



## How the World Sees You

### Discover Your Highest Value Through the Science of Fascination

#### THE SUMMARY IN BRIEF

You already know how *you* see the world. But do you know *how the world sees you*? How is your personality most likely to impress and influence the person sitting on the other side of the desk or boardroom?

Once you know what makes you valuable to others, you're more authentic and confident and more able to make a positive impression. It all begins with understanding how the world sees you — at your best. *How the World Sees You* gives you the step-by-step method to describe yourself in just two or three words. This short phrase is your Anthem, the tagline for your personality. Your Anthem guides you like a mission statement, helping you to build your team, write a LinkedIn profile or captivate an audience.

To become more successful, you do not have to change who you are — you have to become *more* of who you are. Based on Hogshead's research with hundreds of thousands of participants, including dozens of Fortune 500 teams, hundreds of small businesses and over a thousand C-level executives, *How the World Sees You* reveals who you are at your best so you can create better relationships, grow your business, and become intensely valuable to those who matter most.

#### IN THIS SUMMARY, YOU WILL LEARN:

- Why you need to know your highest distinct value and how to discover it.
- The Seven Fascination Advantages and how they form Archetypes.
- How to create and use Anthems to mobilize your distinct Advantage in business and life.
- How to help employees become more of who they already are.



by Sally Hogshead

#### CONTENTS

##### Where It Begins: Unlearn Boring

Page 2

##### How to Discover Your Highest Distinct Value

Page 3

##### The Seven Fascination Advantages

Page 4

##### The Archetypes

Page 5

##### The Fascination Laboratory

Page 7

##### The Anthem Method

Page 8

# THE COMPLETE SUMMARY: HOW THE WORLD SEES YOU

by Sally Hogshead

**The author:** Sally Hogshead rose to the top of the advertising profession in her early twenties, writing ads that fascinated millions of consumers. Her internationally acclaimed book *Fascinate: Your 7 Triggers to Persuasion and Captivation* has been translated into over a dozen languages. She frequently appears in national media, including NBC's *Today* show.

From *How the World Sees You: Discover Your Highest Value Through the Science of Fascination* by Sally Hogshead. Copyright © 2014 by Sally Hogshead. Summarized with permission of the publisher, HarperCollins Publishers, 448 pages, \$29.99. ISBN: 978-0-062230-69-0. To purchase this book, go to [www.amazon.com](http://www.amazon.com) or [www.bn.com](http://www.bn.com).

Summary copyright © 2014 by Soundview Executive Book Summaries® [www.summary.com](http://www.summary.com), 1-800-SUMMARY. For additional information on the author, go to [www.summary.com](http://www.summary.com) or [www.HowToFascinate.com](http://www.HowToFascinate.com).

## Where It Begins: Unlearn Boring

On the day you were born, you already knew how to fascinate. Like breathing and swallowing and smiling, the ability to fascinate is a hardwired survival mechanism. Fascination is an instinctive form of connection. We all have this ability in some form.

But over time, people can lose their innate ability to fascinate. They acquire layers of boring. Like an oyster protecting itself against the grain of sand, people build shells that they believe can shield them from a negative outcome. You've seen this before or perhaps experienced it. The employee who waters down his ideas in order to shield himself from criticism. The new entrepreneur who tries to run her business just like everyone else and ends up with a "me-too" product. In any pressured environment, it can be easier to stay in the background. Unnoticed seems easier than unworthy.

Hiding works for a while. But it always backfires. You will never be your most successful when evaluated according to criteria that do not allow you to stand out.

Most people are afraid they have nothing special to give. They think there's nothing distinctly valuable that they can offer. Even when people do want to rise above the fray, they are terrified by the prospect of what to do with the attention once they've successfully earned it.

Your most fascinating traits are your most valuable traits. Too often, these traits are the first to go in favor of blending in or avoiding criticism. Yet, when you dull your edges, on some level you're giving up.

## How You Add Value

Your personality has a specific Advantage. When you communicate according to this Advantage, you will be

more likely to add distinct value. What makes the Fascination Advantage system different from other assessments? Most assessments measure how you see the world. This system looks at the cues and signals that you're intentionally or unintentionally sending to the world and the pros and cons of each.

