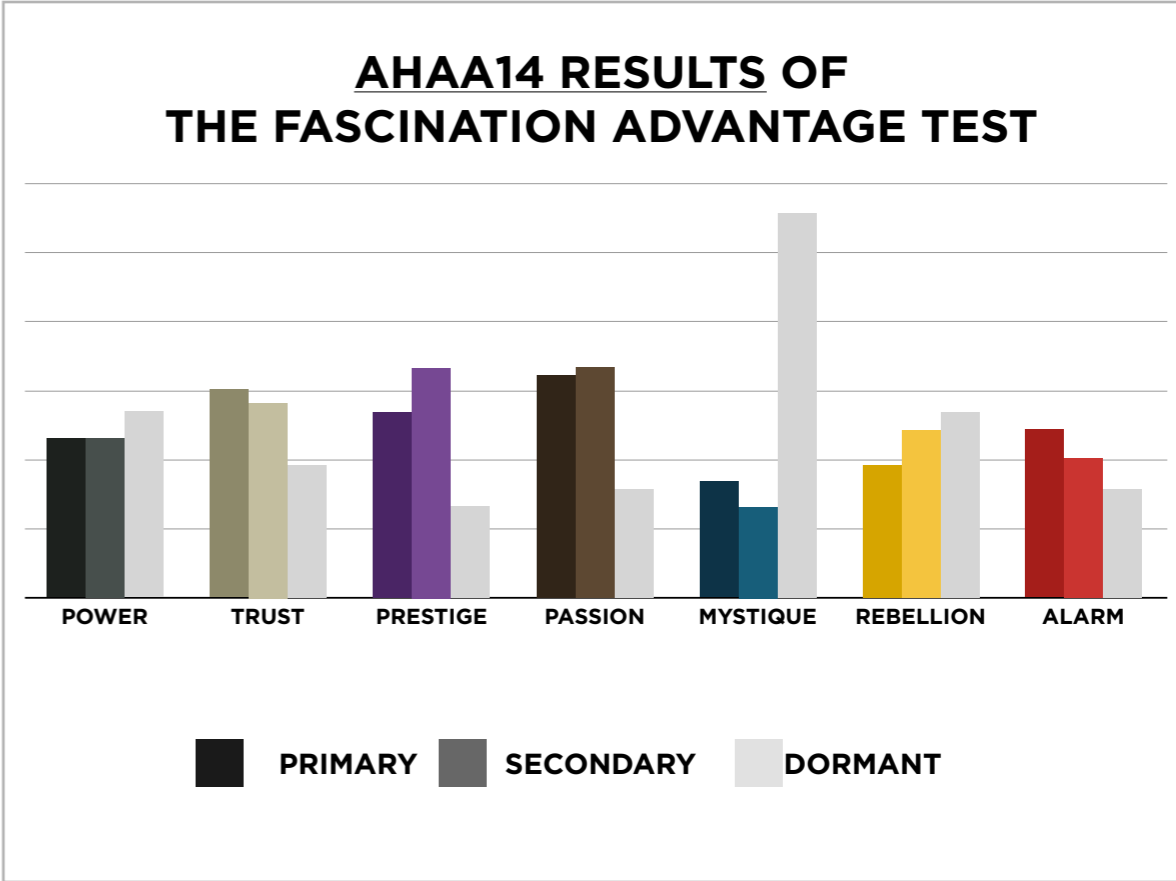
