

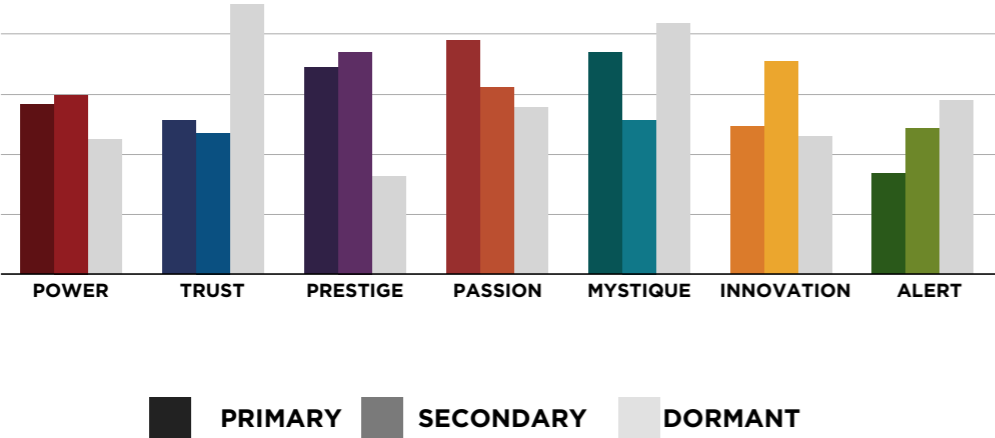
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
ASSOCIATION OF FRATERNITY/SORORITY ADVISORS ON 12/03/14

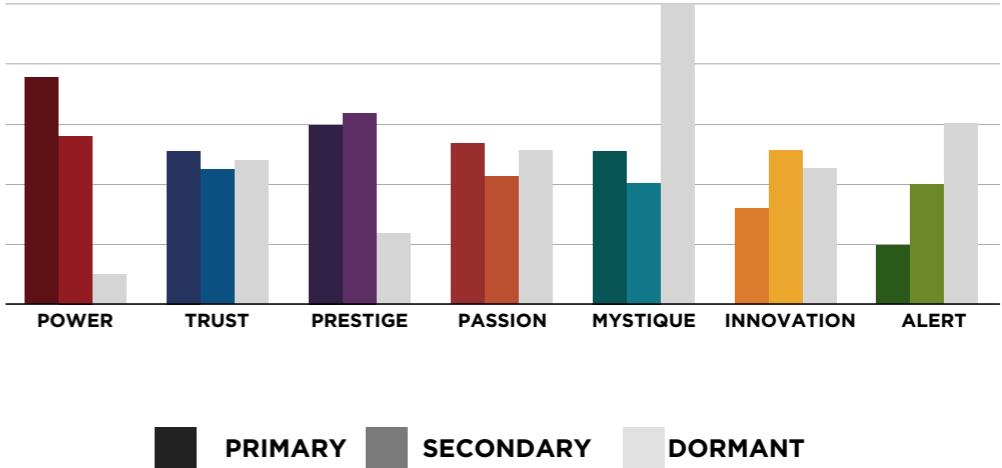


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 500,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



