

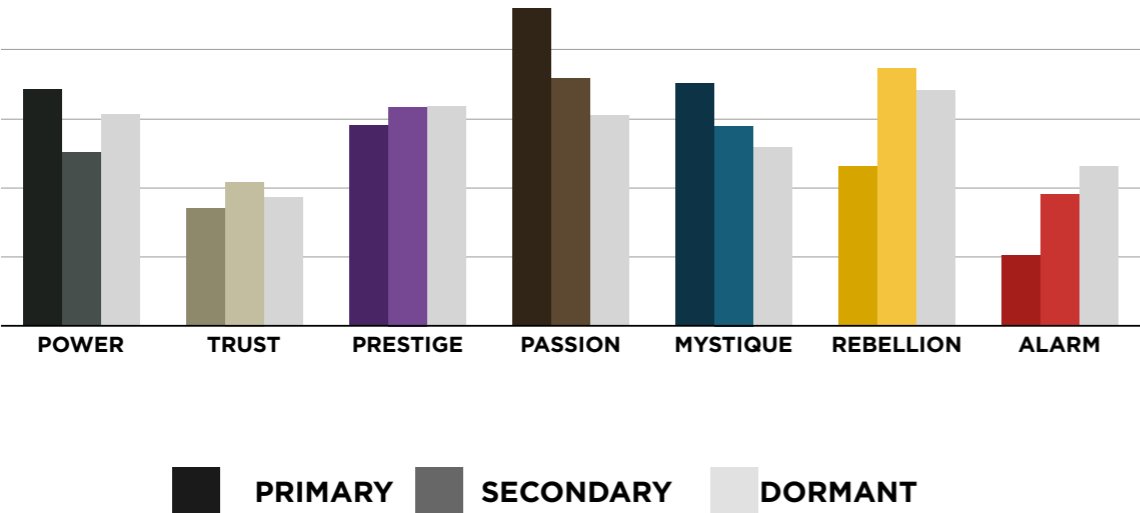
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
THE AMERICAN GEM SOCIETY ON 04/26/13

