

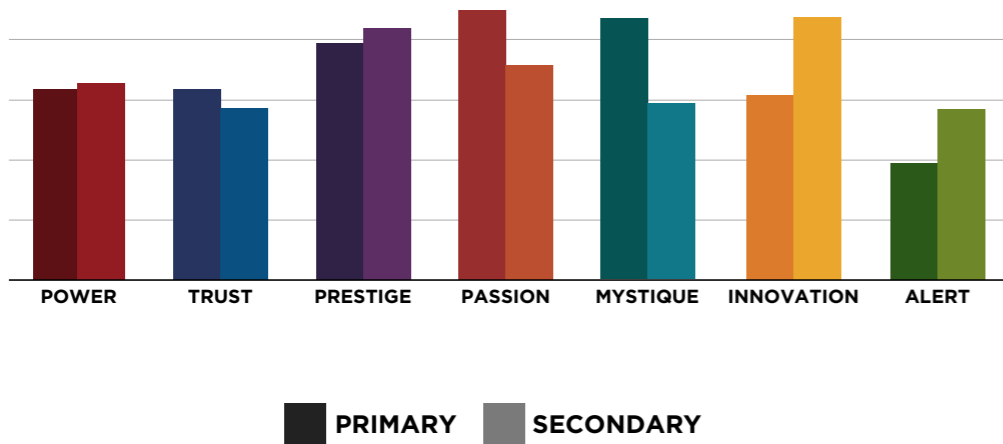
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
A+E NETWORKS ANNUAL SALES CONFERENCE ON 03/09/16