ASSOCIATION OF FRATERNITY/SORORITY ADVISORS RESULTS OF THE FASCINATION ADVANTAGE TEST

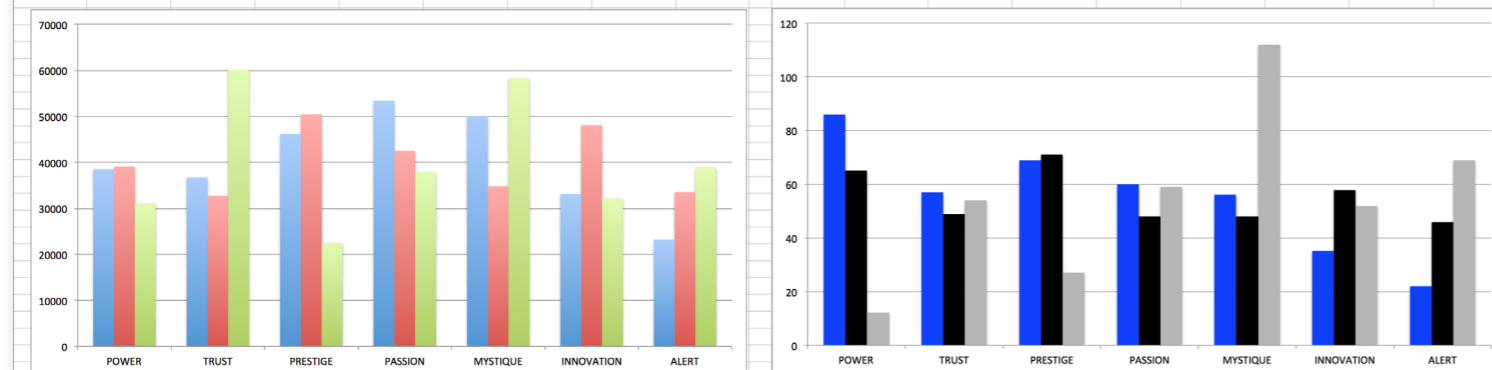


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 500,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	35	9.09%	INNOVATION	8	12	6	4	4	5
Power	Trust	The Guardian	22	5.71%	PASSION	21	12	4	4	12	7
Passion	Innovation	The Catalyst	21	5.45%	POWER	9	11	35	22	5	4
Prestige	Power	The Victor	18	4.68%	PRESTIGE	12	13	18	4	14	8
Mystique	Trust	The Wise Owl	14	3.64%	TRUST	4	8	9	12	11	13
Prestige	Mystique	The Architect	14	3.64%	MYSTIQUE	10	5	7	11	14	9
Prestige	Passion	The Connoisseur	13	3.38%	ALERT	2	3	7	3	5	2
Trust	Alert	The Good Citizen	13	3.38%							
Innovation	Power	The Maverick Leader	12	3.12%	INNOVATION	2.1%	3.1%	1.6%	1.0%	1.0%	1.3%
Passion	Mystique	The Intrigue	12	3.12%	PASSION	5.5%	3.1%	1.0%	1.0%	3.1%	1.8%
Passion	Power	The Peoples Champion	12	3.12%	POWER	2.3%	2.9%	9.1%	5.7%	1.3%	1.0%
Prestige	Innovation	The Avant-Garde	12	3.12%	PRESTIGE	3.1%	3.4%	4.7%	1.0%	3.6%	2.1%
Trust	Prestige	The Diplomat	12	3.12%	TRUST	1.0%	2.1%	2.3%	3.1%	2.9%	3.4%
Mystique	Prestige	The Royal Guard	11	2.86%	MYSTIQUE	2.6%	1.3%	1.8%	2.9%	3.6%	2.3%
Power	Passion	The Ringleader	11	2.86%	ALERT	0.5%	0.8%	1.8%	0.8%	1.3%	0.5%
Trust	Mystique	The Anchor	11	2.86%							
Mystique	Innovation	The Secret Weapon	10	2.60%							
Mystique	Alert	The Archer	9	2.34%							
Power	Innovation	The Change Agent	9	2.34%							
Trust	Power	The Gravitas	9	2.34%							
Innovation	Passion	The Rockstar	8	2.08%							
Prestige	Alert	The Scholar	8	2.08%							
Trust	Passion	The Authentic	8	2.08%							
Alert	Power	The Ace	7	1.82%							
Mystique	Power	The Veiled Strength	7	1.82%							

