

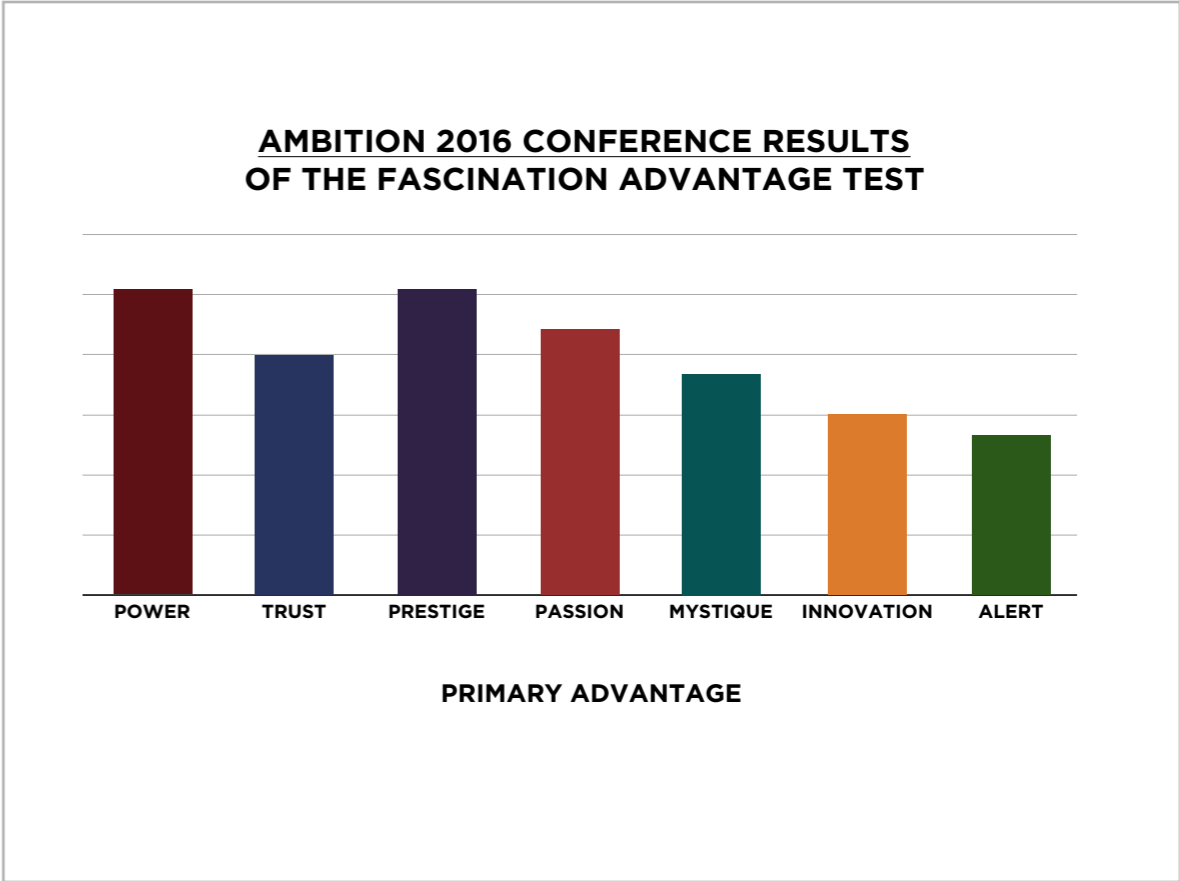
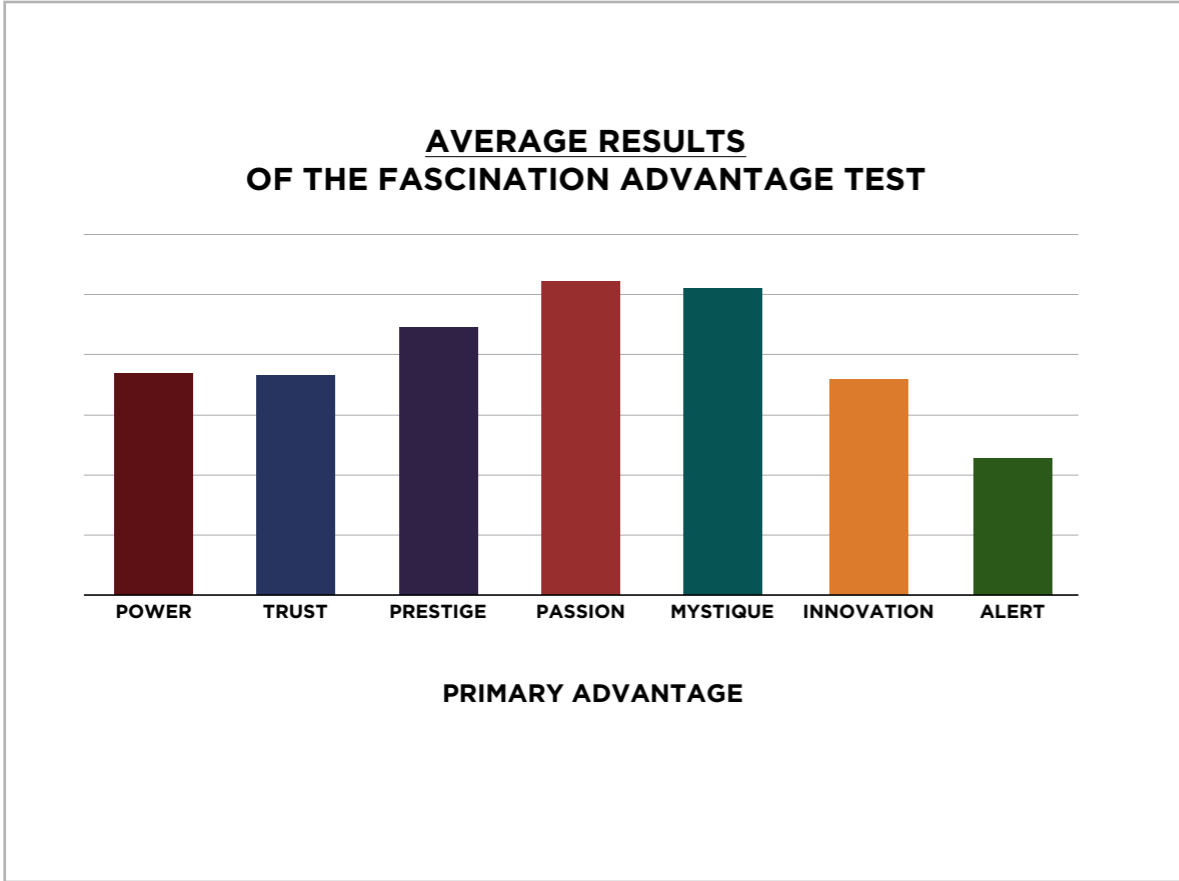
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
AMBITION 2016 CONFERENCE ON 09/02/16