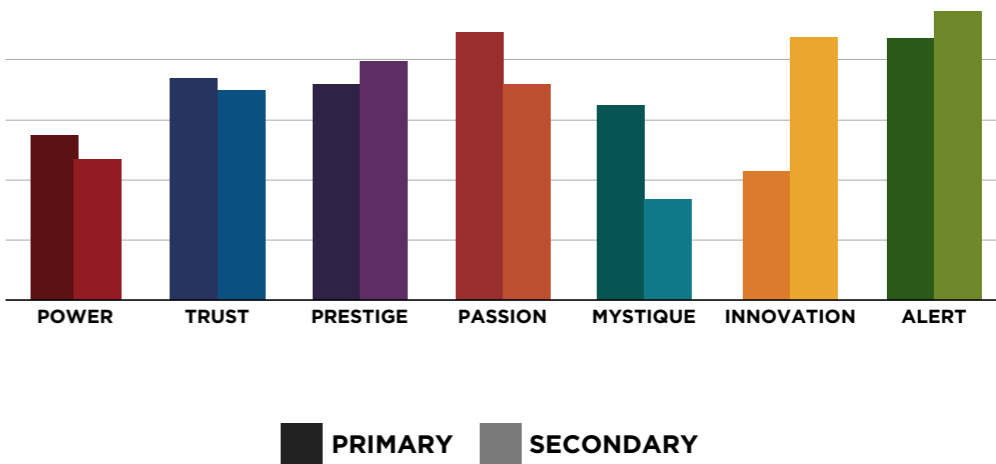


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST**



**A+E NETWORKS ANNUAL SALES CONFERENCE RESULTS OF THE FASCINATION ADVANTAGE TEST**



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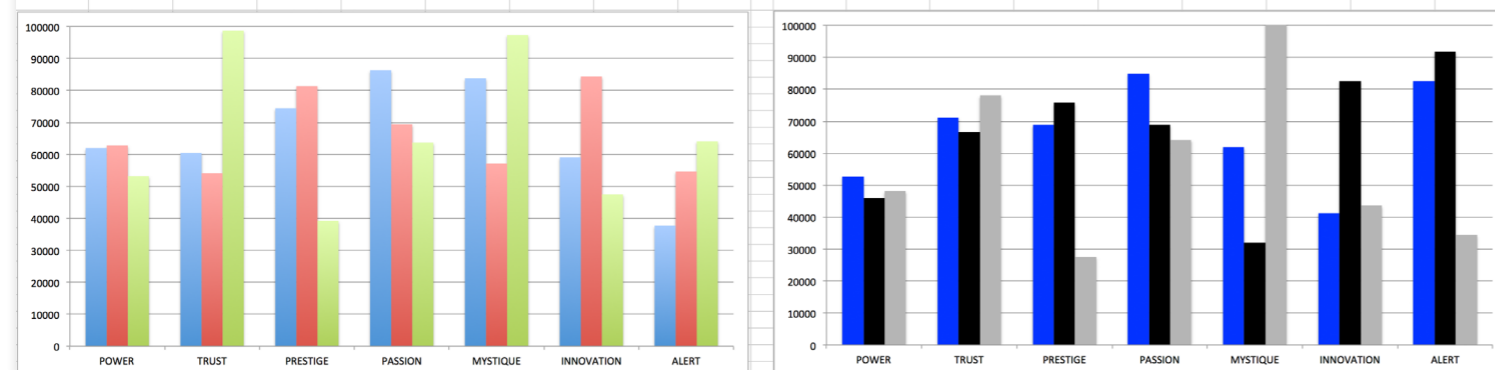
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	18	8.91%	INNOVATION	3	3	6	1	1	4
Alert	Trust	The Mediator	16	7.92%	PASSION	18	1	7	2	5	4
Trust	Alert	The Good Citizen	16	7.92%	POWER	3	3	7	4	3	3
Mystique	Alert	The Archer	10	4.95%	PRESTIGE	8	9	6	3	1	3
Prestige	Passion	The Connoisseur	9	4.46%	TRUST	1	4	4	4	2	16
Prestige	Innovation	The Avant-Garde	8	3.96%	MYSTIQUE	5	4	2	3	3	10
Alert	Passion	The Coordinator	7	3.47%	ALERT	1	7	4	6	16	2
Passion	Prestige	The Talent	7	3.47%							
Power	Prestige	The Maestro	7	3.47%							
Alert	Prestige	The Editor-in-Chief	6	2.97%	INNOVATION	1.5%	1.5%	3.0%	0.5%	0.5%	2.0%
Innovation	Prestige	The Trendsetter	6	2.97%	PASSION	8.9%	0.5%	3.5%	1.0%	2.5%	2.0%
Prestige	Power	The Victor	6	2.97%	POWER	1.5%	1.5%	3.5%	2.0%	1.5%	1.5%
Mystique	Innovation	The Secret Weapon	5	2.48%	PRESTIGE	4.0%	4.5%	3.0%	1.5%	0.5%	1.5%
Passion	Mystique	The Intrigue	5	2.48%	TRUST	0.5%	2.0%	2.0%	2.0%	1.0%	7.9%
Alert	Power	The Ace	4	1.98%	MYSTIQUE	2.5%	2.0%	1.0%	1.5%	1.5%	5.0%
Innovation	Alert	The Quick-Start	4	1.98%	ALERT	0.5%	3.5%	2.0%	3.0%	7.9%	1.0%
Mystique	Passion	The Subtle Touch	4	1.98%							
Passion	Alert	The Orchestrator	4	1.98%							
Power	Trust	The Guardian	4	1.98%							
Trust	Passion	The Authentic	4	1.98%							
Trust	Power	The Gravititas	4	1.98%							
Trust	Prestige	The Diplomat	4	1.98%							
Innovation	Passion	The Rockstar	3	1.49%							
Innovation	Power	The Maverick Leader	3	1.49%							
Mystique	Prestige	The Royal Guard	3	1.49%							
Mystique	Trust	The Wise Owl	3	1.49%							
Power	Alert	The Defender	3	1.49%							
Power	Innovation	The Change Agent	3	1.49%							
Power	Mystique	The Mastermind	3	1.49%							
Power	Passion	The Ringleader	3	1.49%							

As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION								AENETWORKS									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	61987	60496	74457	86321	83792	59064	37724	463841	Primary	23	31	30	37	27	18	36	202
Secondary	62803	54106	81359	69399	57131	84384	54659	463841	Secondary	20	29	33	30	14	36	40	202
Dormant	53221	98715	39220	63675	97374	47497	64139	463841	Dormant	21	34	12	28	73	19	15	202

