Innovation**  
**Anthem: Inspiring Engagement**



# The FCA Program ideal if your focus is to solve problems for...

- Personal branding
- Leadership/executive presence
- Leadership development
- Communication skills
- Team branding and vision/mission building
- Team effectiveness and team building
- Team engagement and retention
- Company culture
- Diversity and inclusion

# You're in Great Company!

- Coaches and Consultants
- Group coaches, Trainers, Facilitator's
- Speakers, Authors
- Brand and Marketing experts
- Corporate Leaders
- HR and Learning Managers inside organizations

# Fascinate® tools will help you...

- Be clear and confident in your brand and value
- Grow your business and make more money
- Create breakthroughs for your clients
- Help clients build their brand and market presence
- Improve communication, team building/ effectiveness
- Up-level and develop new courses/programs using Fascinate
- Learn facilitating techniques to create fun, engaged and powerful training experiences.
- Connect with other like-minded professionals and expand your network

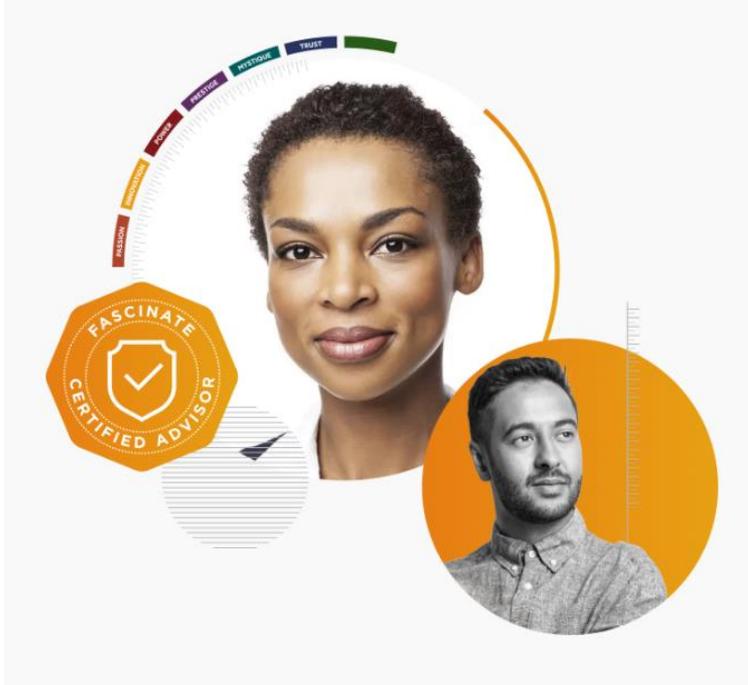
# Introductions

- Your Name + Archetype
- Location
- Role/Title/Business – What do you do?
- Area of Specialty – Industry/Problem you solve/Topic
- What about becoming a Fascinate Certified Advisor excites you the most?

# Group Agreements

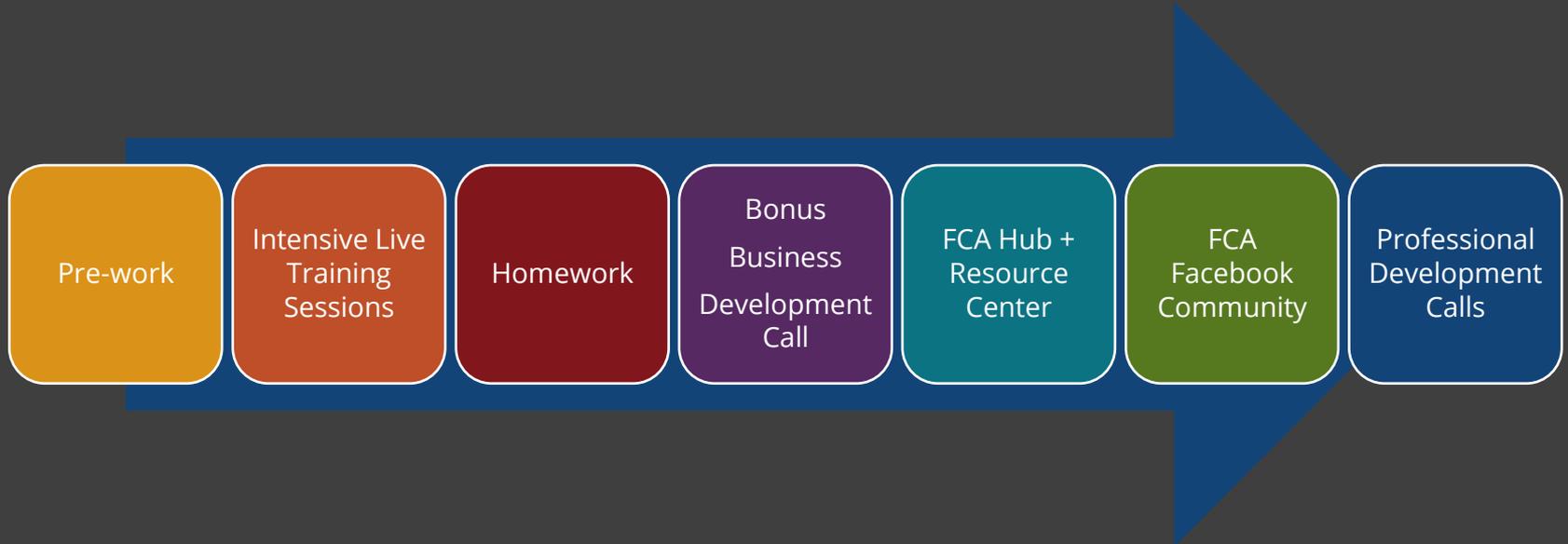
- Confidentiality
- Time sensitive
- Participate and increase engagement
- Use your experience and expertise
- Bring your Fascinate Advantage
- Have fun!

