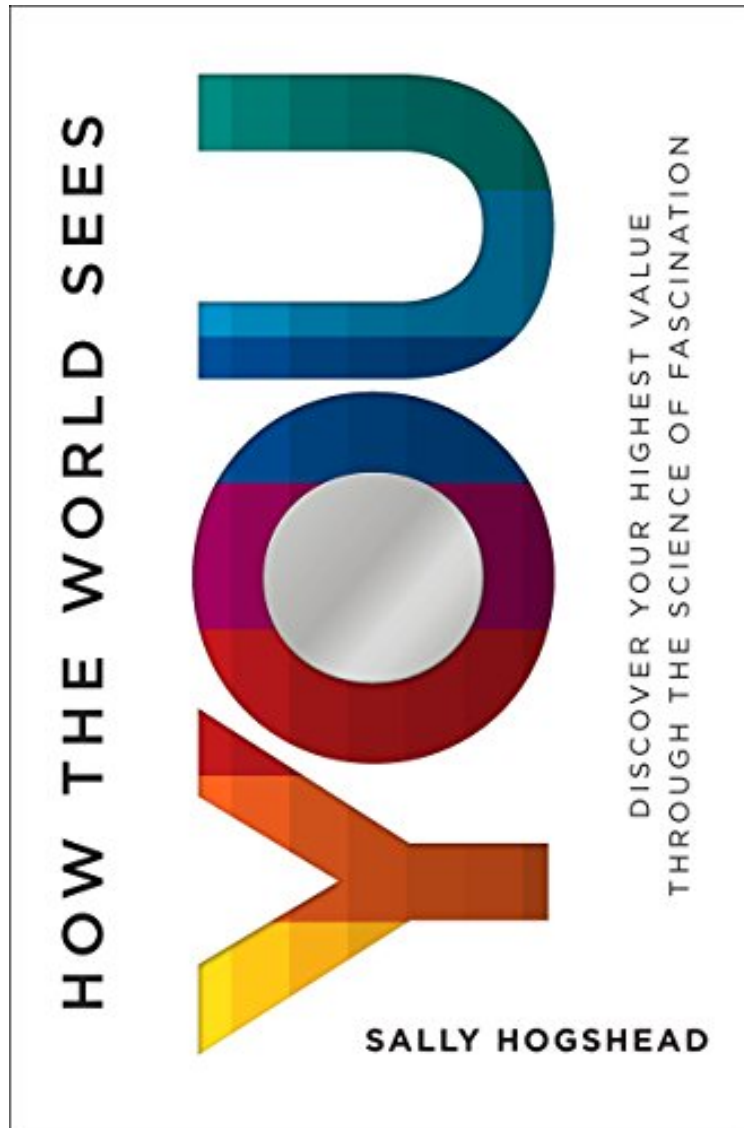


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How the World Sees You: Discover Your Highest Value Through the Science of Fascination