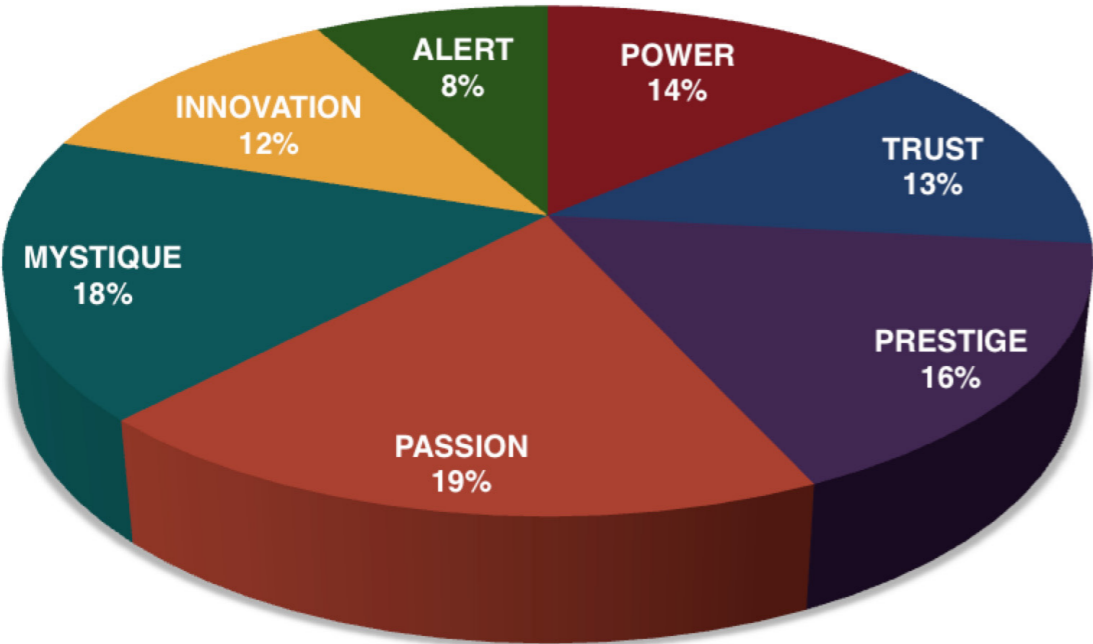
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									Association of Fraternity/Sorority Advisors								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	38523	36748	46183	53391	50083	33097	23223	281248	Primary	86	57	69	60	56	35	22	385
Secondary	39120	32728	50449	42510	34793	48095	33553	281248	Secondary	65	49	71	48	48	58	46	385
Dormant	31171	60115	22533	37932	58318	32185	38994	281248	Dormant	12	54	27	59	112	52	69	385

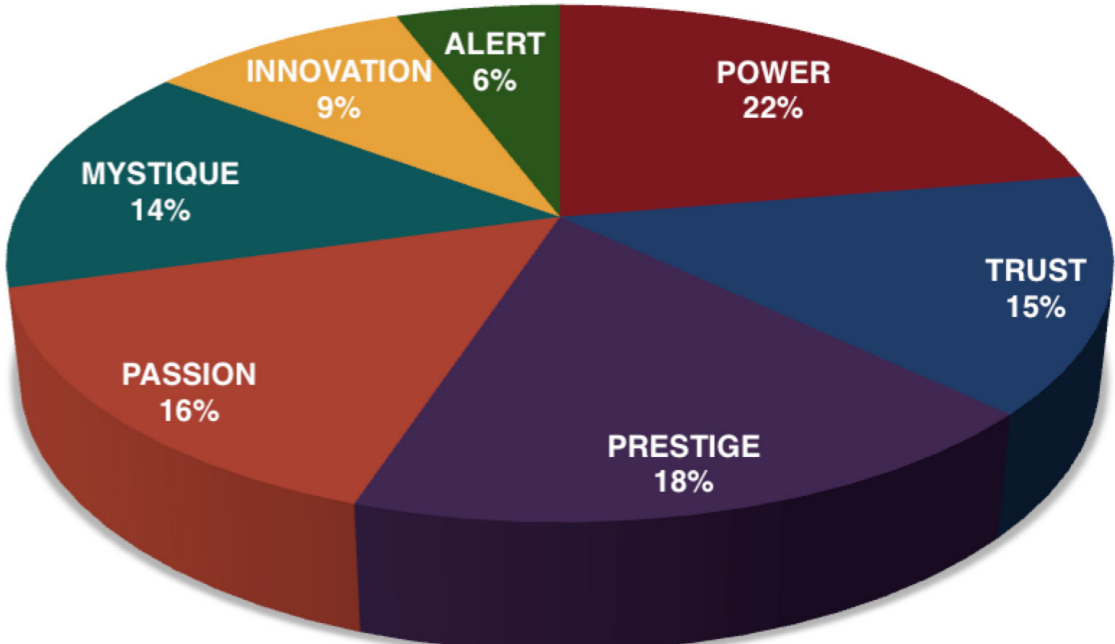


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 500,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