As conversations become more compressed and the marketplace more crowded, you need to know how others see you and respond to you. Rather than just knowing your strengths, you need to know your *differences*. The Fascination Advantage combines both personality *and* marketing into one system. ●

## PART I: HOW DOES THE WORLD SEE YOU?

### Why Discover Your Highest Distinct Value

Let's say you think you're funny. As far as you're concerned, a sense of humor is one of your best traits. There's just one problem: Nobody else thinks you're funny.

It's not enough to only consider *how you see yourself*. You must also consider *how the world sees you*. If nobody else thinks you're funny ... well, you're probably not funny. Humor is in the eye of the beholder. So are likability, leadership, and a range of other subjective qualities that are rooted in the perception of others. You get a vote, but your listener has veto power.

You want your messages to connect, or to educate, or to inform or to inspire. No matter what your message is *about*, each one of your messages has an intended purpose.



**1-800-SUMMARY**  
service@summary.com

Published by Soundview Executive Book Summaries® (ISSN 0747-2196), 511 School House Road, Suite 300, Kennett Square, PA 19348 USA, a division of Concentrated Knowledge Corp. Published monthly. Subscriptions starting at \$99 per year. Copyright © 2014 by Soundview Executive Book Summaries®. **Available formats:** Summaries are available in several digital formats. To subscribe, call us at 1-800-SUMMARY (240-912-7513 outside the United States), or order online at [www.summary.com](http://www.summary.com). Multiple-subscription discounts and corporate site licenses are also available.

Rebecca S. Clement, Publisher; Sarah T. Dayton, Editor in Chief; Ashleigh Imus, Senior Editor; Amanda Langen, Graphic Designer; A. Imus, Contributing Editor

# SUMMARY: HOW THE WORLD SEES YOU

---

Each time you communicate, you want people to listen and remember that message, and to positively anticipate your future messages. You want them to take action, change a behavior or be inspired.

## What the Violin Player Learned

In a recent experiment, one of the most famously exquisite violinists of our time, Joshua Bell, played in Washington, D.C. down in the subway, anonymously and without fanfare, drawing attention to his music only with his skill and priceless violin. Yet 1,000 people moved right past him through rush hour, oblivious. If one of the most celebrated musicians of all time cannot compete to earn attention in a distracted, competitive environment, how can you?

Today it's not enough to be the world's best if no one realizes you're there. In the battle against competition, our talents and skills are hopelessly lost unless we find a way to fascinate our listener. It's your job to show us why we should care.

Luckily, you already have the defining traits you need to stand out and be heard. Which is good, because you'll need to call upon every one of them. You're doing battle in a distracted and competitive world. Get ready to encounter the three deadly threats.

## Meet Your Archenemies

**Distraction** threatens your connection with others. Your listeners are distracted. Your customer goes from vendor to vendor. Your coworker goes from email to email. Your employees go from putting out one fire to the next. Every time you introduce yourself, you have about nine seconds to engage your listener. This is your window of opportunity for connection. If you earn their interest during those nine seconds, people will be more likely to engage further. If you fail to add some sort of value in that golden window, they're less likely to listen to what you say, let alone remember it or take action on it.

**Competition** threatens your ability to stand out and win. While businesses have been focusing on being "better," customers have gone in a different direction. *Different* is better than better. Different doesn't try to turn you into something else. Different allows you to highlight the singular traits you already have within you. You aren't necessarily better than your competition. But you are already different.

**Commoditization** threatens your relationships and loyalty. Commoditization is a silent assassin. It permeates your relationships with complacency, shaving off your points of difference, sapping your defining qualities, and

eventually transforming you and your vibrant one-of-a-kind edge into generic replicas. If you become a commodity in the eyes of your customers, it means you're vulnerable. You can be easily replaced.

## Triumph by Adding Distinct Value

Beyond earning attention, leading with your specialized personality traits, and fighting the good fight even after you have earned the business, there is something you can be doing — should be doing — that will allow you to fascinate and succeed at every phase of the business cycle: Add distinct value. If you want to add value ...

- You become admired for a noteworthy ability to contribute a specific benefit.
- You're worth more than you're being paid.
- You deliver more than would normally be expected.
- You are the preferred option, even if you are more expensive or less convenient.

