

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
AT&T GLOBAL MARKETING ORGANIZATION ON 12/07/17

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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

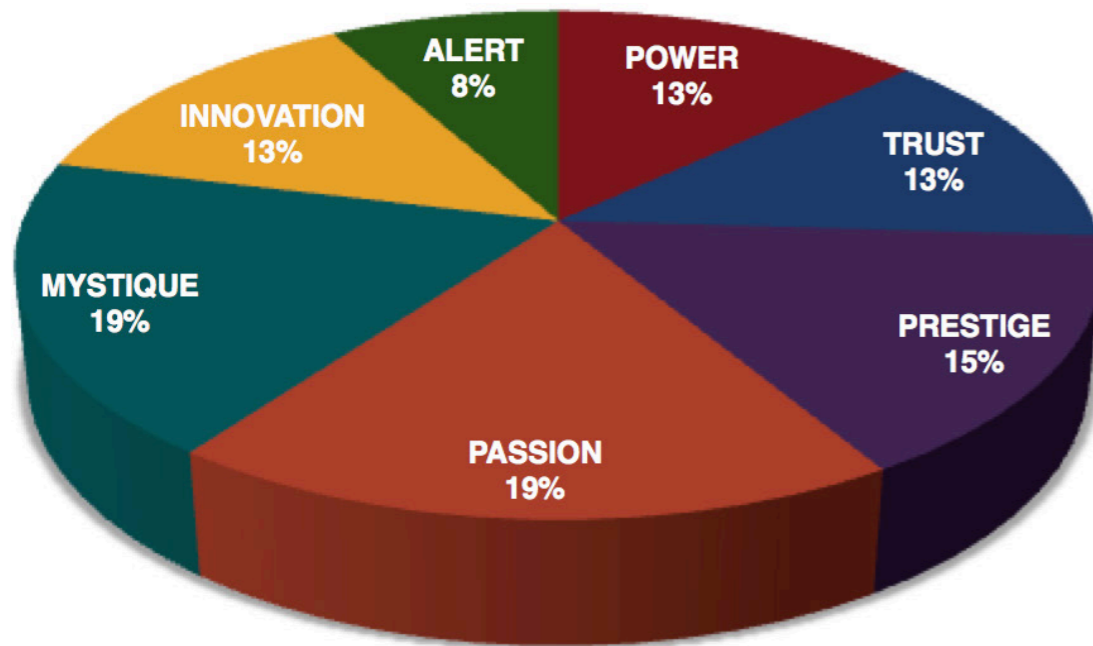
SOLO INTELLECT
BEHIND THE SCENES

ALERT

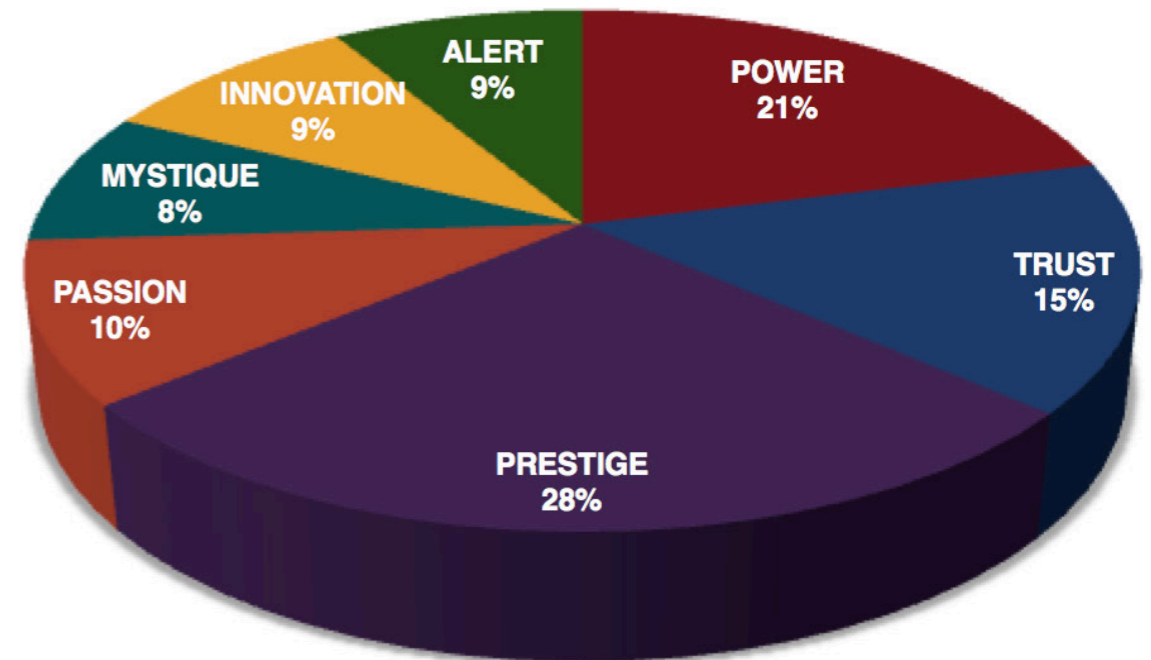
PRECISE DETAIL MANAGER

AT&T GLOBAL MARKETING ORGANIZATION'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST

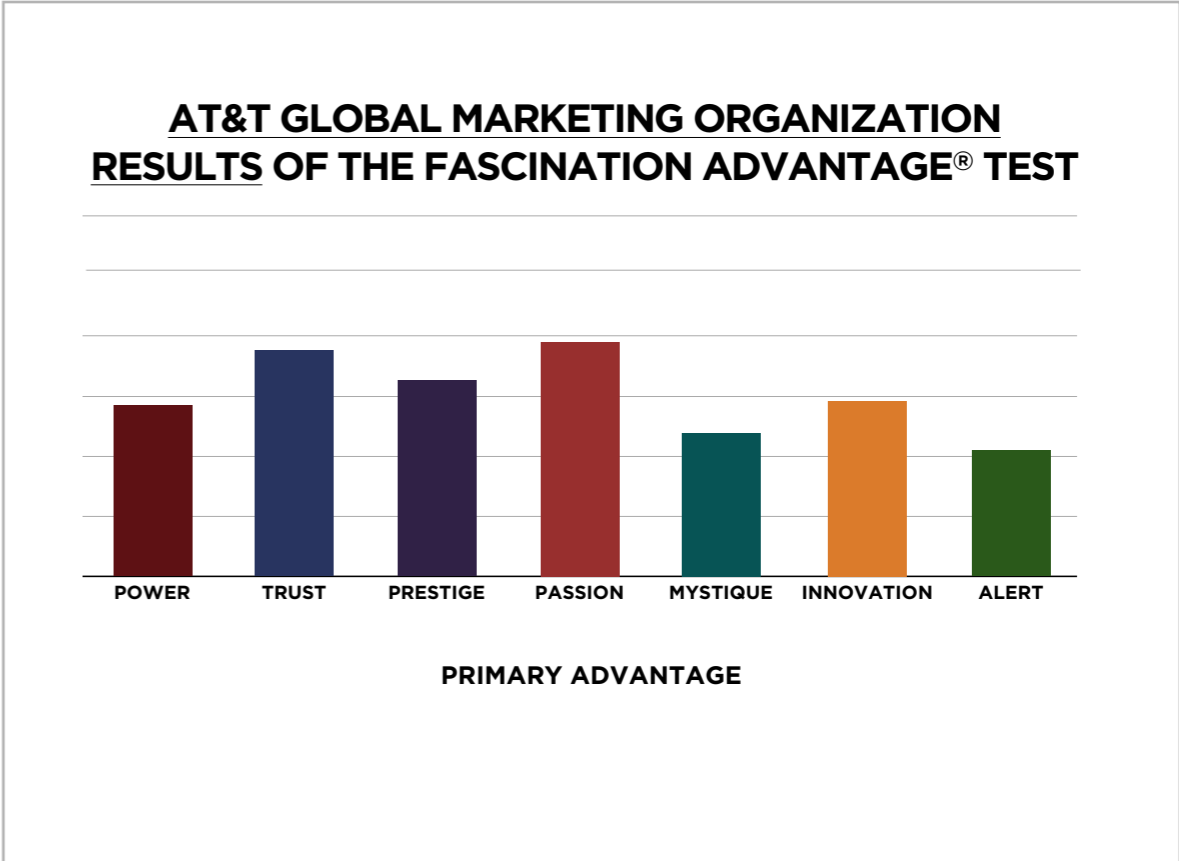