ASSOCIATION OF FRATERNITY/ SORORITY ADVISORS RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

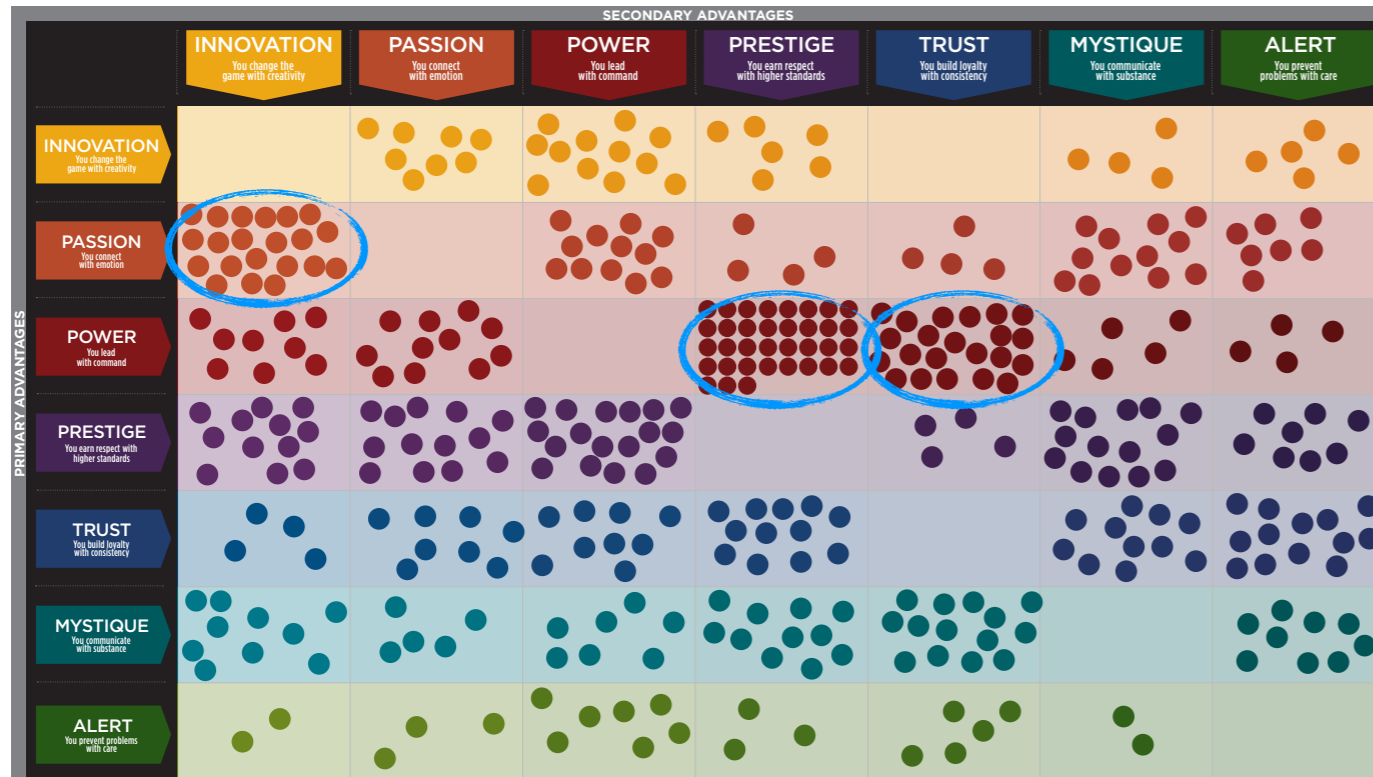
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
 © 2014 HOW TO FASCINATE. ALL RIGHTS RESERVED.