Your highest distinct value: You're already quite familiar with these three words, but they take on special meaning when combined. Let's break it down:

**Highest:** The pinnacle of who you already are; what makes you already exceptional.

**Distinct:** How you are different.

**Value:** Your specialized ability to deliver above and beyond what's expected.

When you live according to your highest distinct value, you become your most fascinating and most valuable self. ●

---

## How to Discover Your Highest Distinct Value

In certain types of situations, you will fascinate your listener. People will pay close attention to what you say. They'll ask your opinion and value your input. In these moments, you'll feel energized and purposeful, because it's clear you're adding value. In these moments, you're applying your most natural mode of communication. On the other hand, other situations put you at a real disadvantage. When you communicate in these situations, you'll struggle to get your point across. You won't be confident or feel at ease. You are unlikely to fascinate.

You know what fascination feels like. Fascination happens when you're engrossed in a cool project at work and feel so purposeful and focused that you completely lose track of time. This is the mental, emotional and physical state of focus, of being completely engaged.

# SUMMARY: HOW THE WORLD SEES YOU

When you're fascinated, you're not pretending or posing. You can drop the mask and just *be yourself*.

## The Art of Fascination

Think of your own favorite brands, maybe Apple or Pinkberry, Southwest or Zappos. When consumers are fascinated by a brand, it no longer has to compete on price. All great brands triumph over the three threats of distraction, competition and commoditization in the same way: by *adding distinct value*.

People will pay up to four times more for a product that fascinates them in some way. When a product is successful, it fascinates its customers; it is treated very differently than the generic version. People are willing to not only spend more but also spend more time with it. They make a greater effort to find it, they take better care of it, and they derive more enjoyment from it. The same is true for you.

When you make it easy for others to understand *how you are different* and *what you do best*, you're more likely to be rewarded for it. The key here is to fully recognize your *differences* rather than just your *strengths*. The reality is, strengths can be copied. People can copy your product, your pricing, your actions, your recipe or program or formula. But they can never replicate who you are. Who you are is the greatest differentiator you've ever had.

Once you understand what makes you different, you can leverage those differences to avoid commoditization. You are perfect for certain things. You are wrong for others. You do not have to be perfect for everything. Find the challenges that you're truly perfect for rather than merely adequate for. Find the situations in which you distinguish yourself, situations that allow you to fascinate effortlessly.

## Maximize Value, Subtract Everything Else

Every single time you communicate with someone, you are either *adding value* (and reinforcing why they should prioritize you) or *taking up space* (and reinforcing that your messages are irrelevant spam). In marketing, these interactions are sometimes called "touchpoints." They are points of contact. Every single interaction is a touchpoint.

Every touchpoint should highlight what makes you different and better. Every business email, every business lunch, every direct mail piece, every social media update and every expense report should reinforce your value proposition. If you can't improve people's perception of you or at the very least maintain it, then reconsider whether you should be engaging in the first place.

You will never rise to your greatest potential by being all things to all people. Maximize value. Subtract every-

thing else. Remove it from the equation so that you're not being evaluated according to your dormant Advantage. Then you're far more likely to exceed expectations at every turn. ●

## PART II: THE FASCINATION ADVANTAGE SYSTEM

### The Seven Fascination Advantages

There are seven different ways to successfully communicate. Seven different ways to break through and win. These are the seven Fascination Advantages. Each of these has a distinct way of adding value. Each follows a particular formula. Each has a different approach to building relationships and fascinates for different reasons.

There isn't one Advantage that's better than the others. However, there are one or two that will be most effective and authentic for you. Tap into your particular Advantages, and you'll become the most valuable you.

**The Power Advantage:** Leading Through Authority. Power personalities speak the language of confidence. They inspire others through bigger goals and stronger opinions. Since they usually know what they want, they often lead the discussion. You'll find they ask direct questions, taking charge of a conversation, leaning in and stepping forward. They're comfortable in leadership positions and motivate others to rise to their best. Decisive and self-assured, they don't mind being the ones who make difficult decisions. Hire more Power personalities if your company needs stronger, more decisive leadership.

**The Passion Advantage:** Creating Warm Emotional Connections. Passion personalities speak the language of relationship. Their ability to forge relationships builds wide networks. Approachable and gregarious, they usually build rapport with prospects, customers and colleagues, which allows them to excel in positions that require strong interpersonal skills. Hire more Passion personalities if you want to build stronger personal connections with customers.