What else? Post in Chat Box.



# What To Expect

# Training Overview + Ongoing Support



# Overall Program Objectives

- Expertly coach, promote, and sell How To Fascinate® products
- Grow your business and build your brand with the Fascination Advantage® system
- Access and use the How To Fascinate® tools and resources





# Overview: Module 1 – Welcome & Introductions

- Introduction + get to know.
- Setting expectations + program overview.
- Learn why Fascinate® is accredited with the ICF.
- Establish group shared agreements.
- Explain the concept of fascination and Fascinate theory.
- Describe Fascinate philosophy.
- Explore Fascinate history + research.

# Overview: Module 2 – The Fascinate® System

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



# Overview: Module 3 – Fascinate® and YOU

- Have the words to describe your distinct value.
- Understand how to overcome communication threats.
- Create your personality tagline using the Fascinate Anthem Method®.
- Get hands on, practical experience using Fascinate Anthem Brand Builder ®.



# Overview: Module 4 – Working with Individuals

- Understand how to communicate effectively with the Advantages.
- Identify similarities/differences between your client's Advantage and your own.
- Describe how Fascinate supports the client coaching process.
- Identify four ways to coach a client through the Anthem Method effectively.

# Overview: Module 5 – Team Coaching

- Apply the Fascinate® System when coaching groups and teams.
- Understand and analyze team Advantages, blind spots, and opportunities.
- Identify how a team is most and least likely to solve problems, deal with conflict and achieve results.

# Overview: Module 6 – Selling Fascinate®

- Describe Fascinate® competitive advantages.
- Explain the various Fascinate product offerings.
- Learn how to create the perfect Fascinate sales pitch.

# Overview: Module 7 – Logistics and “How-To”

- Understand how to use the Fascinate® Affiliate tools.
- Access the FCA Toolkit and Resources.
- Create a personalized Fascinate business development plan.

# BONUS: Business Development Call

- Support you to complete your Fascinate business development plan and your presentation
- Brainstorm and ask questions about how to use Fascinate

# Training Program Outcomes

- Focus on YOU and your business
- Identify the value of your brand
- Make stronger first impressions
- Build more powerful relationships
- Increase influence and impact
- Improve communication
- Increase team effectiveness