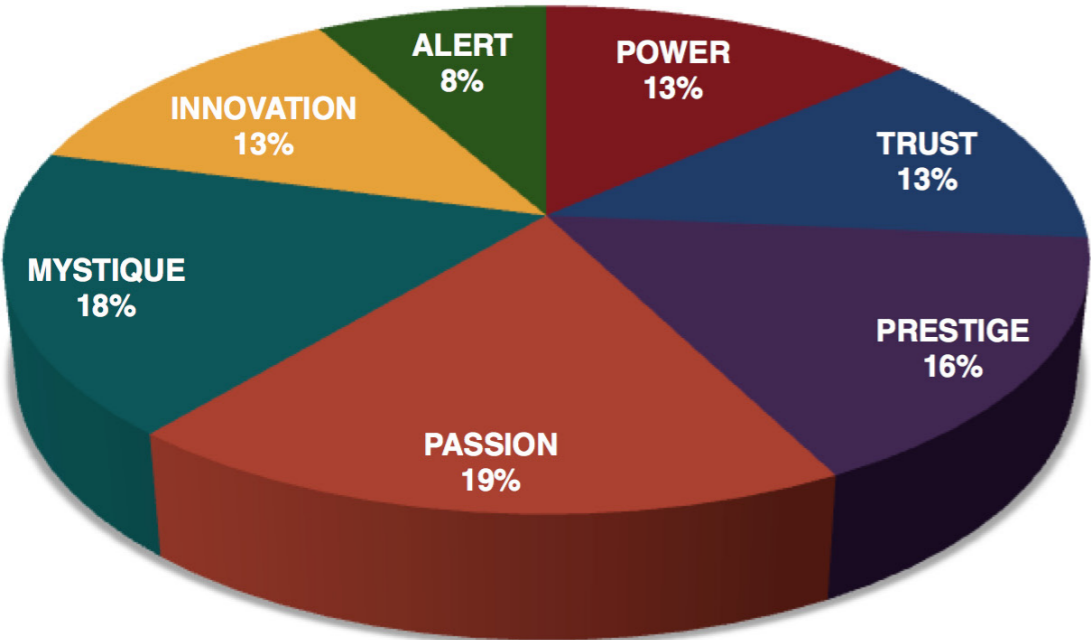
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.4%	13.0%	16.1%	18.6%	18.1%	12.7%	8.1%	100.0%
Secondary	13.5%	11.7%	17.5%	15.0%	12.3%	18.2%	11.8%	100.0%
Dormant	11.5%	21.3%	8.5%	13.7%	21.0%	10.2%	13.8%	100.0%



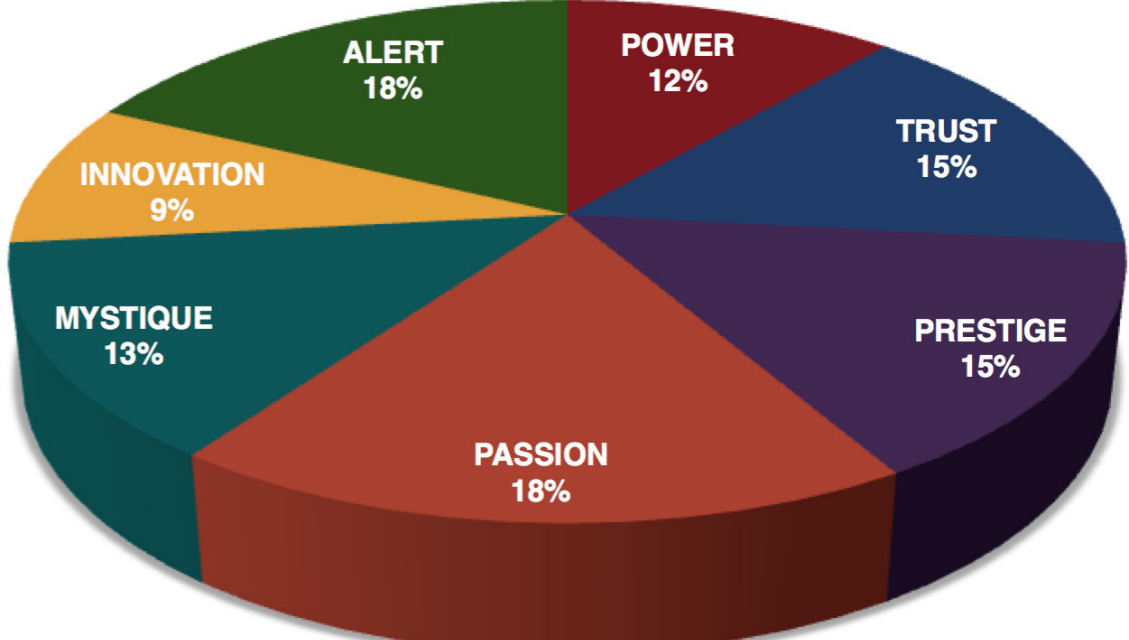
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**A+E NETWORKS RESULTS FROM THE FASCINATION ADVANTAGE TEST**



# WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

## THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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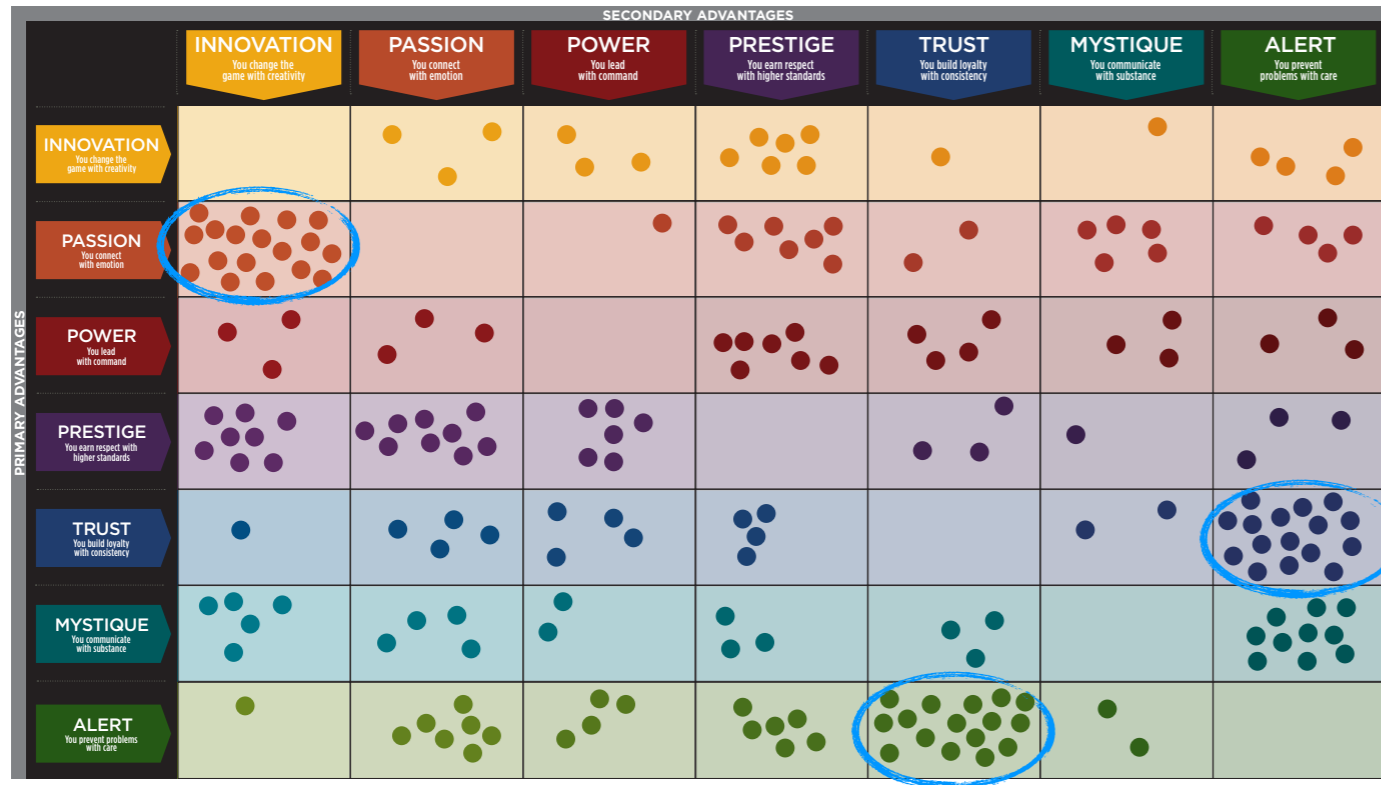
### SECONDARY FASCINATION ADVANTAGE®