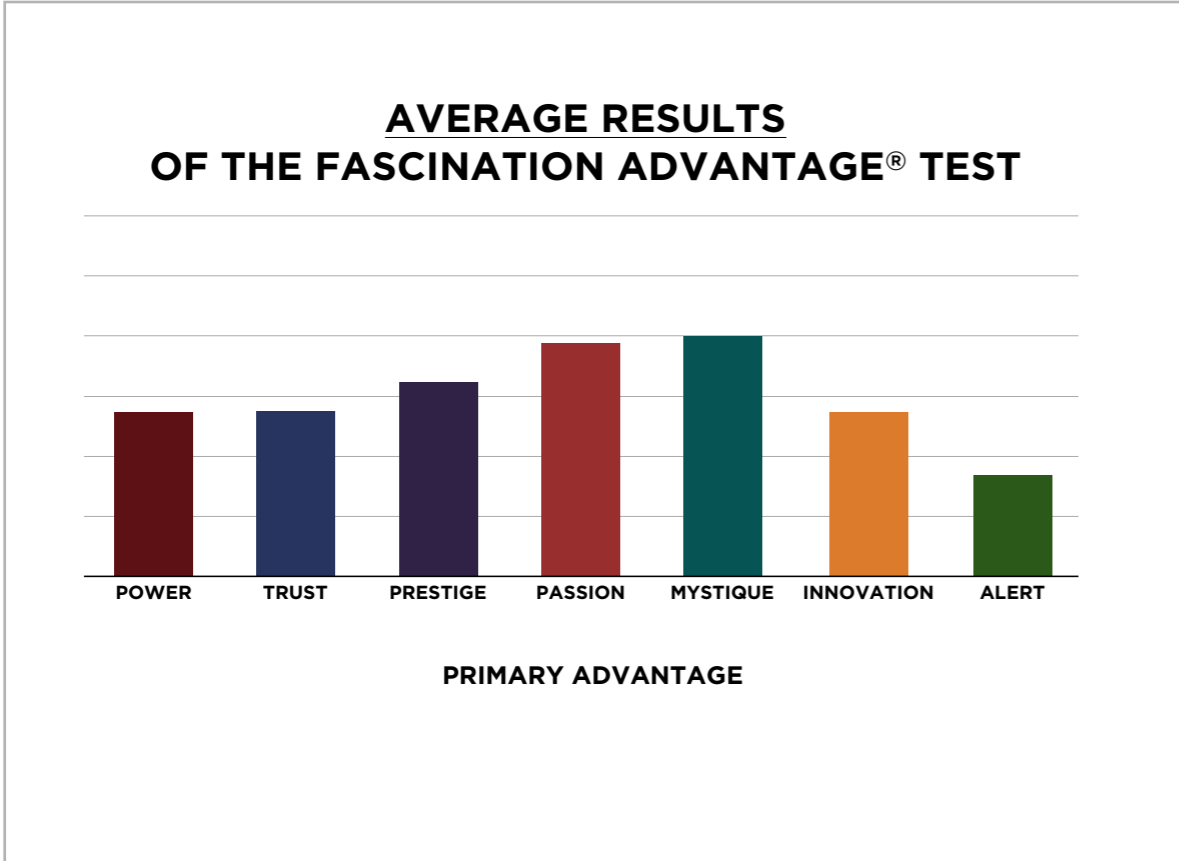