**The Mystique Advantage:** Thinking Before Speaking. Mystique personalities speak the language of listening. They tend to be solo intellects behind the scenes. Their ability to see the nuances of a situation and think things through gives them an edge over more outgoing personalities. Independent and analytical, they systematically gather evidence before reaching a conclusion and analyze statistics before making up their mind. Hire more Mystique personalities if you want to implement a more analytical approach or need to boost your team's negotiation power.

## SUMMARY: HOW THE WORLD SEES YOU

---

**The Prestige Advantage:** Achieving Success With Higher Standards. Prestige personalities speak the language of excellence. Their personal and professional aim is to always get better to exceed expectations. When excellence matters, they know how to push for success. Ambitious and determined, they don't want to disappoint. They help and encourage coworkers to achieve in everything they do. These overachievers are admired for their assertiveness, expertise and high-quality results. Hire more Prestige personalities if you want to raise standards, improve team performance or iron out quality issues.

**The Alert Advantage:** Careful Precision. Alert personalities speak the language of details. When details matter, Alert has an upper hand over less structured personalities. They are watchful, aware, with an ability to manage complex projects. Their risk-averse attitude helps them to avoid mistakes. They know the critical path of their projects by heart. They understand that minor issues can cause major delays. They never lose track of deadlines. They're able to juggle conflicting requirements, such as meeting tight deadlines without compromising product specifications. Hire more Alert personalities if you want to get things done.

**The Innovation Advantage:** New Ideas and Solutions. Innovation personalities speak the language of creativity. Their creativity gives them an edge when old solutions don't work anymore. These are the seekers of adventure. The experimenters. The proponents of the new. Their talent for new thinking helps them to propose unexpected solutions. They are able to develop a profusion of ideas, often quickly. Irreverent and entrepreneurial, they encourage others to break habits and to try new products and fresh ideas. Hire more Innovation personalities if you need to challenge the status quo or if you need more creative thinking.

**The Trust Advantage:** Building Loyalty Over Time. Trust personalities speak the language of stability. Their consistency defines their reputation. They follow through on what they promise and deliver on time. They are dependable, committed and trustworthy. Steady and focused, they get things done. They like to follow a proven method. Trust personalities create order in chaos. They develop a solid plan of action. They act and respond in predictable ways. Hire more Trust personalities if you want to create stability.

### What Are Your Advantages?

The first step in becoming an effective communicator is to understand how others see you. Then, once you know how the world sees you, you can concentrate on the best

of those qualities and intentionally apply them. It all begins with knowing your top two Advantages.

Your **primary Advantage** is the mode of communication you naturally use. It's the most effortless way for you to speak, write and share ideas. It most closely describes how others are likely to see you.

Your **secondary Advantage** is the second most likely way for you to communicate.

Your **dormant Advantage** is the one you're least likely to use. It exhausts your energy and focus because this is your least natural mode of communication.

Your primary and secondary Advantages combine to form your **Archetype**. Your personality Archetype is composed of the top two Advantages that you are most likely to use in your communication to persuade and influence.

**Archetype = Primary Advantage + Secondary Advantage.** ●

---

## The Archetypes

Your Archetype is like your personality's own built-in superpower. It's already there. Each Archetype adds value in a different way, making it uniquely persuasive. Your Archetype defines how you intentionally or unintentionally express yourself and your ideas. There's no right or wrong here. Everyone has a highest distinct value. Here are descriptions of seven of the 49 personality archetypes, including their primary and secondary Advantages.

**The Ringleader: Power + Passion.** Ringleaders have the ability to energize their team. While some personalities might make you feel shut down or emotionally flatlined, a Ringleader is more likely to get you charged up. Their secondary Passion Advantage means that they know how to make you feel valued. Their personal dedication motivates you to contribute more as well. Ringleaders are driven personalities but not in a cutthroat, competitive way. They're inclusive; they know how to engage and inspire. They spark participation among teams; their enthusiasm is contagious. The Ringleader's top five adjectives are motivated, spirited, compelling, strong-minded and empathetic.