Sally Hogshead

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google. I took this "How the World Sees You" quiz again a year later and got different results! Take the quiz with a grain of salt. I had originally given this book 2 stars because of how the publisher really messed up the delivery of the digital versions of this book but now after I've actually read the book, I'm upping the rating to 5 stars for the amazing content! I had to buy this book because I have always wanted to know what the world thought about me. What sold me was in the video on the book's website, Sally pointed out that other assessments (like the MBTI) tell you how you see the world but none really tells you how the world sees you! This was a darn valid point because my view of myself might be skewed based on traumatizing life experiences, guilt or pride, or my belief of myself based on what people have labeled me as previously. Needless to say, I was super excited to read this book and take the assessment! I would say the content in this book was both what I had expected and what I did not expect. I had expected to learn more about my personality through this book and I definitely did! The book walks you through all 49 archetypes (or personality profiles) and the in-depth descriptions of each, just like any other personality inventory. What I did not expect was that many of the research and anecdotes presented in this book deal with the workplace and how you can leverage your personality "advantages" to be successful at your job. If you are looking for a book that describes in-depth psychological thought patterns or behaviors in a scholarly or clinical manner, this is not the book! In fact, the premise of this book is all about formulating and recognizing your personal branding and helping people you work with recognize it too so you can "sell" your value in the workplace. This book teaches that instead of trying to be the best at everything or be a jack of all trades, really put your eggs in one basket and try to excel at your predominant personality advantages and avoid your dormant advantage (the one you are not very good at). The 7 advantages are Innovation, Power, Passion, Mystique, Prestige, Trust, and Alert. The top two advantages determine which one of the 49 archetypes you are. You'll have to read the book and take the quiz to find out your archetype. As far as I know, this is ground breaking, new way of categorizing people, and the in-depth archetype info is not published on the Internet (only in Sally's book). As far as the quiz goes, a couple of my coworkers and I have taken it and we found it to be generally accurate in regards to the primary advantage. However my coworkers got ties for their secondary advantage and the quiz result did not really match up with what I thought of my coworkers! I could leave or take the assessment really. It might be easier to just give your coworkers the advantage matrix included with the book (also found on Sally's website) and just ask your coworkers what they think your top two advantages you are. After all, your results should match up with what your coworkers really think of you, right? What I love about this book is that it stays very positive and doesn't make you feel bad about yourself for scoring high on a "less desirable" personality trait. This book explains the value and importance of all 49 archetypes and how a successful team needs all the advantages to succeed. After all, I guess that's why they are named advantages! I would not say this is true for other personality indicators like the Meyer Briggs or the Big Five. Discussing those test results with others always made me feel bad for scoring high on introversion. It makes me feel that I'm socially awkward because I can't have fun at big parties or end up feeling drained when I have to talk to people. The corresponding introverted trait in this book would be Mystique but Sally came up with a cool name for it and taught me how to sell the trait as an advantage! (Plus, Mystique reminds me of the cool mutant from X-Men). I have recently finished the third part of the book that helps you formulate your own personal anthem/personal brand. I like how the work is already done for me with the list of adjectives Sally provided for my archetype, so I don't have to think too hard to come up with my own 9 second elevator speech. I am now trying to incorporate my anthem in all my introductions: initial face-to-face meetings, my resume, even my online dating profile! Lastly, I recommend that you buy the PHYSICAL hardcover copy of this book instead of the audiobook or the Kindle Ebook. I have bought this book in 3 different formats---see reason in original review below--and I found the hardcover copy to be the superior version. The book reads much like a reference manual, with many charts and tables and the profile descriptions of the 49 Archetypes separated into sections. You really need the book in front of you so you can flip through the pages to find and read about the profiles as you encounter them and refer to the diagrams. On the other hand, the Ebook is too difficult to navigate and the text on many of the diagrams were blurry and the Advantage matrix was presented in black and white. The audio book came with a companion pdf but all diagrams and charts in it were also black and white. If you get the hard covered book, the 49 Advantage matrix is at the front and back of the book in full color! For the Ebook, you lose much of the formatting of the content. As for the audiobook, I enjoyed listening to Part I of the audiobook and I loved how the author narrated most of the book herself. For a while, it sounded like I was attending a workshop led by Sally herself. However, the unabridged audiobook proved too tedious to listen to after Part II (which is maybe 3 hours into the book?). The profile pages of each of the 49 Archetype was read in a separate chapter in the audiobook and an overwhelming number of chapters had repetitive sections that explained--over and over again--what a "wellspring" is or what "quick sand" is or why you need to know your primary advantages in order to fascinate people. After looking at the physical copy of the book, I realized it was because the book's formatting contained many section titles or bulleted lists or takeaway boxes that summarized what previous paragraphs had already said. I guess since it is the unabridged version, they read all these summary sections, too! Imagine hearing someone reading an essay about a topic and then rereading the same info to you again 5 minutes later, except this time as if all the information were condensed in a PowerPoint slide deck. I also don't like how none of the chapters in the audiobook are labeled with section names (at least not in the Audible.com version) so I could not easily

skip to the chapter that talked about the archetypes I actually cared about. Other than my complaint about the digital versions of this book, I give this book 5 stars. I would not be surprised if this book ends up on the NY Times best-seller list! I'm telling all my coworkers about it!-----ORIGINAL Review from 07/05---Please see comments: the issue has been addressed-----The Kindle version and the Audible version of this book do not come with the one-time code to access the free Fascination Advantage Assessment like the book contents and the product description claims! I am royally upset because I went out and bought 2 copies of this book in different formats and I haven't been able to actually find out which of the 49 Archetypes personalities I am. I also spent a good hour sitting on customer support for the Audible, Kindle, and Hardcover book departments to ask if they can confirm I can get this code. Customer support didn't know what I was talking about. I don't know if this is poor execution due to the publisher or !In Part I of this book and the intro, Sally reads in her audiobook that I was suppose to have gotten this code with the audio book for the assessment later! This was recorded in the audio book! In Part II of this book, Sally starts talking about how I should take a moment to take the complementary assessment to find my personality type then come back to listen to the description of each of the archetypes. Since I was not given this code and therefore cannot take the assessment, the rest of this book is useless for me because the advice I need to follow depends on the results of that assessment. I could technically go read the descriptions of each of the 49 archetypes (or personality types) mentioned in this book and pick the one that most resonates with who I think I am but that would defeat the purpose of finding "how the world sees me". Picking out the one that most suits me would be like evaluating "how I see myself". It seems like the only way to get this code is to buy the hardcover version of this book, but I could not confirm this with the customer support either. It should be some kind of insert stuck in the back cover that you have to scratch off to reveal a one time use code. Publisher, please update your digital book content to match what you are advertising! 12 of 13 people found the following review helpful. Valuable perspective and tools to help you present and position yourself By GreenEggs-N-Ham