RESULTS FROM AT&T GLOBAL MARKETING ORGANIZATION FOR THE FASCINATION ADVANTAGE® TEST

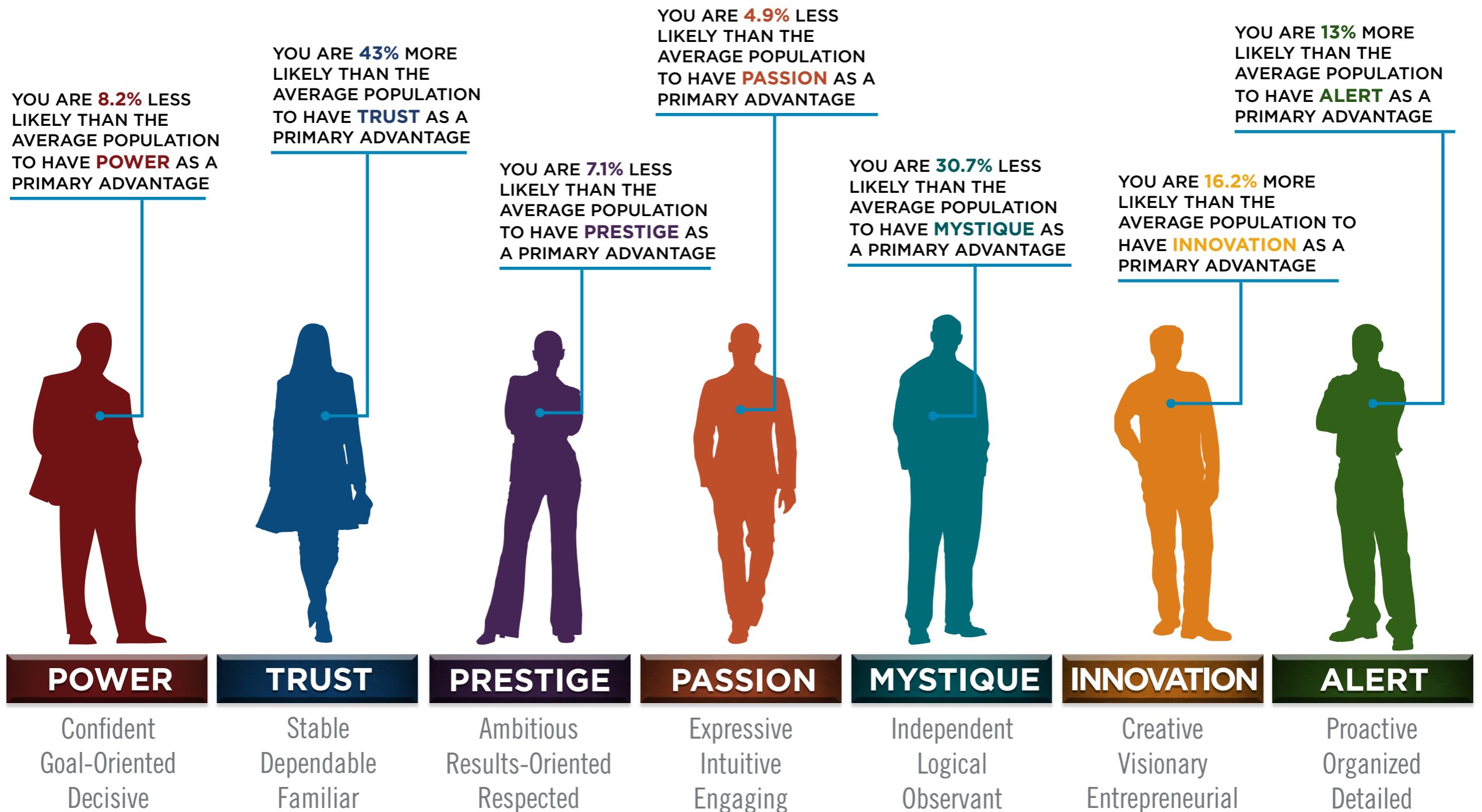


Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.