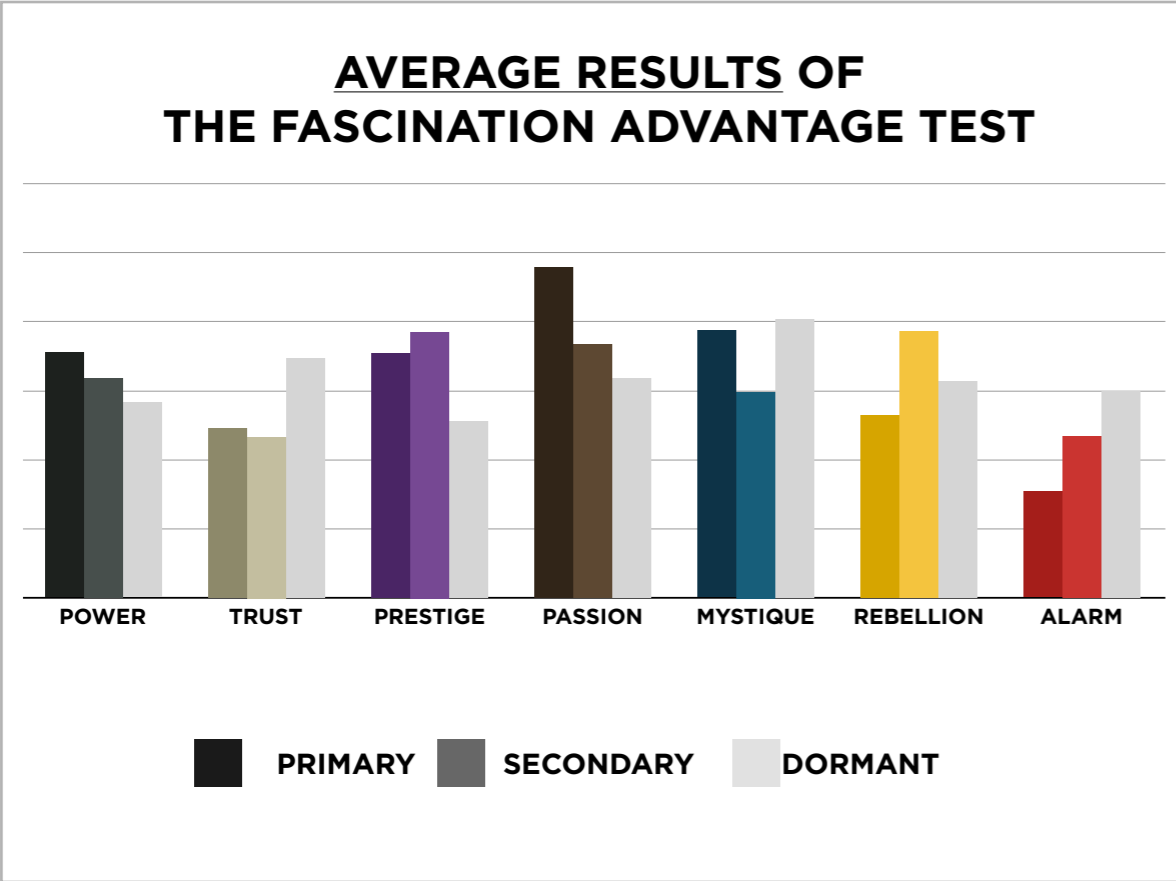