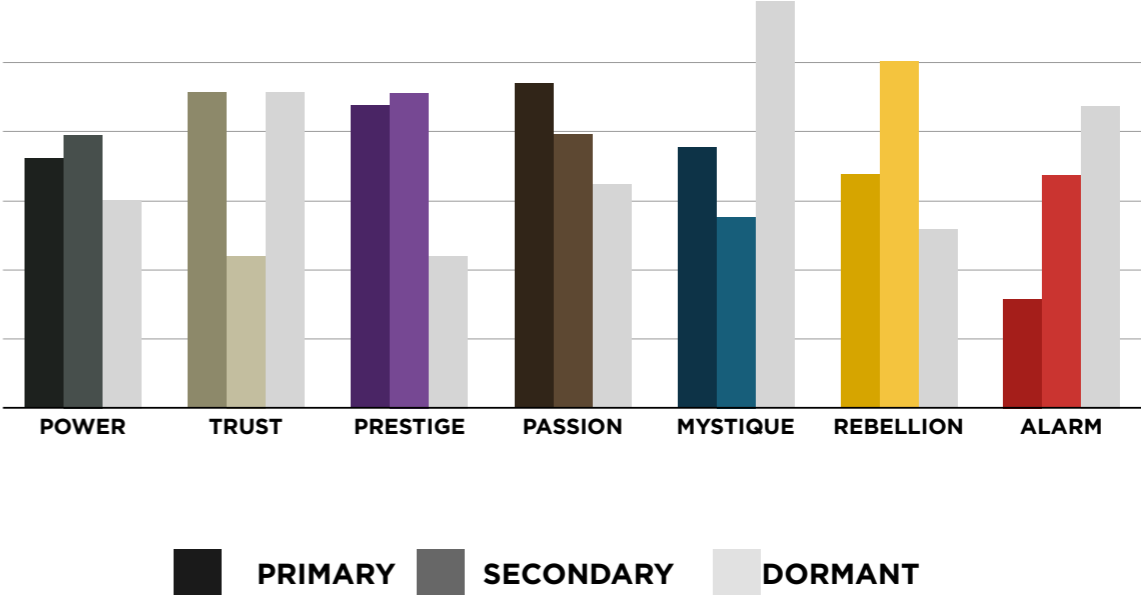


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



AMERICAN GEM SOCIETY RESULTS OF THE FASCINATION ADVANTAGE TEST

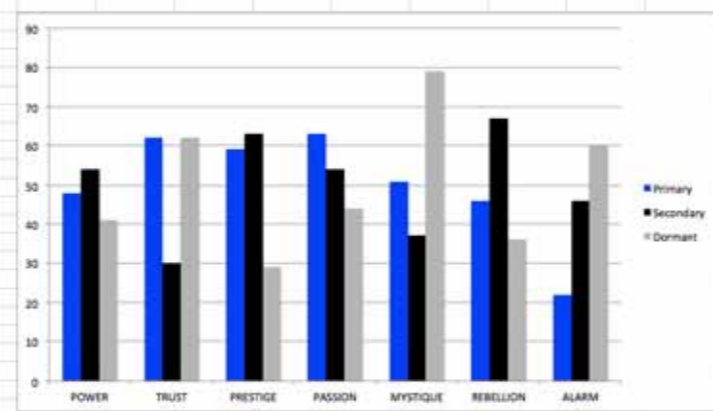
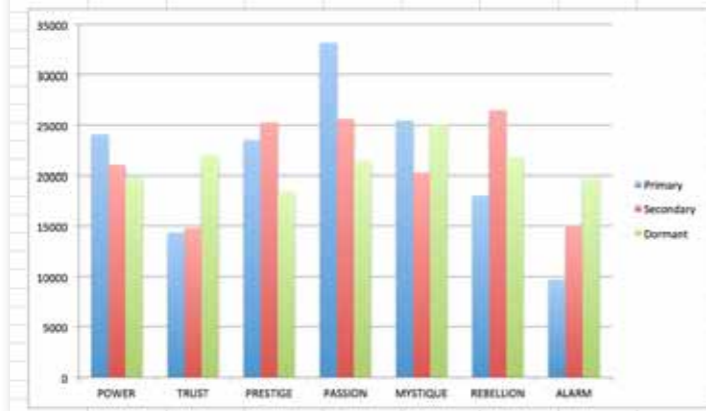


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	27	7.69%	PASSION		3	9	10	11	7	23
Passion	Rebellion	The Catalyst	23	6.55%	TRUST	11		13	10	5	18	5
Trust	Alarm	The Good Citizen	18	5.13%	MYSTIQUE	5	6		4	11	7	18
Mystique	Rebellion	The Secret Weapon	18	5.13%	PRESTIGE	13	2	9		15	5	15
Prestige	Rebellion	The Avant-Garde	15	4.27%	POWER	8	5	2	27		1	5
Prestige	Power	The Victor	15	4.27%	ALARM	3	9	1	3	5		1
Rebellion	Passion	The Rockstar	14	3.99%	REBELLION	14	5	3	9	7	8	
Prestige	Passion	The Connoisseur	13	3.70%								
Trust	Mystique	The Vault	13	3.70%								
Passion	Power	The Advocate	11	3.13%		PASSION						
Trust	Passion	The Authentic	11	3.13%	PASSION		0.9%	2.6%	2.8%	3.1%	2.0%	6.6%
Mystique	Power	The Veiled Strength	11	3.13%	TRUST	3.1%		3.7%	2.8%	1.4%	5.1%	1.4%
Trust	Prestige	The Diplomat	10	2.85%	MYSTIQUE	1.4%	1.7%		1.1%	3.1%	2.0%	5.1%
Passion	Prestige	The Talent	10	2.85%	PRESTIGE	3.7%	0.6%	2.6%		4.3%	1.4%	4.3%
Prestige	Mystique	The Architect	9	2.56%	POWER	2.3%	1.4%	0.6%	7.7%		0.3%	1.4%
Passion	Mystique	The Intrigue	9	2.56%	ALARM	0.9%	2.6%	0.3%	0.9%	1.4%		0.3%
Alarm	Trust	The Sustainer	9	2.56%	REBELLION	4.0%	1.4%	0.9%	2.6%	2.0%	2.3%	
Rebellion	Prestige	The Trendsetter	9	2.56%								
Rebellion	Alarm	The Quick-Start	8	2.28%								
Power	Passion	The Ringleader	8	2.28%								
Mystique	Alarm	The Bullseye	7	1.99%								
Rebellion	Power	The Maverick Leader	7	1.99%								
Passion	Alarm	The Orchestrator	7	1.99%								
Mystique	Trust	The Wise Owl	6	1.71%								
Rebellion	Trust	The Artisan	5	1.42%								
Power	Rebellion	The Change Agent	5	1.42%								
Trust	Rebellion	The Evolutionary	5	1.42%								
Trust	Power	The Gravitas	5	1.42%								
Power	Trust	The Guardian	5	1.42%								
Prestige	Alarm	The Perfectionist	5	1.42%								