CUSTOMIZED INSIGHT: AT&T GLOBAL MARKETING ORGANIZATION'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



TRAITS FOR DORMANT ADVANTAGES

INNOVATION

FRUSTRATED BY CHAOS
OR AMBIGUITY

PASSION

PERSUADED BY FACTS, NOT EMOTION

POWER

UNLIKELY TO FORCE OPINIONS OR
“BULLY” TEAMS

PRESTIGE

BUILDS CONSENSUS IN GROUPS
RATHER THAN COMPETITION

TRUST

SEEKS TO EXPLORE AND EXPERIMENT,
DISLIKES RIDGID STRUCTURES

MYSTIQUE

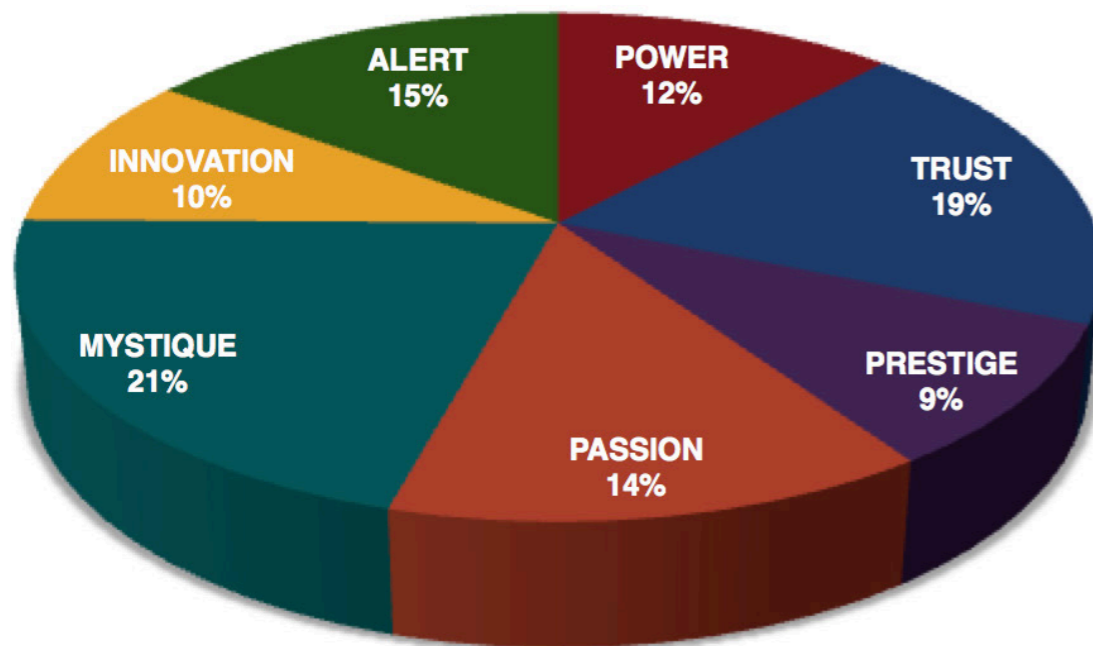
WANTS CLEAR, OPEN,
CANDID DISCUSSION

ALERT

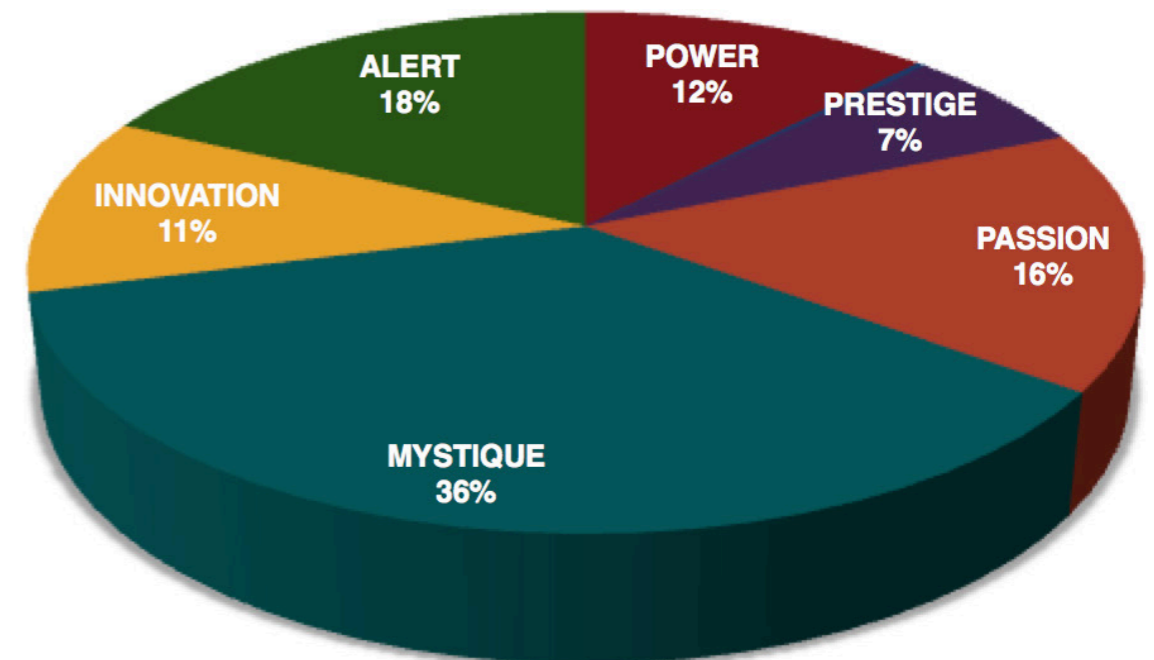
EXHAUSTED BY DETAILS; THRIVES WHEN
LOOKING AT THE BIGGER PICTURE