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
AMERICAN HEARING AID ASSOCIATION ON 02/20/14



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 200,000 PEOPLE.

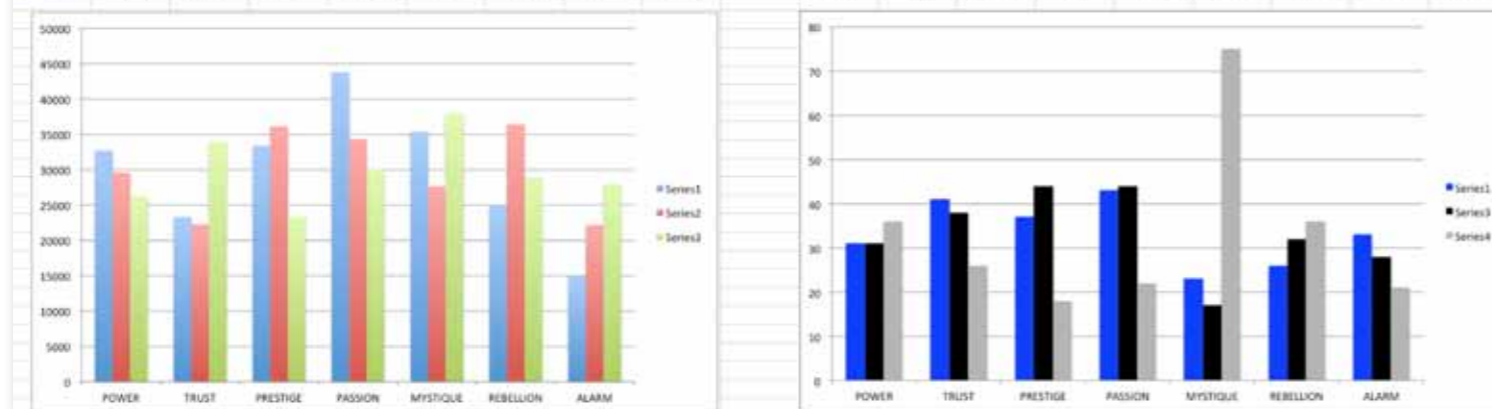


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

| Primary | Secondary | Archetype | Sum | Percentage | | PASSION | TRUST | MYSTIQUE | PRESTIGE | POWER | ALARM | REBELLION |
|-----------|-----------|---------------------|-----|------------|-----------|---------|-------|----------|----------|-------|-------|-----------|
| Alarm | Trust | The Sustainer | 17 | 7.26% | PASSION | | 7 | 7 | 4 | 6 | 2 | 17 |
| Passion | Rebellion | The Catalyst | 17 | 7.26% | TRUST | 7 | | 4 | 11 | 4 | 14 | 1 |
| Power | Prestige | The Maestro | 17 | 7.26% | MYSTIQUE | 4 | 5 | | 3 | 4 | 3 | 4 |
| Prestige | Passion | The Connoisseur | 16 | 6.84% | PRESTIGE | 16 | 2 | 4 | | 8 | 2 | 5 |
| Trust | Alarm | The Good Citizen | 14 | 5.98% | POWER | 2 | 6 | 1 | 17 | | 1 | 4 |
| Trust | Prestige | The Diplomat | 11 | 4.70% | ALARM | 8 | 17 | | 2 | 5 | | 1 |
| Alarm | Passion | The Coordinator | 8 | 3.42% | REBELLION | 7 | 2 | 1 | 7 | 4 | 6 | |
| Prestige | Power | The Victor | 8 | 3.42% | | | | | | | | |
| Passion | Mystique | The Intrigue | 7 | 2.99% | | PASSION | TRUST | MYSTIQUE | PRESTIGE | POWER | ALARM | REBELLION |
| Passion | Trust | The Beloved | 7 | 2.99% | PASSION | | 3.0% | 3.0% | 1.7% | 2.6% | 0.9% | 7.3% |
| Rebellion | Passion | The Rockstar | 7 | 2.99% | TRUST | 3.0% | | 1.7% | 4.7% | 1.7% | 6.0% | 0.4% |
