

# THE FASCINATION ADVANTAGE®

Individual and Team Coaching and Development

What is your Fascination Advantage® Archetype?  
Discover How the World Sees You®

## WHAT IS THE FASCINATION ADVANTAGE®

If you're like me, you've probably done lots of various assessments and tests (think Myers-Briggs or StrengthsFinder) to aid in your personal development. Your Fascination Advantage® is different. It lets you see how the world sees you and how your unique advantage differentiates you.

Your Fascination Advantage lets you know what makes you valuable to others. When you know how you add value, you're more authentic and confident, and more likely to make a positive impression. It all begins with understanding how the world sees you, at your best.

You already have certain naturally fascinating qualities. These qualities positively shape how the world sees you. These are your Advantages. When you apply your Advantages, you'll create better relationships, grow your business, rise above the competition, and become intensely valuable to those who matter most.

## HOW WE CAN HELP YOU

Coaching is a critical part of the personal, team and leadership development process. Can you imagine a sports team or star tennis player without a coach? So it's amazing that so many business owners and professionals move through their careers without ongoing support and training.

We have several programs and options for both individuals and businesses looking for team building facilitation.

Our programs are built on the foundation of Fascination in combination with customized needs of your business.

HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

Discover your  
highest value  
with the  
Fascination  
Advantage®  
System

THE 49 PERSONALITY ARCHETYPES



## THE 7 LANGUAGES OF FASCINATION

INNOVATION	is the language of creativity
PASSION	is the language of relationship
POWER	is the language of confidence
PRESTIGE	is the language of excellence
TRUST	is the language of stability
MYSTIQUE	is the language of listening
ALERT	is the language of details

CREATED BY SALLY HOGGHEAD | DISCOVER MORE AT HOWTOFASCINATE.COM | EMAIL: HELLO@HOWTOFASCINATE.COM © 2014 How To Fascinate. All rights reserved.

# PERSONAL COACHING

Want to work 1:1 with a Certified Fascination Advisor? LHR offers personalized coaching to optimize your Fascination Advantage® Archetype.

This is a sample of what we will accomplish working together over a series of customized sessions.

- A 4 week one on one brand personal development program to optimize your Fascination Advantage® Archetype
- Personalized weekly 60 min coaching calls.
- Unlimited emails in between sessions.
- A refreshed bio you can use for your resume, website, Linked In, social media, elevator pitch, etc.

## AFTER COMPLETING THIS PROGRAM, YOU WILL:

Know your strengths and value and how to optimize them.

Identify the barriers standing in the way of being your best at work.

Better understanding of what makes you unique and how the world sees you.

Be clear and confident communicating to others.

A personalized Anthem that truly describes what makes you fascinating.

Have a sense of pride and empowerment in your strengths and value.

# TEAM TRAINING

Put the Full Power of Fascination to Work for You and Your Team in this one day workshop.

Each person on your team has a different personality and advantage. By understanding each person's Advantage, you can leverage this to build a fascinating business.

The Team Workshop will enable your team to understand each person's unique strengths, to build a more powerful team and company.

When you recognize a person's unique Advantages, they give you more of their best.

## AS A RESULT OF OUR TEAM WORKSHOP YOU'LL BE ABLE TO:

Identify each team member's unique communication style.

Understand whether your organization is balanced with the appropriate mix of fascination archetypes.

Identify potential patterns in strengths and fascination advantages so as to develop an additional layer in the recruiting process.

Build an environment of cooperation within the team recognizing each member's unique strength and advantage they bring to the organization.

## Create better teams, happier customers, and a smarter company.

When you recognize an employee's unique Advantages, they give you more of their best. The Team Advantage Workshop helps you recognize each employee's key personality Advantage.

### About LHR

Lisa Hutcheson is the founder of LHR Retail. Lisa is a sought after retail consultant, business coach and experienced leader with proven success in mentoring professionals and building dynamic teams. She has managed teams of over 1,000 employees and has mentored hundreds of associates that have gone on to hold senior and executive level roles. Lisa is a Certified Human Resources Leader (CHRL) as well as Certified Coach Practitioner.

**Investment based on the number of participants. Contact LHR Retail to discuss your needs in more detail.**

 [www.lisahutcheson.ca](http://www.lisahutcheson.ca)

 [lisa@lisahutcheson.ca](mailto:lisa@lisahutcheson.ca)

 416.986.3035