**YOUR FASCINATION ADVANTAGE® REPORT**  
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION.

**SECONDARY FASCINATION ADVANTAGE**

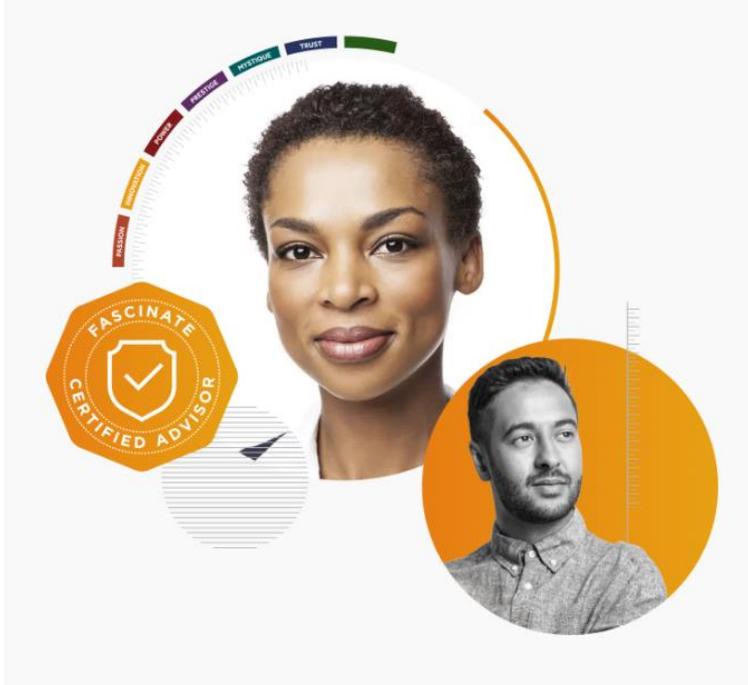
INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
THE ANARCHY	THE ROCKSTAR	THE MAVERICK LEADER	THE TRENDSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CATALYST	THE DRAMA	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR
THE CHANGE AGENT	THE RINGLEADER	THE AVANT-GARDE CONNOISSEUR	THE EVOLUTIONARY	THE AUTHENTIC	THE SECRET WEAPON	THE SUBTLE TOUCH
THE COMPOSER	THE COORDINATOR					

**THE FASCINATE TEST**

- WHAT ARE YOUR ADVANTAGES
- WHAT IS YOUR HIGHEST AND BEST VALUE
- HOW THE WORLD SEES YOU
- HOW YOU ADD VALUE
- HOW TO USE AND COMMUNICATE YOUR VALUE
- HOW TO CREATE YOUR PERSONAL ANTHEM
- HOW TO APPLY YOUR VALUE TO TEAMS
- CLEAR ANALYTICS OF YOUR RESULTS
- ONE-MINUTE COACHING VIDEOS

**VALUE**

- PROBLEM-SOLVER
- RELATIONSHIP-BUILDER WITH STRONG PEOPLE SKILLS
- WHO MAKES DECISIONS
- ACHIEVER WITH HIGHER STANDARDS
- TRUST: STABLE, RELIABLE PARTNER
- MYSTIQUE: SOLO INTELLECT BEHIND-THE-SCENES
- ALERT: PRECISE DETAIL MANAGER



# Homework & Assessments

# Homework & Quizzes

## HOMEWORK

- Please read material for each module prior to class.
- Additional homework may also be assigned.

## RECAP QUIZZES

- After each module you are required to complete a short quiz.
- Each quiz consists of 10 multiple choice or short answer questions as well as 5 reflection questions.
- Ideally take each quiz upon the completion of the module.



# Business Development Action Plan

Create a business development action plan leveraging what you've learned in the FCA program and how you plan to integrate Fascinate tools into your business and use them with your clients.

An outline will be provided.

# Business Development Action Plan

## PLANNING AHEAD

- Prep work to start thinking about how you'll be using the Fascinate system in your work and business.
- Review business development planner.
- Share ideas, gather insights and brainstorm with fellow FCAs the business opportunities and application methods you can use bringing the How to Fascinate® system into your business.



# PowerPoint Presentation

Create a PowerPoint presentation or equivalent for use with your clients. The presentation may focus on your individual, group or team clients.

Your submission can include slides only, slides with written overview or slides with accompanying video/audio recording.

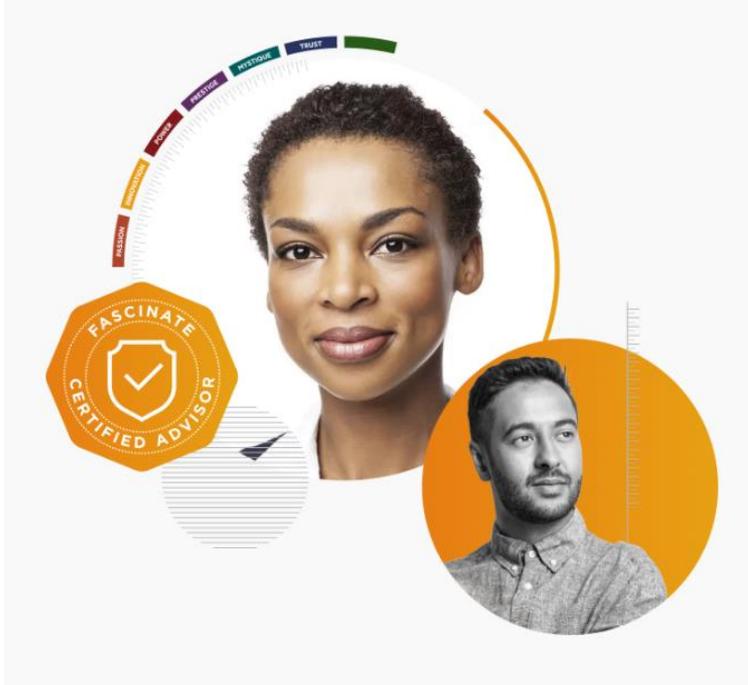
A template will be provided.