| Rebellion | Prestige | The Trendsetter | 7 | 2.99% | MYSTIQUE | 1.7% | 2.1% | | 1.3% | 1.7% | 1.3% | 1.7% |
| Trust | Passion | The Authentic | 7 | 2.99% | PRESTIGE | 6.8% | 0.9% | 1.7% | | 3.4% | 0.9% | 2.1% |
| Passion | Power | The Advocate | 6 | 2.56% | POWER | 0.9% | 2.6% | 0.4% | 7.3% | | 0.4% | 1.7% |
| Power | Trust | The Guardian | 6 | 2.56% | ALARM | 3.4% | 7.3% | | 0.9% | 2.1% | | 0.4% |
| Rebellion | Alarm | The Quick-Start | 6 | 2.56% | REBELLION | 3.0% | 0.9% | 0.4% | 3.0% | 1.7% | 2.6% | |
| Alarm | Power | The Sheriff | 5 | 2.14% | | | | | | | | |
| Mystique | Trust | The Wise Owl | 5 | 2.14% | | | | | | | | |
| Prestige | Rebellion | The Avant-Garde | 5 | 2.14% | | | | | | | | |
| Mystique | Passion | The Subtle Touch | 4 | 1.71% | | | | | | | | |
| Mystique | Power | The Veiled Strength | 4 | 1.71% | | | | | | | | |
| Mystique | Rebellion | The Secret Weapon | 4 | 1.71% | | | | | | | | |
| Passion | Prestige | The Talent | 4 | 1.71% | | | | | | | | |
| Power | Rebellion | The Change Agent | 4 | 1.71% | | | | | | | | |
| Prestige | Mystique | The Architect | 4 | 1.71% | | | | | | | | |
| Rebellion | Power | The Maverick Leader | 4 | 1.71% | | | | | | | | |
| Trust | Mystique | The Vault | 4 | 1.71% | | | | | | | | |
| Trust | Power | The Gravitas | 4 | 1.71% | | | | | | | | |
| Mystique | Alarm | The Bullseye | 3 | 1.28% | | | | | | | | |
| Mystique | Prestige | The Royal Guard | 3 | 1.28% | | | | | | | | |