AT&T GLOBAL MARKETING ORGANIZATION'S DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM AT&T GLOBAL MARKETING ORGANIZATION FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

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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
PRIMARY ADVANTAGE	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

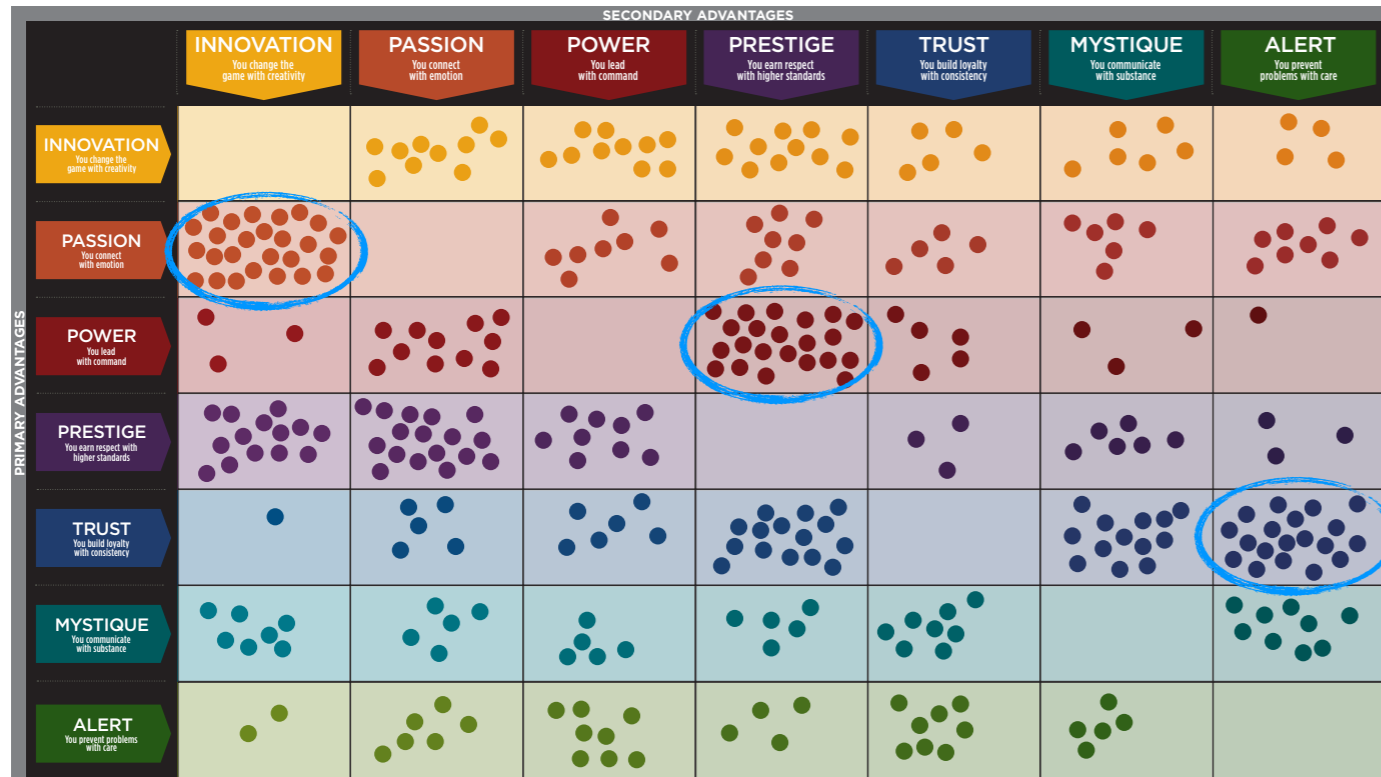
⋮ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