**The Beloved: Passion + Trust.** It's easy to like The Beloved. They build lasting relationships and earn loyalty by communicating with comforting stability. Beloveds are aware of relationships and the effect of their actions on others. They help those who are falling behind. They encourage those who feel neglected. They make an effort to help others feel welcome and at ease during team meetings. When a Beloved faces conflict, they'll gradually coax others to join their point of view. This ability to make

# SUMMARY: HOW THE WORLD SEES YOU

## The 49 Personality Archetypes and top 3 adjectives

The Rockstar: bold, artistic, unorthodox  
The Maverick Leader: pioneering, irreverent, entrepreneurial  
The Trendsetter: cutting-edge, elite, progressive  
The Artisan: deliberate, thoughtful, flexible  
The Provocateur: clever, adept, contemporary  
The Quick-Start: prolific, thorough, diligent  
The Catalyst: out-of-the box, social, energizing  
The People's Champion: dynamic, inclusive, engaging  
The Talent: expressive, stylish, emotionally-intelligent  
The Beloved: nurturing, loyal, sincere  
The Intrigue: discerning, perceptive, considerate  
The Orchestrator: attentive, dedicated, efficient  
The Change Agent: inventive, untraditional, self-propelled  
The Ringleader: motivating, spirited, compelling  
The Maestro: ambitious, focused, confident  
The Guardian: prominent, genuine, sure-footed  
The Mastermind: methodical, intense, self-reliant  
The Defender: proactive, cautionary, strong-willed  
The Avant-Garde: original, enterprising, forward-thinking  
The Connoisseur: insightful, distinguished, in-the-know  
The Victor: respected, competitive, results-oriented  
The Blue Chip: classic, established, best-in-class  
The Architect: skillful, restrained, polished  
The Scholar: intellectual, disciplined, systematic  
The Evolutionary: curious, adaptable, open-minded  
The Authentic: approachable, dependable, trustworthy  
The Gravitas: dignified, stable, hardworking  
The Diplomat: levelheaded, subtle, capable  
The Anchor: protective, purposeful, analytical  
The Good Citizen: principled, prepared, conscientious  
The Secret Weapon: nimble, unassuming, independent  
The Subtle Touch: tactful, self-sufficient, mindful  
The Veiled Strength: realistic, intentional, to-the-point  
The Royal Guard: elegant, astute, discreet  
The Wise Owl: observant, assured, unruffled  
The Archer: on-target, reasoned, pragmatic  
The Composer: strategic, fine-tuned, judicious  
The Coordinator: constructive, organized, practical  
The Ace: decisive, tireless, forthright  
The Editor-in-Chief: productive, skilled, detailed  
The Mediator: steadfast, composed, structured  
The Detective: clear-cut, accurate, meticulous

## Double Trouble Archetypes (there's too much of a good thing)

The Anarchy: volatile, startling, chaotic  
The Drama: theatrical, emotive, sensitive  
The Aggressor: dominant, overbearing, dogmatic  
The Imperial: arrogant, cold, superior  
The Old Guard: predictable, safe, unmovable  
The Deadbolt: unemotional, introverted, concentrated  
The Control Freak: compulsive, driven, exacting

people feel safe allows them to establish secure bonds over time. The Beloved's top five adjectives are nurturing, loyal, sincere, tenderhearted and comforting.

**The Secret Weapon: Mystique + Innovation.** They are creative minds who produce agile solutions even when under high pressure. They are creative in a non-flashy way, preferring to do their work quietly. Secret Weapons enjoy working independently. They don't boast about their achievements. But they can produce great inventions, creative ideas and new product designs. They make great contributions to the company's performance, but they do so in an unassuming manner. The Secret Weapon's top five adjectives are nimble, unassuming, independent, reticent and autonomously creative.

**The Blue Chip: Prestige + Trust.** Their reputation for quiet excellence stretches far and wide. Their eye for detail is unmatched. Their direct communication style breeds trust. As CEOs you can expect them to meet or exceed the agreed budget year in and year out. They are quiet overachievers who continuously find ways to generate tremendous results. As with blue-chip stocks, others have confidence in their stability and high value. They are calm leaders who earn respect for their impeccable presentations, their outstanding results and their composed response to challenges. The Blue Chip's top five adjectives are classic, established, "best in class," safe and punctual.

**The Composer: Alert + Innovation.** Creative and goal-focused, Composers come up with innovations that contribute to your company's bottom line. When others suggest quick wins, a Composer will consider long-term consequences. Unwavering, they defend their long-term vision even if that means losing revenues in the short term. They know they can make up for potential losses. They have a clear vision for the company, and they focus on implementing it. Composers are open to new ideas, but they don't act on impulse. They work toward their vision of the required results — just like composers and artists have an image in mind when creating music or artwork. The Composer's top five adjectives are strategic, fine-tuned, judicious, rational and immediate.