BONUS GIFT:
GET YOUR FREE
AMBITION-EXPRESS
CODE TO SHARE!



THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.





JOIN OVER ONE MILLION PEOPLE WHO HAVE DISCOVERED THEIR HIGHEST VALUE BY UNLOCKING YOUR FULL REPORT

Your Fascination Advantage Express Report is just the tip of the iceberg...
When you unlock your full 16-page report, you get unlimited access to your in-depth profile.

You'll have the exact words to describe yourself when you need to stand out most. Use them in online profiles, introductions, resumes, professional bios, interviews, and more...

Your full report also includes charts that compare your Advantages to over 700,000 others--all updated in real time!

What you'll get when you upgrade:

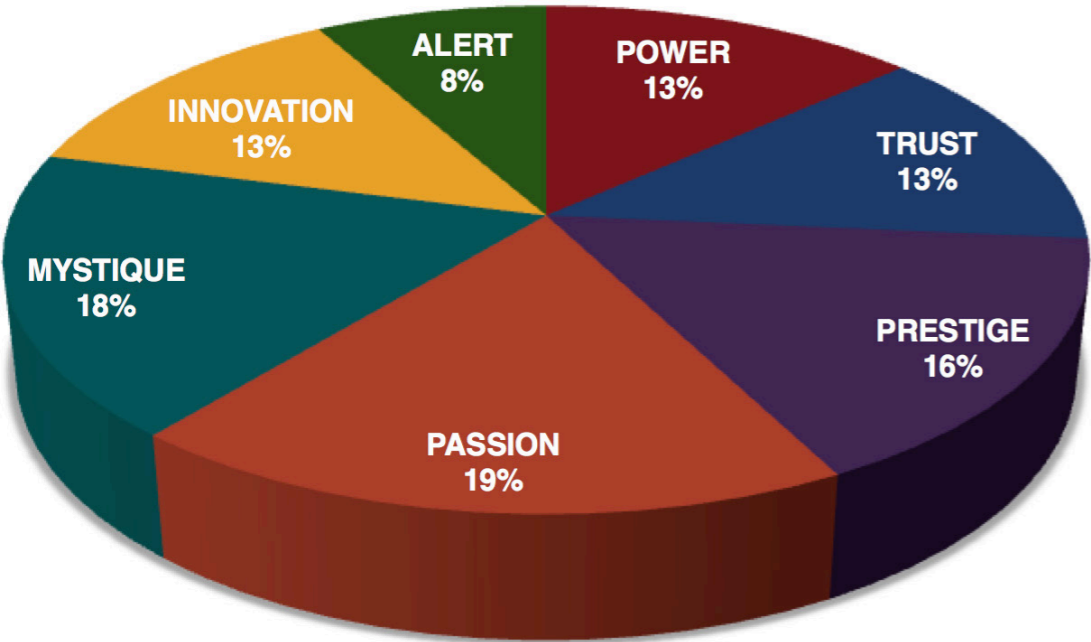
- How you compare to over one million others
- The best (and worst) use of your time and energy
- Graphs and charts representing your score analysis
- The words to describe yourself in bios, interviews...
- Details about your communication Advantages
- Action steps and one-minute coaching

UNLOCK MY FULL REPORT NOW

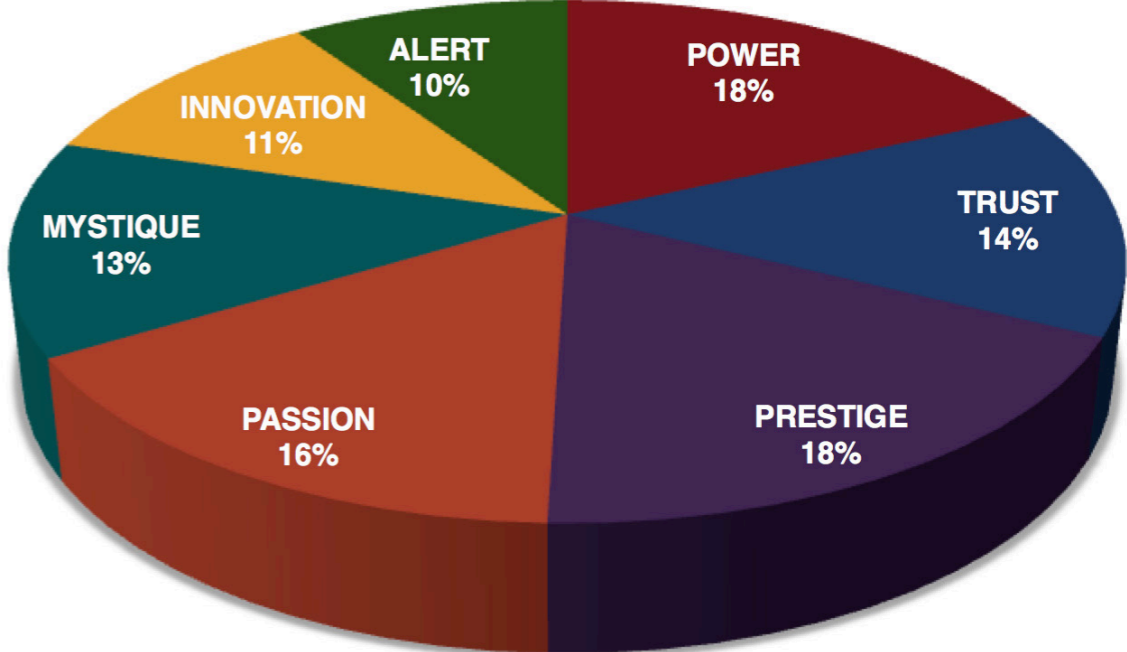
For information, visit HowToFascinate.com or contact Hello@HowToFascinate.com.