# PowerPoint Presentation

## PLANNING AHEAD

- Start thinking about who you will be creating your presentation for.
- Review the slide decks provided in the FCA Hub (in the Toolkit) to see which ones are most relevant for your audience.
- Share ideas and brainstorm with fellow FCAs on ways to use your presentation.



# ICF International Coaching Federation



## What is the ICF?

The International Coaching Federation (ICF) is the leading global organization for coaches and coaching. ICF is dedicated to advancing the coaching profession by setting high standards, providing independent certification, and building a worldwide network of trained coaching professionals.



# Important ICF Resources

ICF Code of Ethics

ICF Core Competencies

ICF Team Coaching Competencies

ICF Vision, Mission and Core Values



## ICF Core Competencies

Throughout the program we touch on most of the ICF Core Competencies. There are three you will notice being highlighted more often than others.

# Embodies a Coaching Mindset

- Acknowledges that clients are responsible for their own choices.
- Engages in ongoing learning and development as a coach.
- Develops an ongoing reflective practice to enhance one's coaching.
- Remains aware of and open to the influence of context and culture on self and others
- Uses awareness of self and one's intuition to benefit clients.
- Develops and maintains the ability to regulate one's emotions.
- Mentally and emotionally prepares for sessions.
- Seeks help from outside sources when necessary.

# Cultivates Trust and Safety

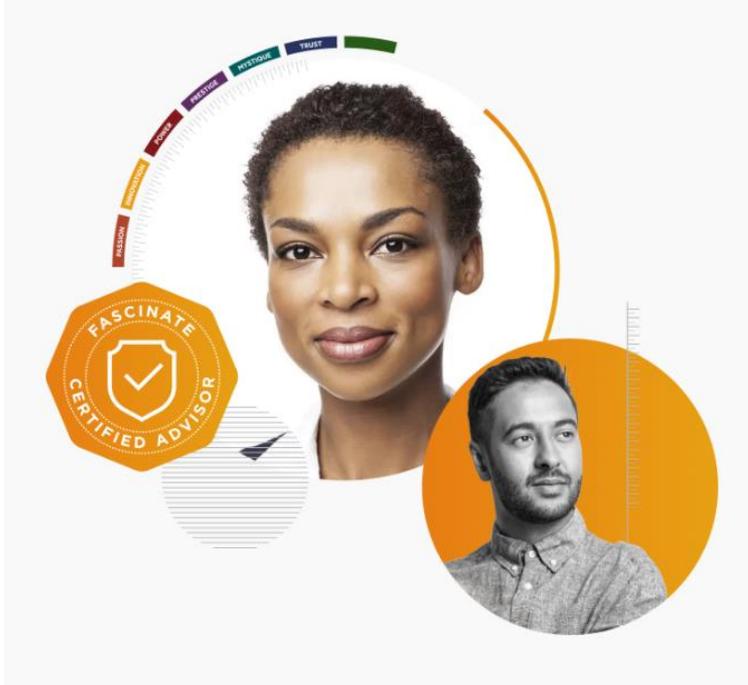
- Seeks to understand the client within their context which may include their identity, environment, experiences, values, and beliefs.
- Demonstrates respect for the client's identity, perceptions, style and language and adapts one's coaching to the client.
- Acknowledges and respects the client's unique talents, insights and work in the coaching process.
- Shows support, empathy, and concern for the client.
- Acknowledges and supports the client's expression of feelings, perceptions, concerns, beliefs and suggestions.
- Demonstrates openness and transparency as a way to display vulnerability and build trust with the client.

# Evokes Awareness

- Considers client experience when deciding what might be most useful.
- Challenges the client as a way to evoke awareness or insight.
- Asks questions about the client, such as their way of thinking, values, needs, wants and beliefs.
- Asks questions that help the client explore beyond current thinking.
- Invites the client to share more about their experience in the moment.
- Notices what is working to enhance client progress.
- Adjusts the coaching approach in response to the client's needs.