**The Maverick Leader: Innovation + Power.** Maverick Leaders lead with a bold and unconventional vision. You recognize a Maverick Leader quickly. They're unafraid to take the lead and happy to propose a new direction for a product or market strategy. Even early in their career, they are confident enough to present their pioneering ideas to the board. And they do so with flair. If something starts to feel familiar, Maverick Leaders will start experimenting to see whether higher goals can be achieved.

## SUMMARY: HOW THE WORLD SEES YOU

---

They take their chances and depart from accepted strategies, processes or tactics. The Maverick Leader's top five adjectives are pioneering, irreverent, entrepreneurial, artful and dramatic.

**The Anchor: Trust + Mystique.** Anchors earn a good reputation for their solid thinking. Usually quiet, they have a distinct advantage because they keep their cool even under high pressure. They're able to come up with a workable solution when everyone else gets agitated. In team meetings they are plainspoken and businesslike. They don't reveal their innermost thoughts. Their quietness, however, doesn't stop them from making major contributions, because everyone listens when they speak. Anchors communicate their recommendations with solid, rational arguments. They keep their ideas and opinions firmly rooted in reality. That's why they're called Anchors. The Anchor's top five adjectives are protective, purposeful, analytical, calm and steady.

### Increase the Advantages of Your Team

Rather than trying to get employees to change (which doesn't work for long), help them become more of who they already are. Once you identify the Advantages that your team is using, you can help each person succeed by dialing up their existing traits. Rather than training people to follow a formula (and trying to force-fit them into a mold), you can support them in adding value in the way that is most effective and natural for them.

You wouldn't want to build a team with *only* Power or *only* Trust. When a group has an extremely high concentration of just one or two Advantages, it tends to be exaggeratedly strong in specific areas but very weak in others. Just as employers should seek diversity in gender and backgrounds, so should they also understand the Advantages used by their existing team members and potential hires, in order to build teams with a balanced and healthy interplay of perspectives. ●

## PART III: YOUR ANTHEM: THE TAGLINE FOR YOUR PERSONALITY

### The Fascination Laboratory

As much as we might like to think that we're all 100 percent special and unique, we're not. We're 99.9 percent average. Your human DNA is 99.9 percent the same as everyone else's. Only a minuscule amount defines our differences.

The same is true of our personalities. Like our genes, we have only a few truly singular characteristics. Yet, while

there's not much that distinguishes you from everyone else, there is something. And it turns out, that something is more than enough. Your 1 percent is your distinct value. It describes the best of how the world sees you and how you are most likely to rise above and stand out. It's your own little zone of genius.

This is good news and bad news. First, the bad news. Struggling to marginally improve the less valuable parts of yourself won't work. At least, it won't work without a lot of strain and expense. Now the good news: Your built-in Advantages hold real promise for the way you can become invaluable and irreplaceable to others. Your Advantages reveal how you will be most likely to build a prosperous and fulfilling career.

### Your Anthem

Successful brands distinguish themselves from the competition, often with only a mere sliver of a competitive difference. Similarly, we will distill your personality's key defining qualities into just a few words, summarizing your key benefits.

Taglines are an exquisitely efficient piece of communication. They can convey a mammoth volume of information, distilling the essence of an entire company into a micro statement. Taglines tell you why to invest your time and money in a certain product. They establish what makes one brand different from another.

You might prefer to introduce yourself with a full-length resume, but in reality, your audience probably has the same attention span as a goldfish: nine seconds. Your Anthem solves this problem. This very short phrase is usually just two or three words. It describes *how you are different* and *what you do best*. An Anthem is your shortcut to how you are most likely to add distinct value to your coworkers, customers and your company. ●

---

## Discover Your Differences

First, identify the adjectives most strongly associated with your Archetype (see Sidebar). These adjectives indicate where you are most likely to be a high performer. By concentrating on these attributes, you are more likely to positively influence how the world sees you. Think of them as your built-in specialty.