SECONDARY FASCINATION ADVANTAGE®

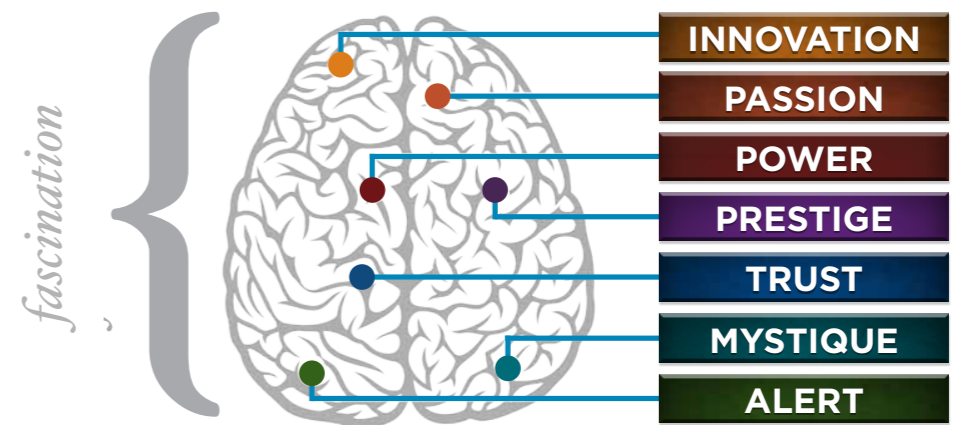
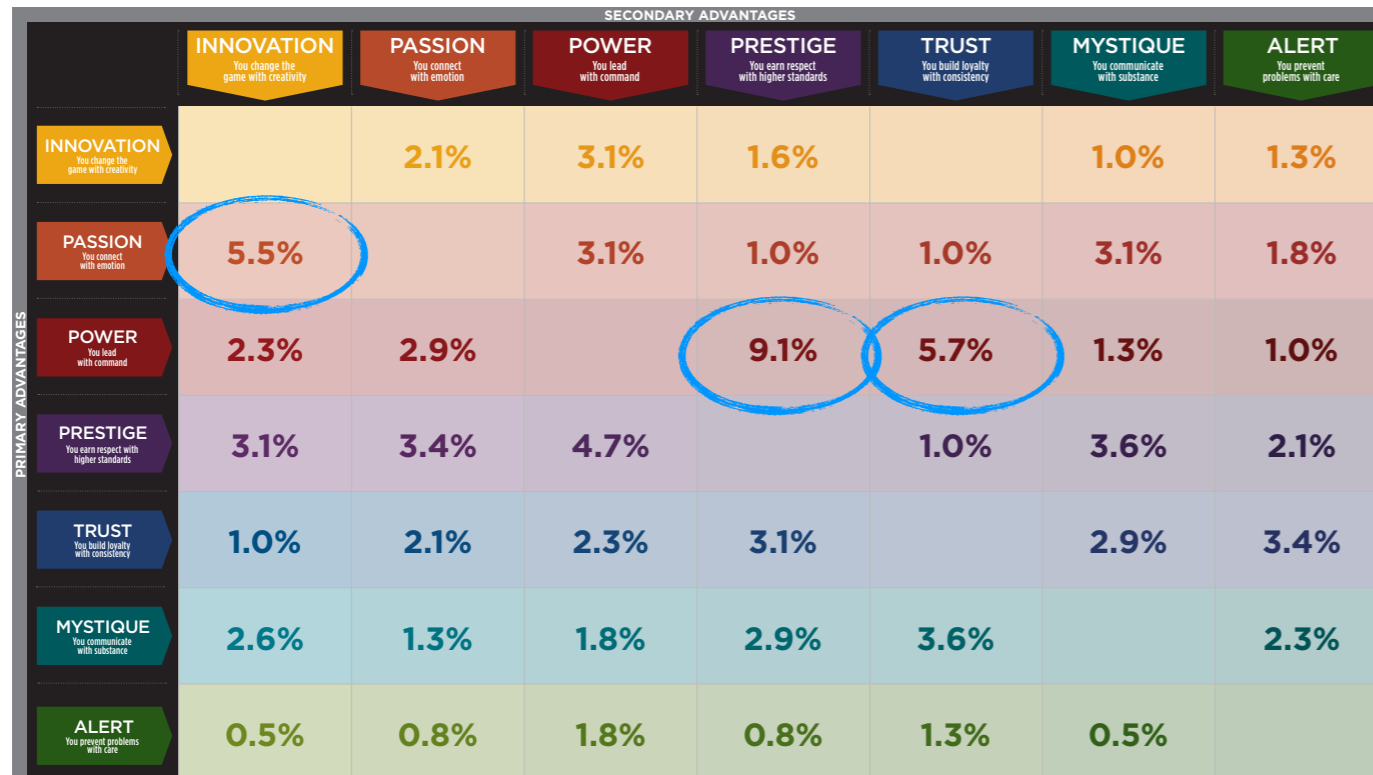
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	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
PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	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
POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
MYSTIQUE You communicate with substance	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 DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
ALERT You prevent problems with care	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	THE CONTROL FREAK Compulsive • Driven Exacting