Firstly, I loved the taglines "Instead of focusing on your strengths, highlight your differences," and "You don't learn to be fascinating; you unlearn boring." These two lines are this book in a nutshell. Personally, the book provided me with much-needed perspective. Instead of second-guessing what context to judge my strengths from professionally, why not simply focus on what makes me different? I won't make you cringe by using "spot-on" here, but it applies. Context is another big point in this book: If you base your self opinion on the wrong context, you might fall into soft-pedaling what makes you shine (which is what happened to me). I love the sections that help you capitalize on strengths and summarizing the archetypes (primary advantage x secondary advantage = archetype, as determined by the assessment). Note: You need the license code for the assessment, because the book is much less useful if you can't take the assessment. (Other reviewers have noted some difficulties in any but the printed version of the book.) Why this review gives four stars: (1) The assessment is self-reported. For example, it asks whether others come to you for solutions or great ideas. I said yes, but that is something I secretly cherish about myself, not what someone else told me. (2) The book does describe your dormant advantage (mine being trust), but in reading an archetype there is no discussion of how to deal with negative perceptions against your type. For example if you're a catalyst, how do you turn things around with people who respond negatively to passionate expression and continual ideas but lack of follow-through? (3) The book makes much of short descriptions, called taglines, about a personality. I can see the high value it would have in self-descriptions. For some archetypes, the example taglines sounded great. For my own archetype, it sounded nonsensical. But the assessment report does provide several powerful nouns and adjectives you can use to create your own, which I did. All in all, I am glad I purchased this book and took the assessment simply for the gift of a different perspective and ideas for a tagline that can help me professionally. 56 of 62 people found the following review helpful. Delivers So Much More Than It Promises. Destined To Be a Classic. By MARK DIMASSIMO

Let's start with this. It's all true. Sally Hogshead really is an icon in the industry I'm also in - advertising - and she really did do all these things that she says she did. From the beginning of her career, she has been the wizard of fascination. Top of the heap. Unquestionable. She won the talent lottery, no doubt about it. But this book is not a "things I've learned in my fabulous career" sort of thing at all. Those are conversational and anecdotal, whereas underneath the sparkling surface of Hogshead's award-winning writing is a paragon of structure, science, and system. This isn't just a book -- it's a fully-formed system. It isn't just for reading, it's for using. It's not a story, it's a fascinating tool. What blows me away is the enormous value I get from every page of it. What boggles my mind is the amount of work -- thinking, researching, organizing, testing, proving, designing, optimizing -- that went into making this such a powerful system for understanding not only how the world sees you, but how the world sees your colleagues, friends, companies and brands, how to choose and build teams based on understanding the archetypes of each of the players, and what you can do to double down on your advantages and then do it again. This is Hogshead's masterwork, destined to be a classic. It's already been compared to Myers-Briggs and Maslow's Hierarchy and has already been shown to have significant advantages over other systems for understanding how the world sees us, how we see each other, and what that means for our lives, our teams, and brands. I find it extraordinary useful. I have it on my Kindle, but I also have a hard copy at the office and another one at home. We've been using the assessments and tools for a year. Everyone on my team has a copy -- and we just won AdAge Small Agency of the Year for the Northeast Region, so I guess it's already working! How The World Sees YOU is in the well-thumbed stack with other classics such as Good to Great, The Seven Habits

of Highly Effective People, and The E-Myth Revisited. And, right now, it's on top. I couldn't recommend this book more highly. You will get your money's worth, and much more.

Sally Hogshead believes the greatest value you can add is to become more of yourself. Hogshead rose to the top of the advertising profession in her early 20s, writing ads that fascinated millions of consumers. Over the course of her ad career, Sally won hundreds of awards for creativity, copywriting, and branding, and was one of the most awarded advertising copywriters right from start of career, including almost every major international advertising award. She frequently appears in national media including NBC's Today Show and the New York Times. Hogshead was recently inducted into the Speaker Hall of Fame, the industry's highest award for professional excellence. Her advertising work hangs in the Smithsonian Museum of American History. The science of fascination is based on Hogshead's decade of research with 250,000 participants, including dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.