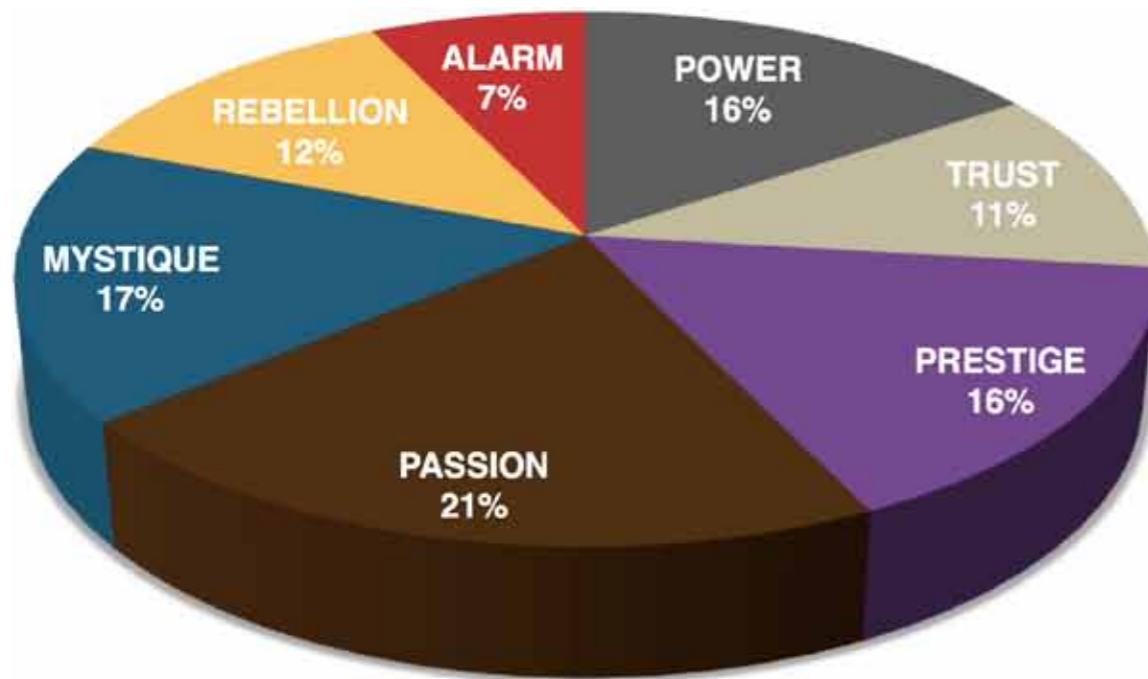
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

| AVERAGE POPULATION | | | | | | | | | AHAA14 | | | | | | | | |
|--------------------|-------|-------|----------|---------|----------|-----------|-------|--------|-----------|-------|-------|----------|---------|----------|-----------|-------|--------|
| | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | REBELLION | ALARM | Total | | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | REBELLION | ALARM | Total |
| Primary | 32732 | 23273 | 33369 | 43761 | 35336 | 25016 | 14894 | 208381 | Primary | 31 | 41 | 37 | 43 | 23 | 26 | 33 | 234 |
| Secondary | 29573 | 22238 | 36104 | 34301 | 27615 | 36399 | 22151 | 208381 | Secondary | 31 | 38 | 44 | 44 | 17 | 32 | 28 | 234 |
| Dormant | 26184 | 33943 | 23295 | 30122 | 37949 | 28910 | 27978 | 208381 | Dormant | 36 | 26 | 18 | 22 | 75 | 36 | 21 | 234 |
| | 15.7% | 11.2% | 16.0% | 21.0% | 17.0% | 12.0% | 7.1% | 100.0% | Primary | 13.2% | 17.5% | 15.8% | 18.4% | 9.8% | 11.1% | 14.1% | 100.0% |
| | 14.2% | 10.7% | 17.3% | 16.5% | 13.3% | 17.5% | 10.6% | 100.0% | Secondary | 13.2% | 16.2% | 18.8% | 18.8% | 7.3% | 13.7% | 12.0% | 100.0% |
| | 12.6% | 16.3% | 11.2% | 14.5% | 18.2% | 13.9% | 13.4% | 100.0% | Dormant | 15.4% | 11.1% | 7.7% | 9.4% | 32.1% | 15.4% | 9.0% | 100.0% |