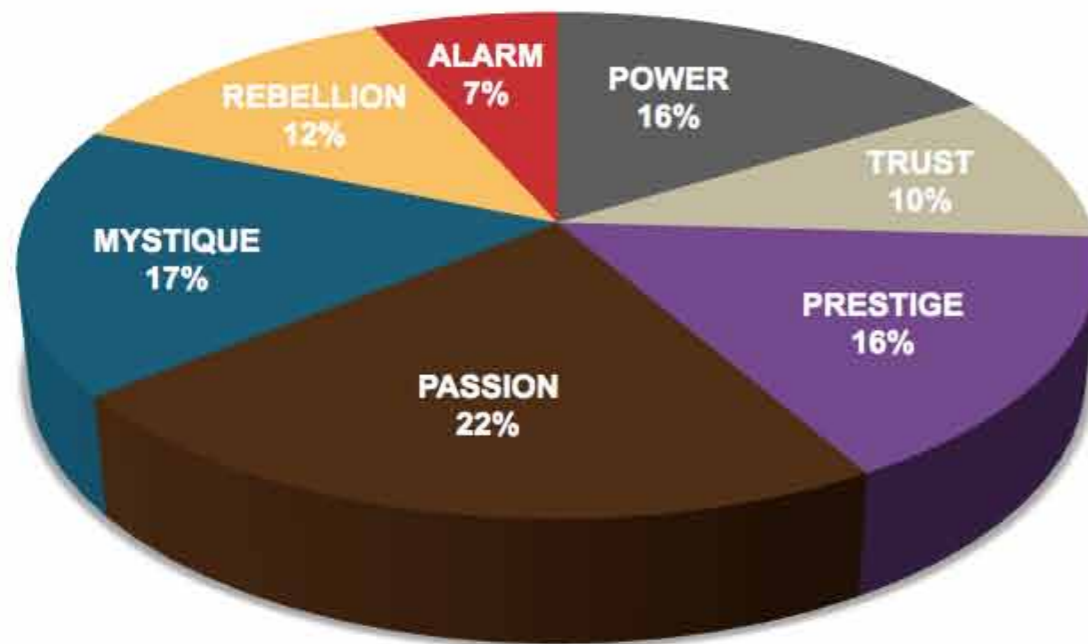
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									American Gem Society								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	24085	14340	23529	33175	25473	18060	9726	148388	Primary	48	62	59	63	51	46	22	351
Secondary	21039	14780	25288	25626	20243	26519	14893	148388	Secondary	54	30	63	54	37	67	46	351
Dormant	19862	21967	18471	21428	25097	21770	19793	148388	Dormant	41	62	29	44	79	36	60	351
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.2%	9.7%	15.9%	22.4%	17.2%	12.2%	6.6%	100.0%	Primary	13.7%	17.7%	16.8%	17.9%	14.5%	13.1%	6.3%	100.0%
Secondary	14.2%	10.0%	17.0%	17.3%	13.6%	17.9%	10.0%	100.0%	Secondary	15.4%	8.5%	17.9%	15.4%	10.5%	19.1%	13.1%	100.0%
Dormant	13.4%	14.8%	12.4%	14.4%	16.9%	14.7%	13.3%	100.0%	Dormant	11.7%	17.7%	8.3%	12.5%	22.5%	10.3%	17.1%	100.0%