# Evokes Awareness continued..

- Helps the client identify factors that influence current and future patterns of behavior, thinking or emotion.
- Invites the client to generate ideas about how they can move forward and what they are willing or able to do.
- Supports the client in reframing perspectives.
- Shares observations, insights and feelings, without attachment, that have the potential to create new learning for the client.



# The Fascinate® System



**DIFFERENT  
IS BETTER THAN  
BETTER.**

TO BECOME MORE SUCCESSFUL, DON'T CHANGE WHO YOU ARE.

**BECOME MORE OF WHO YOU ARE.**





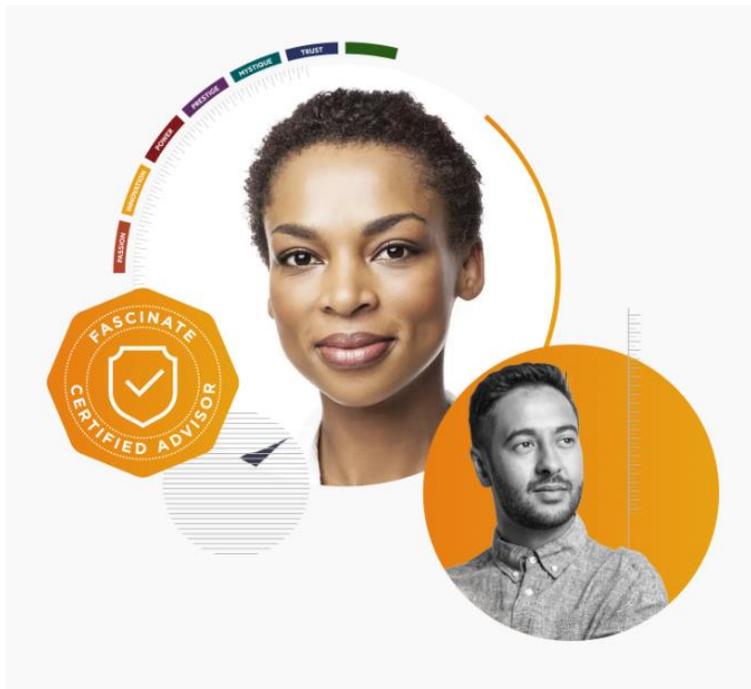
# fas·ci·na·tion

**Fascination is an intense focus.**

“When you fascinate your listener,  
they’re more likely to connect with you  
and remember you.”

# Fascinate® Quick Facts

- **Expertise:** Sally Hogshead
- **Research:** The Kelton Study (1k+ Americans)
- **Data:** 1,000,000+ 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.