If your Archetype is The Guardian (Power + Trust), for example, you are naturally suited to add value in situations in which you can be *prominent, genuine, sure-footed*. For the Blue Chip (Prestige + Trust), you're most likely to communicate clearly and effectively when your communication is *classic, established, best-in-class*. The Editor-in-Chief

## SUMMARY: HOW THE WORLD SEES YOU

(Alert + Prestige) can best support her team when she can focus on being *productive, skilled* and *detailed*.

Now, write down the three adjectives for *your* Archetype. Pick one adjective from the three. Find the one adjective that most closely sets you apart from everyone else. Then, use your adjective to complete these sentences:

“People can always count on me to be ...”

“I can solve certain problems better than anyone else because I am ...”

“I am better suited to serve my customers because I deliver solutions that are ...”

Now we're ready to create your Anthem to describe how you are different and what you do best. ●

### The Anthem Method

We're ready to customize a tagline that communicates the most valuable you, right from the very start.

**Step 1: Pick One Adjective (How You Are Different).** Look at the adjectives you wrote down, and pick *one* adjective. For example, if you are The Maestro, your three adjectives are *ambitious, focused* and *confident*. When selecting one defining trait of her personality, someone who is a Maestro might pick *focused*.

**Step 2: Pick One Noun (What You Do Best).** You do many things *well*. But what do you do *at your best*? When you are making a real difference on an assignment or task, what exactly are you giving to others? This word is a *noun* and forms the second half of your Anthem. It describes what you do best. Write down that word.

To get you started, consider some of these nouns: accuracy, action, attitude, character, creativity, credentials, efficiency, expertise, follow-through, insights, management, precision, problem-solving, reputation, solutions, team-building, tenacity, vision and others. These will help you envision your value in a more tangible way. You can also choose a noun related specifically to your expertise, industry or from your career highlights. Then ask yourself, “Which noun best describes what I do best”?

**Step 3: Bring the Words Together to Create Your Anthem.** Combine your adjective with your noun, to create a pairing of two words. This is your Anthem: the tagline for your personality. If you are The Victor, you might select *results-oriented* as your adjective and *action* as your noun. Pairing these two together, your Anthem is results-oriented action. This is what you stand for. It's your promise to co-workers and clients. You keep things moving forward, always in action, rather than passively observing.

Imagine that you take your new Anthem and describe it like this: “If you need someone who delivers [fill in your Anthem], I can help.” Or “Even when things get tough, I promise to give [fill in your Anthem].”

The next time you have an important interaction, think ahead: How can the promise behind your Anthem solve this person's needs or give them more opportunity? An Anthem gives you more than just a snappy introduction. Many people find that it becomes their own rallying cry, a phrase that they can return to over and over.

Like a tagline, you can incorporate your Anthem throughout your marketing and communication. Make it the intro for your LinkedIn profile. Add it to your email signature. Put it above your desk, reminding you to always live to your fullest potential. Include it at the top of your “about” page on your website or on your bio. Use the wording in social media profiles. Knowing your Anthem gives you a sense of confidence when you introduce yourself. Beyond the first impression, however, it can also help you orient around one solid purpose and message.

### Your Team's Anthem

You can develop an Anthem to describe the highest value of your team, department or entire company. It's better than a mission statement, because it's based on the inherent Fascination Advantages of the group. Your goal is to show others the value of working with your team. A team Anthem can guide you internally as an encouraging way to rally people around a collective cause. If you take on new members or new hires, it can guide you like a north star for your purpose.

To highlight your brand's value, look no further than your employees. Employees are the living, breathing representation of your brand.

The greatest way to empower someone is to show them their highest value. Once someone understands how they naturally add value, they blossom. They become more confident, more persuasive and more influential.

Wouldn't the world be a better place if more people could realize their own highest value? ●

### RECOMMENDED READING LIST

If you liked *How the World Sees You*, you'll also like:

1. **The Reality-Based Rules of the Workplace** by **Cy Wakeman**. Learn how to calculate your true value to your organization by understanding your current and future potential against your “emotional expense.”
2. **MOJO** by **Marshall Goldsmith, Mark Reiter**. Goldsmith lays out the ways that we can get — and keep — our professional and personal Mojo.
3. **Influencer** by **David Maxfield, Joseph Grenny, Kerry Patterson, Ron McMillan, Al Switzler**. The authors show how individuals — no matter who they are — can become the type of influencers that are bringing about change in the world.