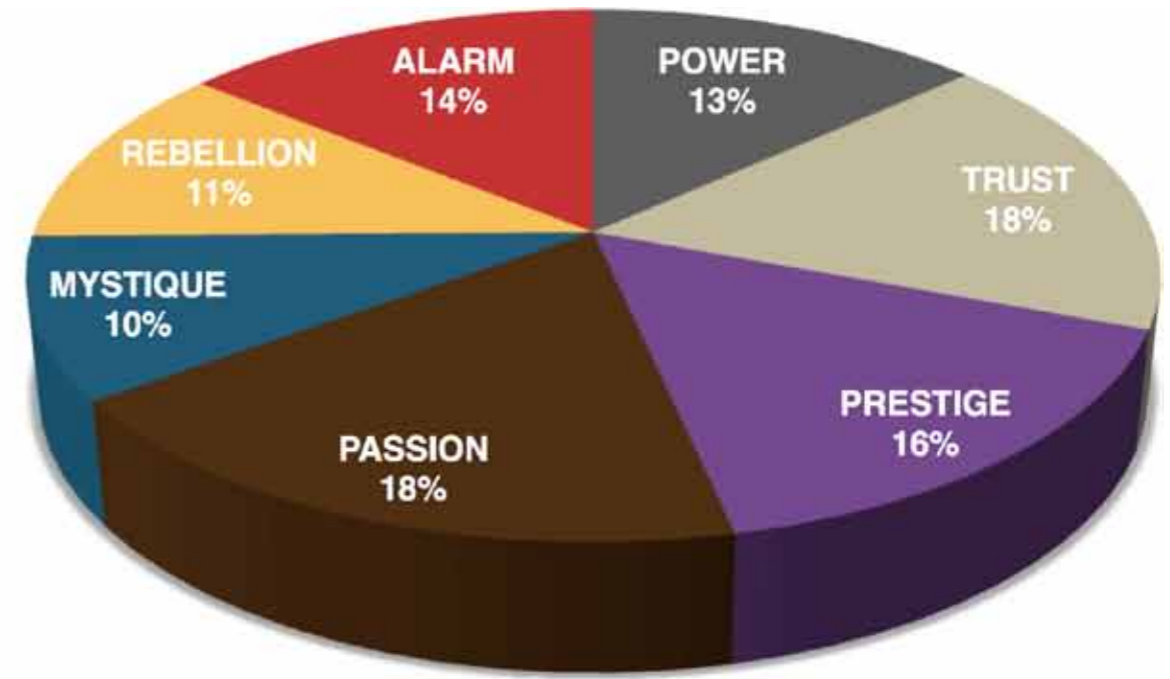


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



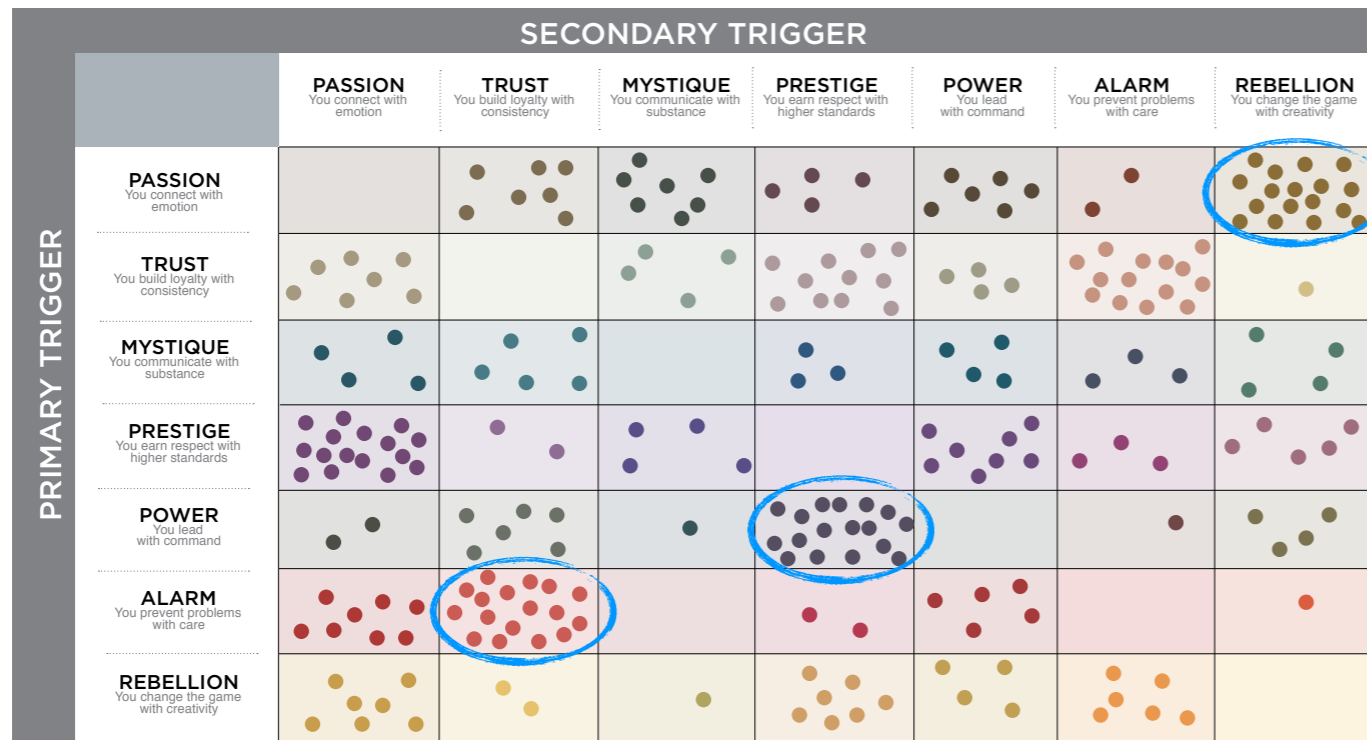
AHAA14 RESULTS FROM THE FASCINATION ADVANTAGE TEST