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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



AMBITION 2016 CONFERENCE RESULTS FROM THE FASCINATION ADVANTAGE TEST



WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONAL BRAND ARCHETYPES.

THE 49 PERSONAL BRAND ARCHETYPES

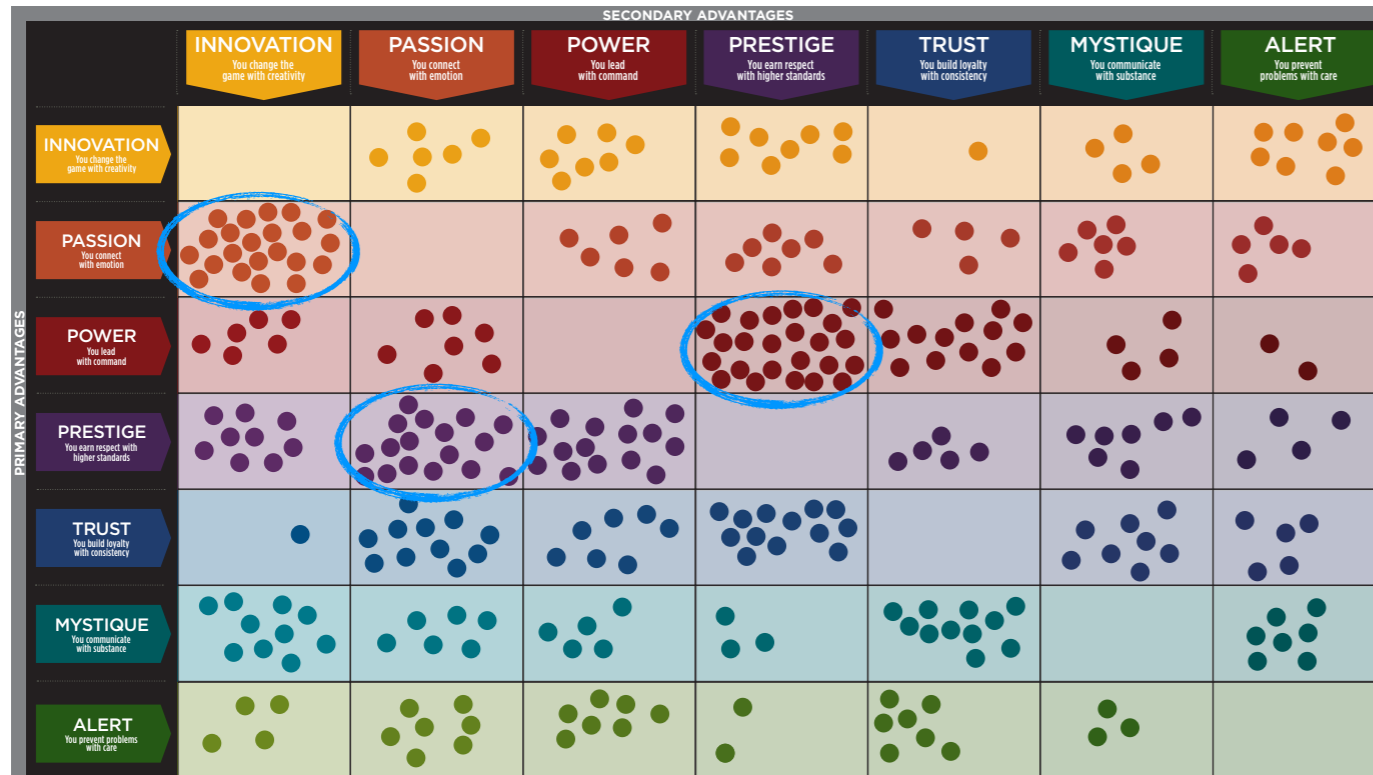
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SECONDARY FASCINATION ADVANTAGE®