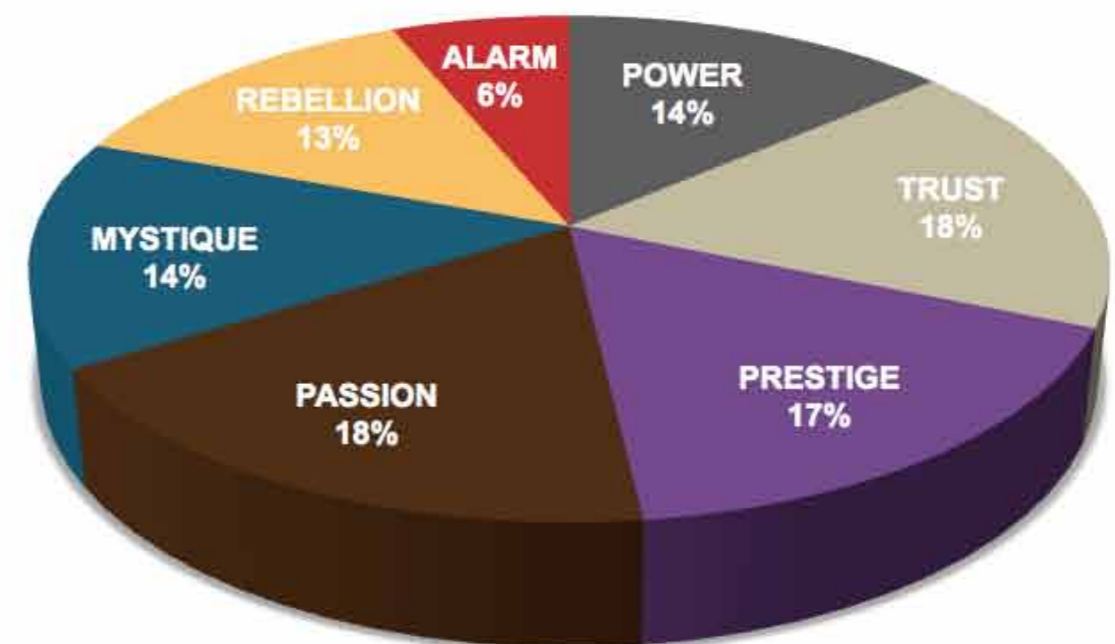


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



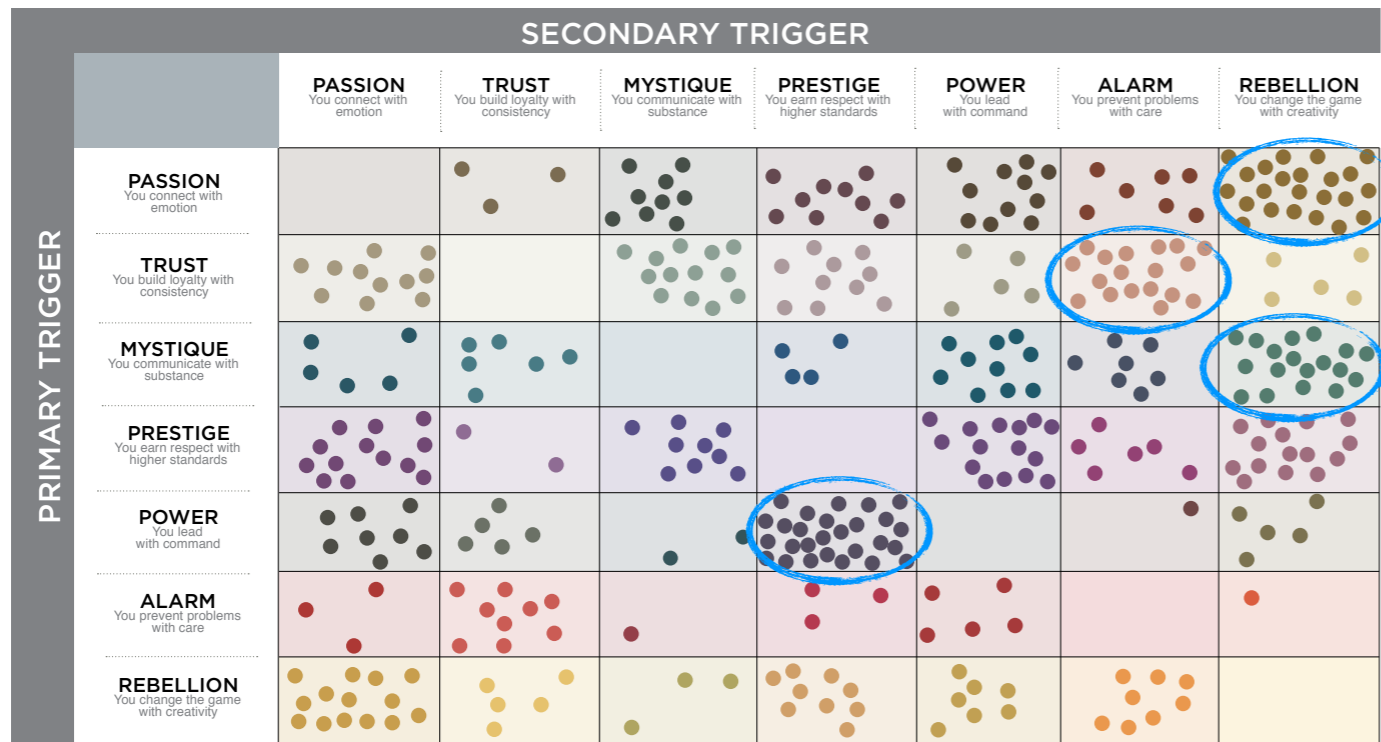
AMERICAN GEM SOCIETY RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless “Best-in-Class”	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

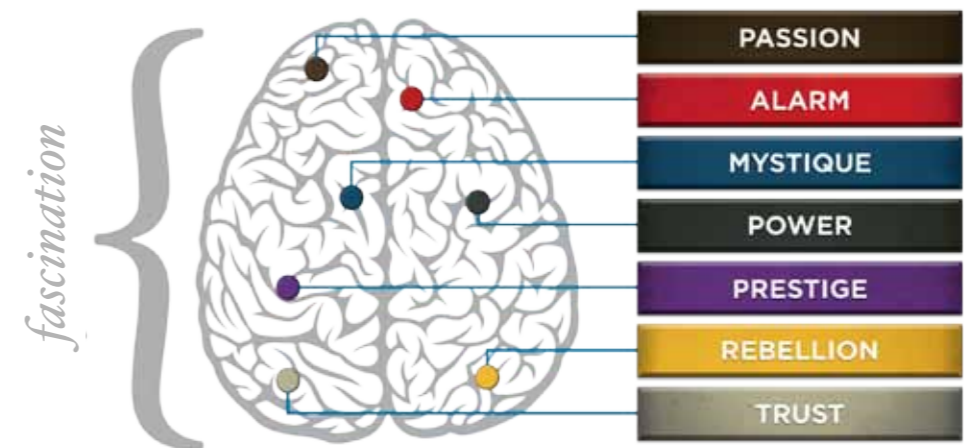
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