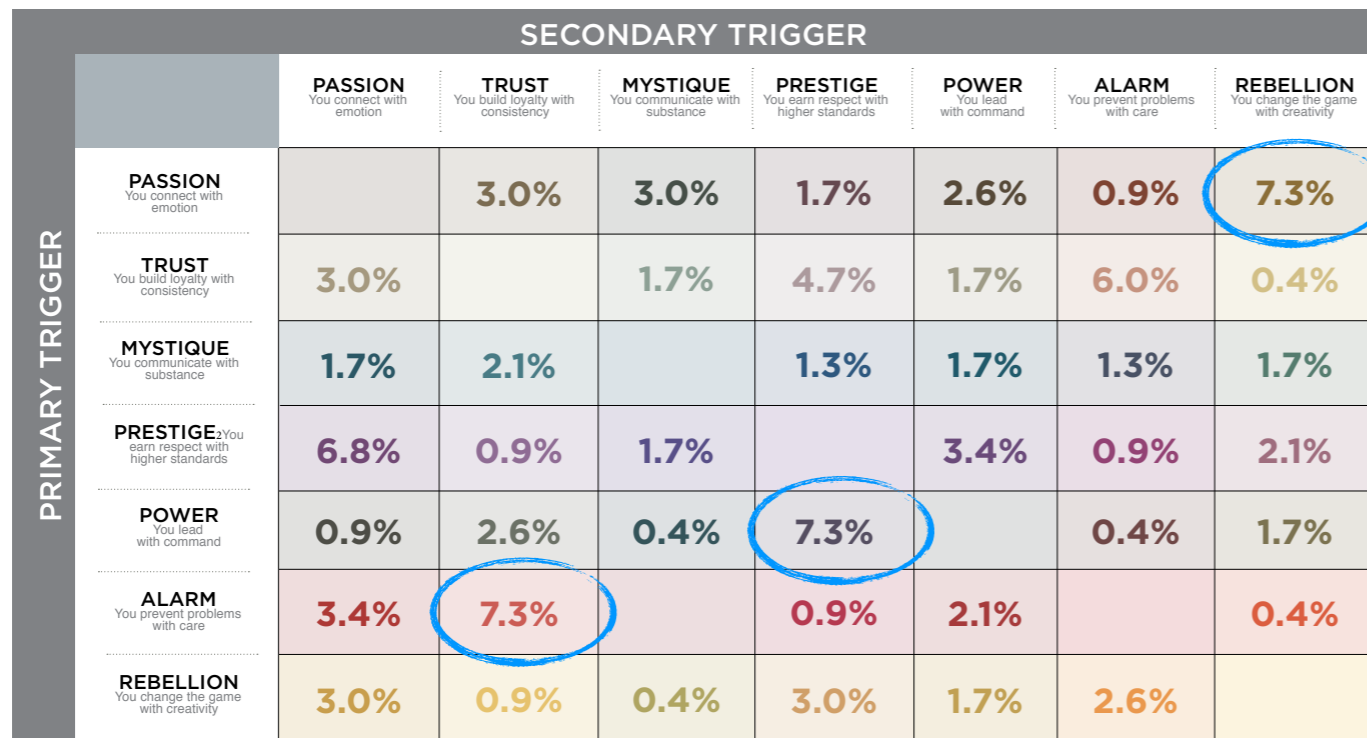
WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

| | | 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 |

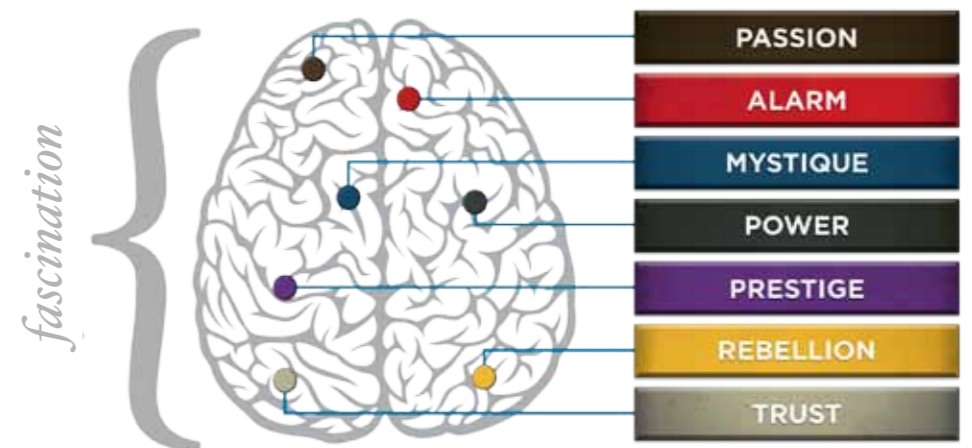
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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



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.

YOU ARE **9.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER

YOU ARE **5.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

YOU ARE **40.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **4.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **61.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **6.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **42.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



POWER

Confident
Driven
Influential

PRESTIGE

Ambitious
Discerning
Strong-Willed

MYSTIQUE

Understated
Complex
Deliberate

PASSION

Expressive
Intuitive
Impulsive

ALARM

Perfectionist
Reliable
Careful

REBELLION

Innovative
Independent
Unpredictable

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

QUESTIONS? EMAIL US AT
HELLO@HOWTOFASCINATE.COM


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 **AMAZON**
Fascinate: Your 7 Triggers to Persuasion and Captivation

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