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> You change the game with creativity	<b>THE ANARCHY</b> Volatile • Startling Chaotic	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> Cutting-Edge • Elite Progressive	<b>THE ARTISAN</b> Deliberate • Thoughtful Flexible	<b>THE PROVOCATEUR</b> Clever • Adept Contemporary	<b>THE QUICK-START</b> Prolific • Thorough Diligent
<b>PASSION</b> You connect with emotion	<b>THE CATALYST</b> Out-of-the-Box • Social Energizing	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE PEOPLE'S CHAMPION</b> Dynamic • Inclusive Engaging	<b>THE TALENT</b> Expressive • Stylish Emotionally-Intelligent	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Discerning • Perceptive Considerate	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Efficient
<b>POWER</b> You lead with command	<b>THE CHANGE AGENT</b> Inventive • Untraditional Self-Propelled	<b>THE RINGLEADER</b> Motivating • Spirited Compelling	<b>THE AGGRESSOR</b> Dominant • Overbearing Dogmatic	<b>THE MAESTRO</b> Ambitious • Focused Confident	<b>THE GUARDIAN</b> Prominent • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE DEFENDER</b> Proactive • Cautionary Strong-Willed
<b>PRESTIGE</b> You earn respect with higher standards	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> Insightful • Distinguished In-the-Know	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE IMPERIAL</b> Arrogant • Cold Superior	<b>THE BLUE CHIP</b> Classic • Established Best-In-Class	<b>THE ARCHITECT</b> Skillful • Restrained Polished	<b>THE SCHOLAR</b> Intellectual • Disciplined Systematic
<b>TRUST</b> You build loyalty with consistency	<b>THE EVOLUTIONARY</b> Curious • Adaptable Open-Minded	<b>THE AUTHENTIC</b> Approachable • Dependable Trustworthy	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE DIPLOMAT</b> Levelheaded • Subtle Capable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE ANCHOR</b> Protective • Purposeful Analytical	<b>THE GOOD CITIZEN</b> Principled • Prepared Conscientious
<b>MYSTIQUE</b> You communicate with substance	<b>THE SECRET WEAPON</b> Nimble • Unassuming Independent	<b>THE SUBTLE TOUCH</b> Tactful • Self-Sufficient Mindful	<b>THE VEILED STRENGTH</b> Realistic • Intentional To-the-Point	<b>THE ROYAL GUARD</b> Elegant • Astute Discreet	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Unemotional • Introverted Concentrated	<b>THE ARCHER</b> On-Target • Reasoned Pragmatic
<b>ALERT</b> You prevent problems with care	<b>THE COMPOSER</b> Strategic • Fine-Tuned Judicious	<b>THE COORDINATOR</b> Constructive • Organized Practical	<b>THE ACE</b> Decisive • Tireless Forthright	<b>THE EDITOR-IN-CHIEF</b> Productive • Skilled Detailed	<b>THE MEDIATOR</b> Steadfast • Composed Structured	<b>THE DETECTIVE</b> Clear-Cut • Accurate Meticulous	<b>THE CONTROL FREAK</b> Compulsive • Driven Exacting