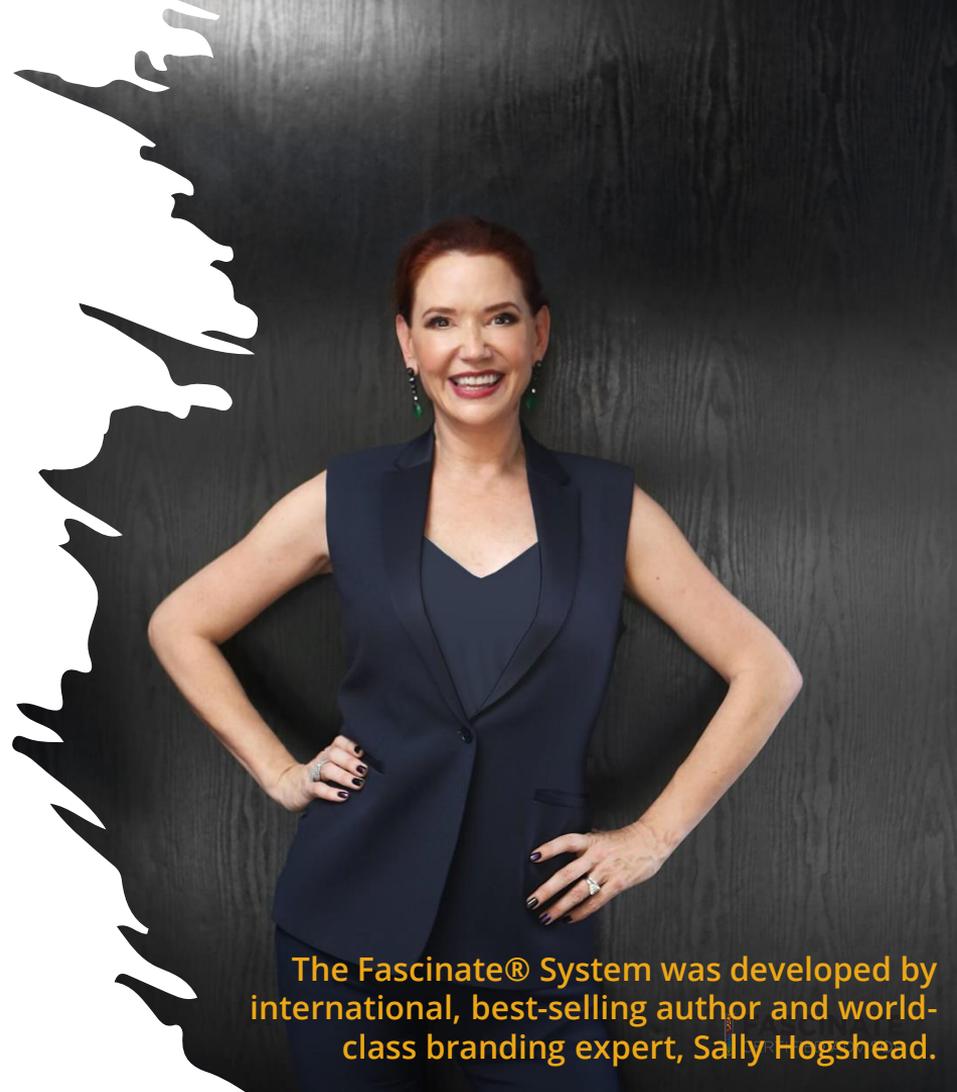


# How to Fascinate™ Foundation

# Sally Hogshead

## Fast Facts About Sally

- Graduate of Duke University
- Lived with an African tribe inside a goat dung hut during college
- Won more awards than any other U.S. writer in her second year in advertising
- Named "the most successful junior copywriter of all time"
- Founded her own ad agency by age 27
- Clients have included Nike, Godiva, Aflac, and Mini Cooper
- International, best-selling author
- National Speaker Hall of Fame inductee

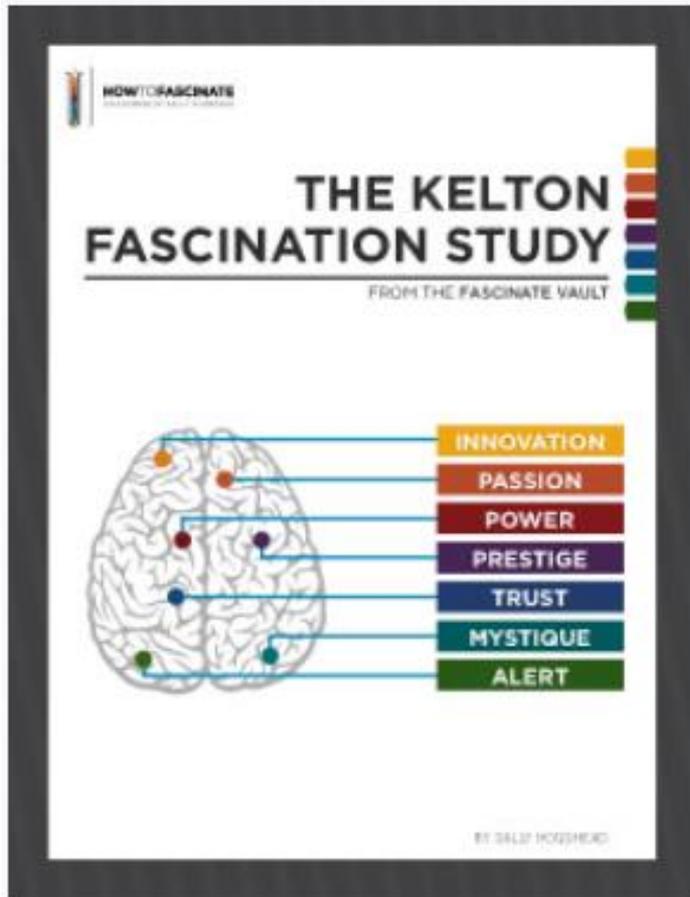


The Fascinate® System was developed by international, best-selling author and world-class branding expert, Sally Hogshead.

# Fascinate® History

...IT BEGAN WITH **BRANDING**.

- **2006** NEUROLOGY, LINGUISTICS, AND BIOLOGICAL ANTHROPOLOGY
- **2009** “FASCINATE: YOUR 7 TRIGGERS TO PERSUASION AND CAPTIVATION”
- **2010** THE SIDE PROJECT THAT BECAME A PIVOT
- **2014** “HOW THE WORLD SEES YOU: DISCOVER YOUR HIGHEST VALUE THROUGH THE SCIENCE OF FASCINATION”
- **2016** “FASCINATE: HOW TO MAKE YOUR BRAND IMPOSSIBLE TO RESIST”  
REVISED AND UPDATED



## The Kelton Study

To define the role of fascination in our lives and measure it in tangible terms. We studied the ways in which fascination can be a shortcut to persuasion, and the ROI of making a brand more fascinating.

# Kelton Study – Findings

## Sample top-line findings on fascination and branding:

- People will pay a great deal of money if you can help them become fascinating.
- In addition to paying more, they'll invest more energy in you and your product.
- People will pay a great deal of money if you can help them feel fascinated.
- A fascinating brand can charge more than an unfascinating one.
- People also will pay a premium for brands that activate desired Advantages.

# Kelton Study – Results

People will pay a great deal of money if you can help them become fascinating.

- They'll pay an average of \$288/month to be the most fascinating person in a room.
- Five percent will pay more than \$1,000/month.
- In addition to paying more, they'll invest more energy in you and your product.

Women may spend more to be fascinating than they spend on food & clothes.

- They will spend an average of \$338/month to be the most fascinating person in the room.
- This is roughly 15% of their net income



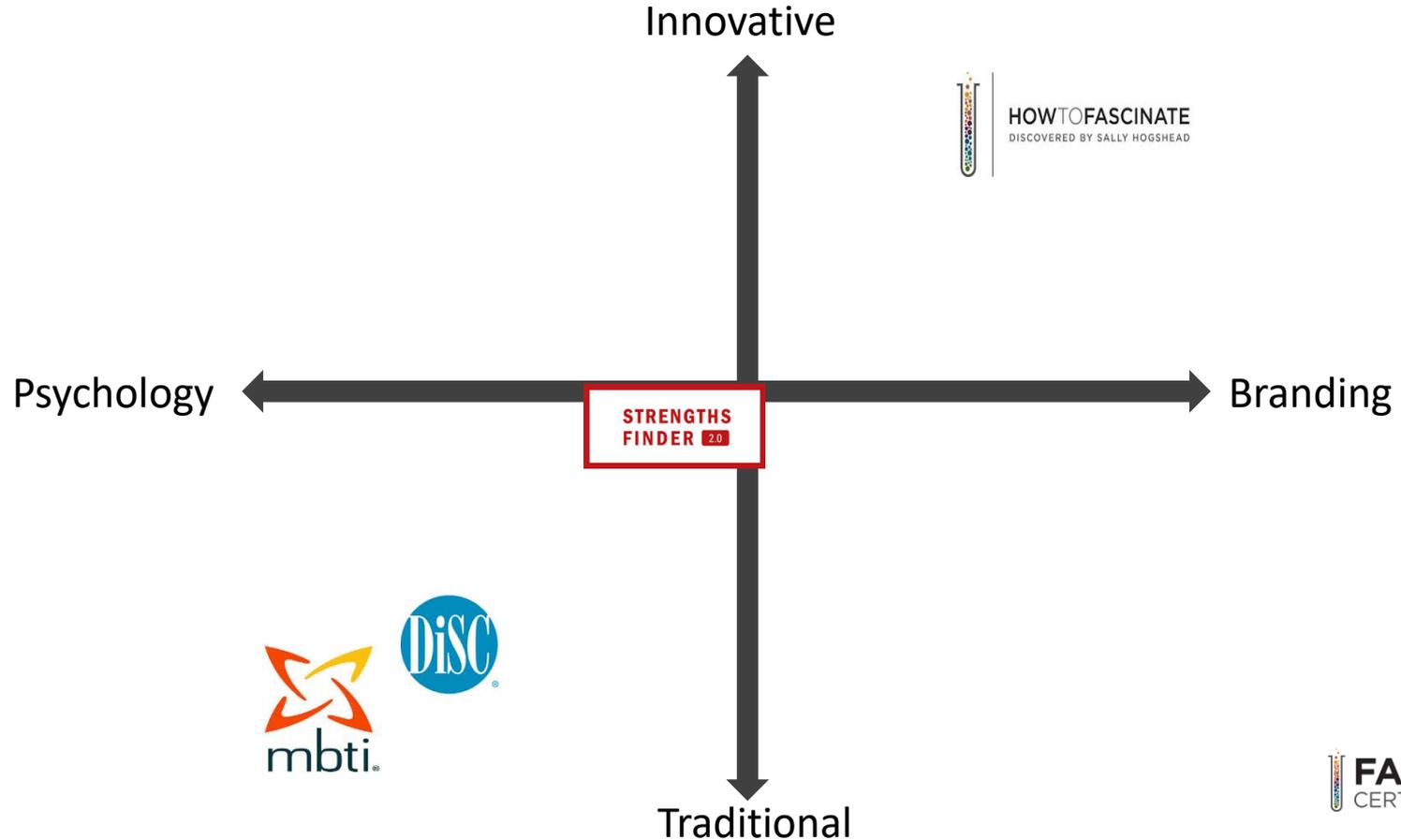
# Kelton Study: Success Formula for High Achievers