PRIMARY TRIGGER	SECONDARY TRIGGER						
	PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PASSION You connect with emotion		0.9%	2.6%	2.8%	3.1%	2.0%	6.6%
TRUST You build loyalty with consistency	3.1%		3.7%	2.8%	1.4%	5.1%	1.4%
MYSTIQUE You communicate with substance	1.4%	1.7%		1.1%	0.9%	2.0%	5.1%
PRESTIGE You earn respect with higher standards	3.7%	0.6%	2.6%		3.3%	1.4%	4.3%
POWER You lead with command	2.3%	1.4%	0.6%	7.7%		0.3%	1.4%
ALARM You prevent problems with care	0.9%	2.6%	0.3%	0.9%	2.9%		0.3%
REBELLION You change the game with creativity	4.0%	1.4%	0.9%	2.6%	2.7%	2.3%	

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



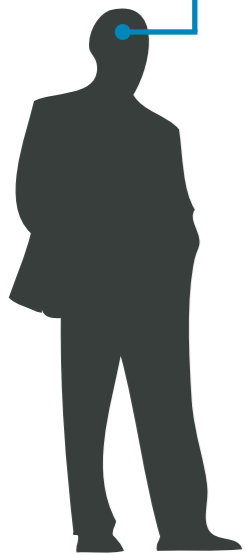
BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

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

7.69% OF YOU ARE
"THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRER
- » FOCUSED



POWER

Confident
Driven
Influential

YOU ARE **1.9%** LESS
LIKELY THAN THE
AVERAGE POPULATION
TO HAVE **PRESTIGE** AS
A PRIMARY TRIGGER



PRESTIGE

Ambitious
Discerning
Strong-Willed

YOU ARE **12.1%** LESS
LIKELY THAN THE
AVERAGE POPULATION
TO HAVE **MYSTIQUE** AS
A PRIMARY TRIGGER



MYSTIQUE

Understated
Complex
Deliberate

6.55% OF YOU ARE
"THE CATALYST"

PASSION + REBELLION

- » OUTGOING
- » EXPERIMENTAL
- » OUT-OF-THE-BOX



PASSION

Expressive
Intuitive
Impulsive

YOU ARE **29.5%** LESS
LIKELY THAN THE
AVERAGE POPULATION
TO HAVE **ALARM** AS A
PRIMARY TRIGGER



ALARM

Perfectionist
Reliable
Careful

YOU ARE **7.2%** MORE
LIKELY THAN THE
AVERAGE POPULATION
TO HAVE **REBELLION**
AS A PRIMARY TRIGGER



REBELLION

Innovative
Independent
Unpredictable

YOU ARE **86.9%** MORE
LIKELY THAN THE
AVERAGE POPULATION
TO HAVE **TRUST** AS A
PRIMARY TRIGGER



TRUST

Stable
Reliable
Comforting

HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

7 WAYS TO FASCINATE YOUR CUSTOMERS



7 WAYS TO FASCINATE YOUR CUSTOMERS

POWER

BE THE GEM AUTHORITY

PASSION

USE THE 5 SENSES

MYSTIQUE

FOCUS ON RATIONAL FACTS

PRESTIGE

RAISE PERCEIVED VALUE

ALARM

DEFINE A "LIMITER"

REBELLION

INTRODUCE CREATIVE IDEAS

TRUST

BUILD UPON TRADITIONS

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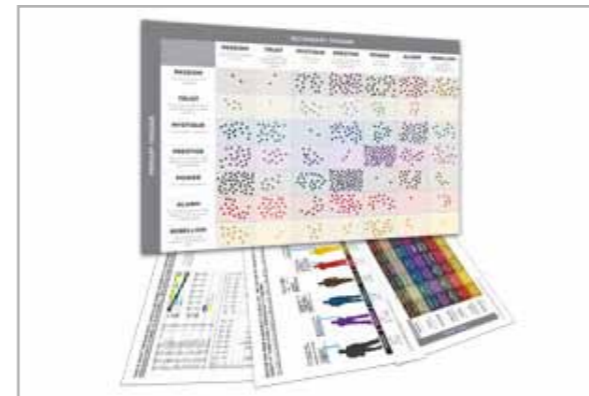
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