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



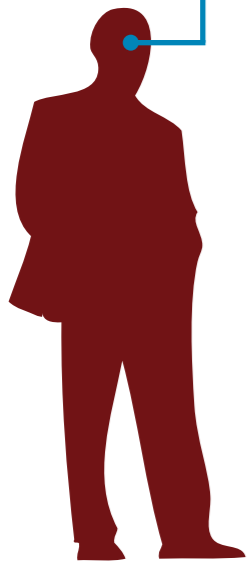
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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 **52.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **19.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **18.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **11.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **23.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **34.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

7 WAYS HIGH-PERFORMERS ADD VALUE

INNOVATION

CREATIVE PROBLEM-SOLVER

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

POWER

A LEADER WHO MAKES DECISIONS

PRESTIGE

OVERACHIEVER WITH
HIGHER STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

INTRODUCING THE BEST TEAM EVER KIT

BEST TEAM EVER IS A FAST, FUN TRAINING KIT FOR TEAMS TO IMPROVE COMMUNICATION IMMEDIATELY.

Best Team Ever offers a collection of our most popular tools and activities to improve team communication.

In less than an hour, your team will be talking, connecting, and learning.

We're releasing this special edition so that you can get started right away, now, before the holidays.

This kit will give your team the tools to:

- Appreciate their own unique advantages, and those of their team
- Understand each person's differences
- See how their communication is perceived by others
- Decrease personality conflict and stress
- Have more productive meetings

It's just \$199 for 20 team members.

DISCOVER THE HIGHEST VALUE OF EVERYONE IN YOUR GROUP!

YOUR FASCINATION ADVANTAGE® REPORT
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE CATALYST
PASSION + INNOVATION

BEST VALUE™ OF THE CATALYST
Opportunities you have to create change, the more others benefit from your distinct value.
By Passion Advantage, you are most likely to contribute when emotionally
the energy in a room, and resist feeling shut off from the heart of the action.
ally shine in the spotlight, so you frequently seek personality-oriented careers

GETTING STARTED
INSIDE YOUR FASCINATION ADVANTAGE® REPORT?
If you know your Advantages, no one else will know them, either. This report will describe you
most likely to impress and influence others, so that you can focus on what you're already

BOOK:
summary of how the world sees you at your best
At-a-Glance
Your Archetype
Your Top 5 Specialty Adjectives
► Words to describe how you add value
► Potential personality pitfalls

UNDERSTANDING:

THE 49 PERSONALITY ARCHETYPES

INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
THE ANARCHY	THE ROCKSTAR	THE MESSYBOY LEADER	THE TRENDSSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CATALYST	THE DRAMA	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR
THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
THE ADVANTAGE CONNOISSEUR	THE VICTOR	THE HIPERICAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR	

HOW THE WORLD SEES YOU
» You make a vibrant first impression and you're valued for your enthusiastic approach and ability to generate ideas
» Buoyant and social situations and r
» You speak with expressive gestu
» You know how to You're named " add value by sta

WHAT IS NOT THE "HIGHEST AND BEST VALUE" OF THE CATALYST?
» You are a creative spirit. You often dislike repetitive, linear tasks. If forced to adhere to a rigid set of rules, you can become bored and distracted.
» With a secondary Innovation Advantage, you excel when allowed to imagine.
» You are an out-of-the-box thinker and you often ignore "the box" entirely.
» You should be free for work that demands untraditional thinking.

ORDER THE BEST TEAM EVER KIT NOW