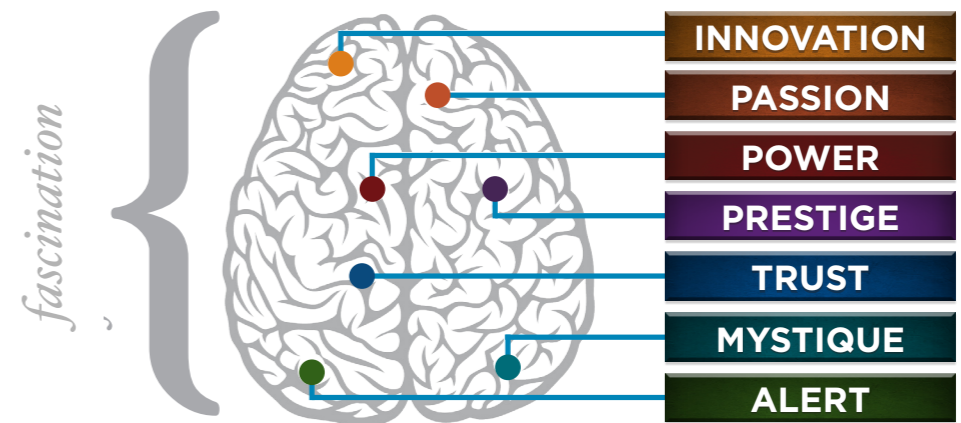
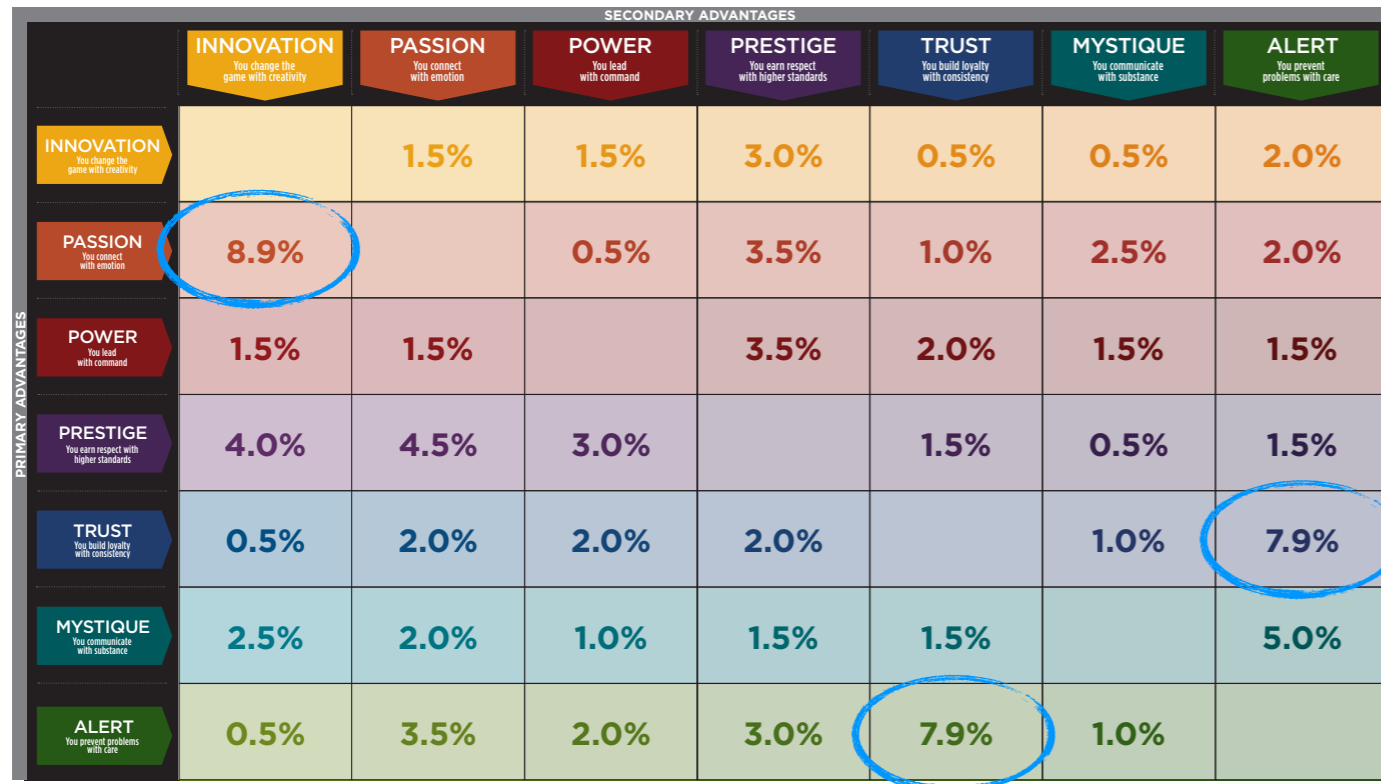
PRIMARY FASCINATION ADVANTAGE®

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

This diagram shows the concentration of Personality Archetypes of the organization.



This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.





# BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

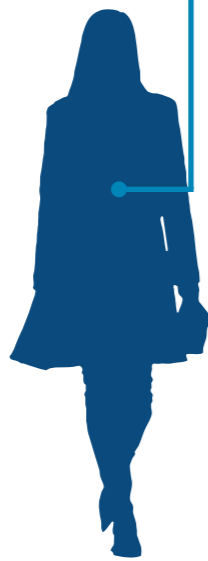
YOU ARE **22.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **24.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **11.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **4.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **18.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **24.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **103.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed

## 7 WAYS HIGH-PERFORMERS ADD VALUE

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**INNOVATION**

CREATIVE PROBLEM-SOLVER

**PASSION**

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

**POWER**

A LEADER WHO MAKES DECISIONS

**PRESTIGE**

OVERACHIEVER WITH  
HIGH STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT  
BEHIND THE SCENES

**ALERT**

PRECISE DETAIL MANAGER



# ONE-HOUR PERSONAL BRAND™ KIT

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The One-Hour Personal Brand kit will walk you through the steps to create a personal brand strategy and instantly refresh your LinkedIn profile.

## The One-Hour Personal Brand Kit includes:

- Sharpen your marketing copy
- Stand out from the competition
- Ace the job interview
- Win new business
- Maximize your online presence

This kit includes a 30-minute video lesson from top branding expert, Sally Hogshead, and a step-by-step, interactive workbook companion.