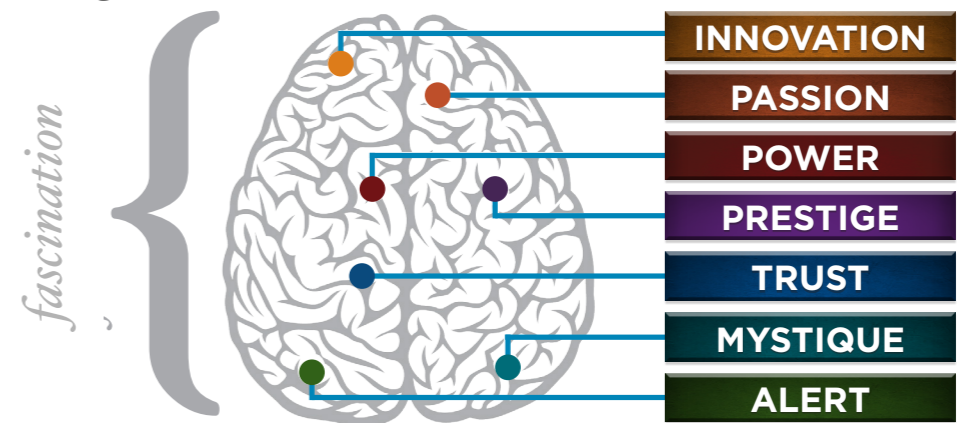
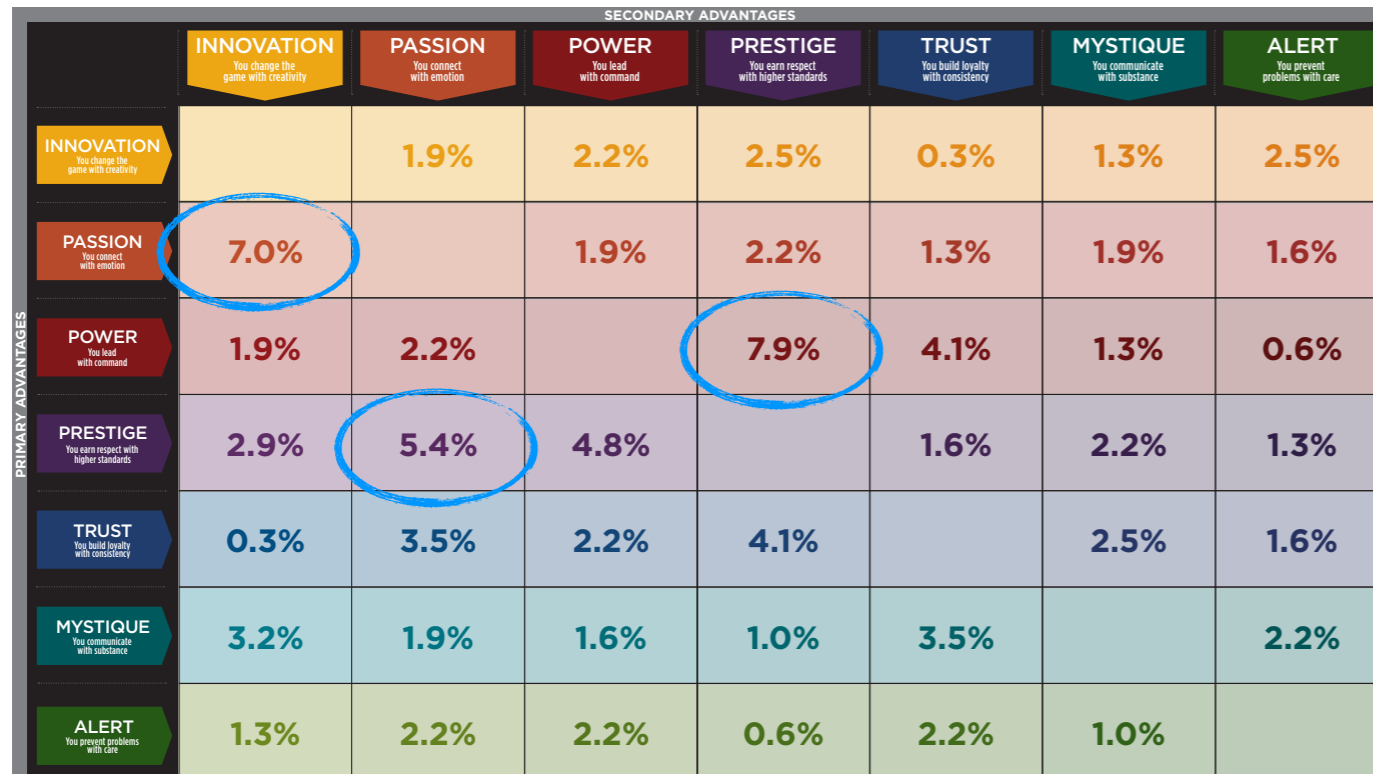
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game 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 personal brand Archetypes of the organization.



