

STORIES OF DESIGN ACROSS ALL MEDIA

STORYBOARD

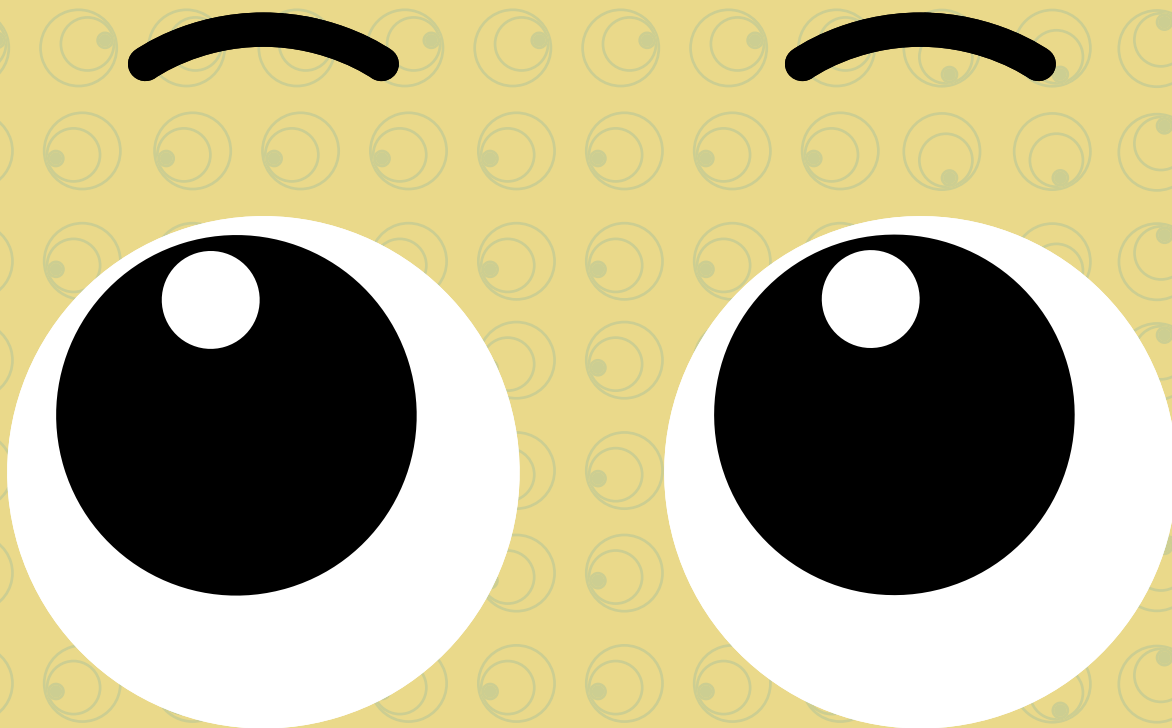
FRESH EYES

Lead to an Effective Brand Refresh

Bringing Mobile Payments to the
DEVELOPING WORLD

360°

Celery Design Collaborative



Sally Hogshead
What is UX Design?
More than Taps & Clicks
Project from Hell

Eyes Put the Focus on **TYP0**

The Advantage

OF

SALLY HOGSHEAD

FASCINATION

World-class branding expert and best-selling author Sally Hogshead believes the greatest value you can add is to become more of yourself. She identified seven forms of communication, detailed in her first book, *Fascinate: Your 7 Triggers to Persuasion and Captivation*, to help people identify the personality traits that are most valuable to others. Her newest book, *How the World Sees You*, is already a New York Times best seller.

Q. What is your interest in fascination?

A. Fascination is a force that can rule our thinking and our emotions. Your personality has certain fascinating qualities. When you begin to understand what makes you fascinating to other people, it becomes easy to see why people want to hire you, promote you, connect with you, buy from you and even fall in love with you. When you fascinate someone, you become more worthy of attention.

Here's why this matters for creative professionals: In a distracted world, it's no longer enough to just have the best idea. You have to earn attention for your ideas.

How does a Fascination assessment help creative professionals?

You already know how you see the world. But how does the world see you?

By applying the principles of copy writing and branding, I found a way to give you the perfect words to describe yourself, to understand how your personality is most likely to impress and influence a potential customer.

Once you know what makes you valuable to others, you're more authentic, confident and more likely to make a positive impression.

Why do we need an assessment built on branding rather than psychology?

What makes you different from every other creative professional? What qualities make you intensely valuable to your clients? Psychology can't show you how to stand out in the market, but branding can. After decades working with the top brands and agencies in the world, I was able to see how millions of people respond to certain types of messages and not others.

Ask yourself: Why do you listen to certain people and not others? Why do some brands fascinate you? A decade ago, I began researching the answers. I discovered that there is a hidden system behind why we become intensely focused.

That's when I made a key breakthrough. "Fascination" is not the same as interest. It's a neurological state of intense focus, one that creates an irresistible feeling of engagement. It's almost the same as falling in love.

By 2009, I'd isolated seven different types of communication that each trigger a specific type of fascination response in the brain: Power, Passion, Mystique, Prestige, Alert, Innovation and Trust.

Think of these seven modes of communication like a set of tools, or a set of golf clubs. Each one has a different purpose and each creates a different result. When you're mesmerized by an advertisement or political speech, your brain is responding to one of these seven forms of fascination.

What can teams learn from your books?

Within a team, loud voices can drown out the quieter voices. That's why it's so important for organizations to understand how individuals contribute to the whole. Understanding the full spectrum helps to make sure each person makes a real difference.

Diversity strengthens a team and makes it more multifaceted, as long as each person understands and develops his strong suit. Leaders need to know how to tap into their team's variety of "Advantages" so that they can help each person develop signature areas of performance.

My team and I have measured hundreds of thousands of participants, and worked with teams inside AT&T, Unilever, General Electric and Cisco. Based on this research, we developed a training curriculum to teach how to add more distinct value. Every day I study communication in our real-world laboratory, measuring how people are applying this system within teams and organizations. This book is your gateway to the system.

What are your own top 3 fascination advantages?

My Archetype is named The Catalyst. That means I communicate with Passion + Innovation.

The Catalyst = Passion + Innovation

Primary Advantage = Passion

Secondary Advantage = Innovation

I'll be most successful in situations that allow me to communicate by being expressive, energizing and engaging. I am less successful in situations that demand practical, methodical communication (such as tax forms).

You might have totally different Advantages than I. Yet you do have certain qualities that others will find extremely valuable in the right situation. The Fascination Advantage shows you what those are.