- High performers deliver a specific benefit.
- They are worth more and being paid more.
- Don't compete on price.

# Why the Fascinate® System is 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.

# Distinction Map



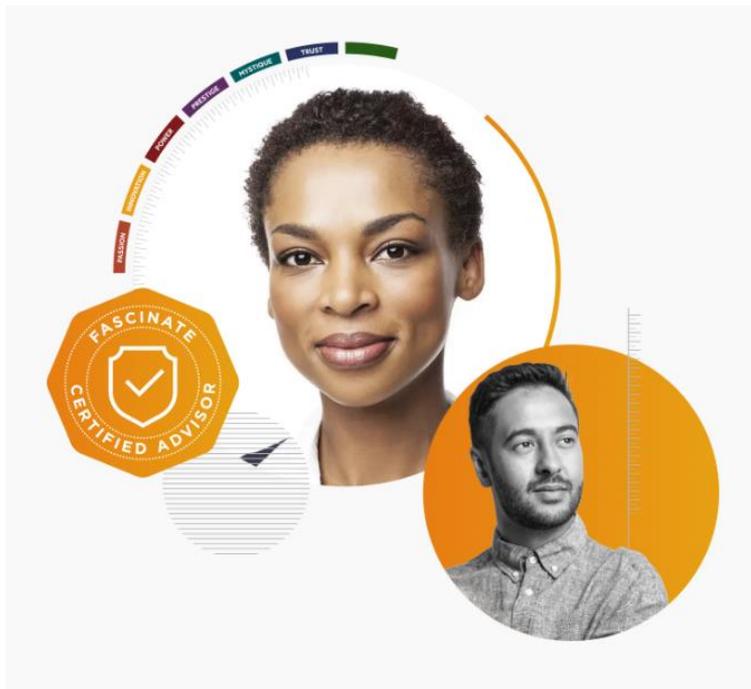


# How does the world “see” me when it’s a self-test?

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.



# Module 1 Round-Up

# End of the day recap

- ✓ Understand program objectives and expectations.
- ✓ Familiar with the ICF and why Fascinate is pursuing CCE accreditation.
- ✓ Explain the concept of fascination and Fascinate theory.
- ✓ Highlight details of Fascinate history and research.



What are you taking away?

A vertical decorative bar on the left side of the slide, composed of seven horizontal segments in different colors: yellow, orange, red, dark red, purple, blue, and teal.

What is one action you will take  
to integrate today's learning?

# Reminders

- Submit Pre-Training Survey
- Complete Ultimate Personal Brand Playbook (before Module 3)
- Sign FCA Agreement
- Become a Fascinate Affiliate
- Review and Sign a Photo Agreement
- Sign a W-8 or W-9
- Join the FCA Community on Facebook
- All FCA Training Materials (presentations and recorded sessions) will be posted into your Fascinate Account.



# Homework

1. Complete Module 1 Recap Quiz
2. Review FCA Training Manual – Module 2
3. Keep working on the Ultimate Personal Brand Playbook



“To become more successful, don’t change who you are.  
Become more of who you are.”

Sally Hogshead



# Jes DeShields, PhD

For the past 25 years, Dr. Jes DeShields has studied, evaluated, and applied models of leadership, organizational behavior, and systems change across multiple sectors. From Fortune 250 and privately-owned companies to national nonprofits to entire communities, Jes's work ranges from preparing leaders to successfully run their organizations to improving the trajectory of organizations in crisis and those poised for growth. In 2023, Jes published 9 Leader Touchstones. 9 Leader Touchstones takes readers on the journey to becoming Leader-First Leaders by cultivating essential leadership behaviors. Known as a passionate and engaging storyteller, Jes speaks and writes regularly about the Leader Touchstones and Leader-First Leadership.

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