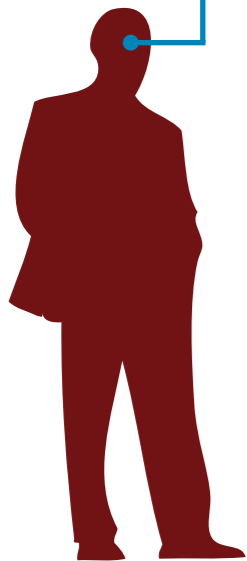
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each personal brand Archetype within the organization.



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 **23.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **15.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **17.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

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



MYSTIQUE

Independent
Logical
Observant

YOU ARE **9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

THE 49 PERSONALITY ARCHETYPES

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 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY 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
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PRIMARY 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						

FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM

Click here to share this code for free (normally \$20 each):

1. Go to HowToFascinate.com/YOU
2. For the access code, enter **AMBITION-EXPRESS**

*We want to help you make your next team training or off-site meeting a fantastic success!
Why? Because the greatest way to empower someone is to show them their highest value.*

1. Invite each team member to take the Fascination Advantage® assessment using your free code until **10/31/16**.
2. Have them bring their primary & secondary Advantage and Archetype results to the meeting. (*Take a screen shot or write it down, or if **upgraded**, print it out.*)
3. Using the 49 Personality Archetype Matrix on page 5, go around and have each person select and discuss one of their top 3 adjectives and how it applies to them — *the adjective describes how they are different*. This is their specialty.
4. Each person gives an example from the past, highlighting how they have applied their natural “specialty” to improve results for the team.

For example, someone might say: *“My adjective is ‘confident.’ When I am are confident, the entire team becomes focused and goal-oriented. That’s how we hit the mark every time.”*

Want to build a culture of engagement? You can do it, and we’re here to help! Email our friendly customer service at hello@howfascinate.com.

THE SEVEN LANGUAGES OF FASCINATION

INNOVATION

*The LANGUAGE
of CREATIVITY*

PASSION

*The LANGUAGE
of RELATIONSHIP*

POWER

*The LANGUAGE
of CONFIDENCE*

PRESTIGE

*The LANGUAGE
of EXCELLENCE*

TRUST

*The LANGUAGE
of STABILITY*

MYSTIQUE

*The LANGUAGE
of LISTENING*

ALERT

*The LANGUAGE
of DETAILS*

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
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER