

7 WAYS TO SOLVE YOUR PROBLEM

PROBLEMS	SOLUTION	FIRST ACTION STEP
You need to develop a way to compete against bigger, established category leaders	<i>Fascinate with</i> → INNOVATION	Pinpoint an established norm — then run in the other direction
Employees or customers feel only a lukewarm connection with you	<i>Fascinate with</i> → PASSION	Communicate your messages with strong emotion and energy
You're not perceived as an influential personality	<i>Fascinate with</i> → POWER	Establish decisive opinions and beliefs to become the voice of authority
You need to increase perceived value of yourself or your products	<i>Fascinate with</i> → PRESTIGE	Identify one specific area to raise expectations, then dramatically increase performance
Clients and teams aren't loyal to you	<i>Fascinate with</i> → TRUST	Repeat and reinforce patterns, elimination chaos and uncertainty
People aren't curious to discover your ideas and insights	<i>Fascinate with</i> → MYSTIQUE	Carefully vet all communication, sharing only minimum necessary
People are complacent about deadlines and budgets	<i>Fascinate with</i> → ALERT	Focus on negative consequences to accelerate urgency and drive action

THIS IS A HANDY CHEAT-SHEET. FOR FULL REFERENCE MATERIAL, PLEASE REFER TO YOUR COMPLETE FIELD GUIDE OF PERSONALITY ADVANTAGES.