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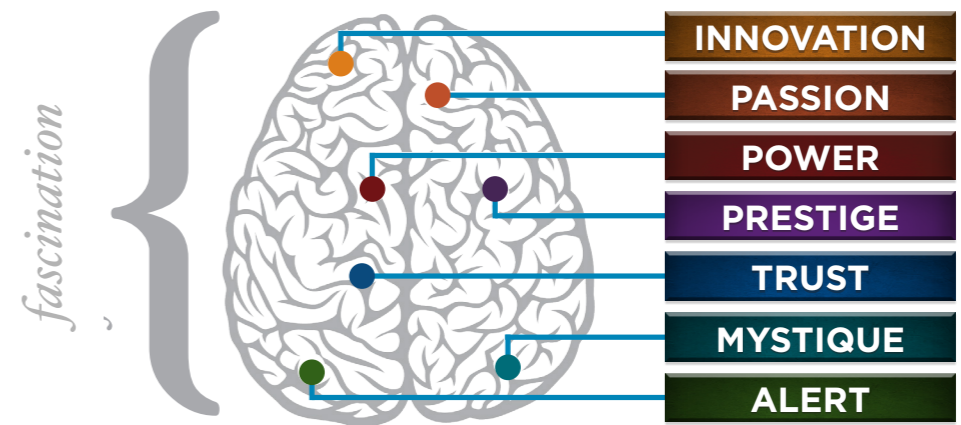
AT&T GLOBAL MARKETING ORGANIZATION'S "FASCINATION FINGERPRINT"

This diagram shows the concentration of personal brand Archetypes of your organization.



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

PRIMARY ADVANTAGES	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		3.0%	3.0%	3.3%	1.5%	1.8%	1.2%
PASSION <small>You connect with emotion</small>	7.8%		2.4%	2.4%	1.5%	1.8%	2.4%
POWER <small>You lead with command</small>	0.9%	3.3%		6.6%	1.5%	0.9%	0.3%
PRESTIGE <small>You earn respect with higher standards</small>	4.2%	5.1%	2.7%		0.9%	1.8%	0.9%
TRUST <small>You build loyalty with consistency</small>	0.3%	1.5%	1.8%	4.5%		3.9%	5.7%
MYSTIQUE <small>You communicate with substance</small>	1.8%	1.5%	1.5%	1.5%	2.4%		2.7%
ALERT <small>You prevent problems with care</small>	0.6%	1.8%	2.4%	1.2%	2.4%	1.5%	



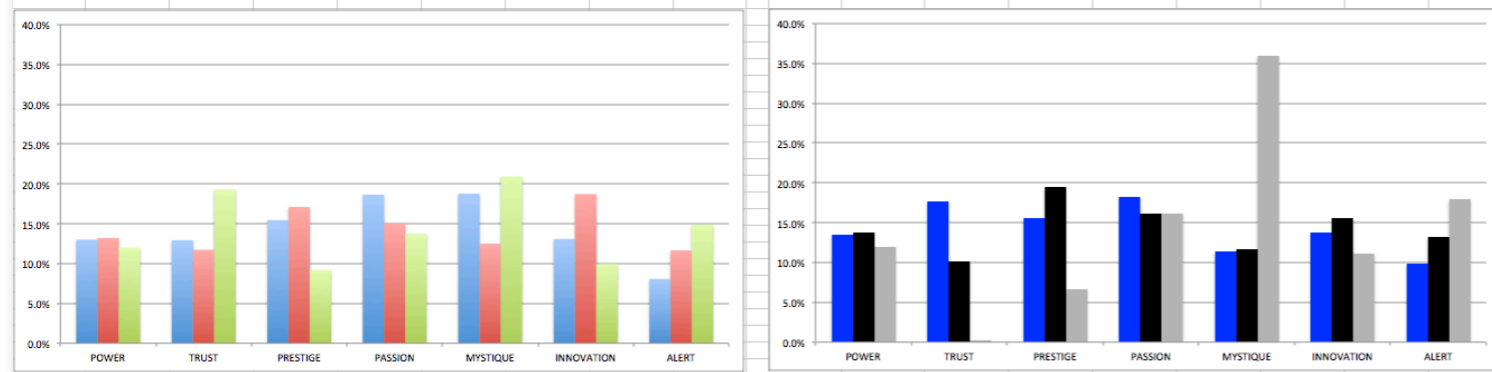
THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	26	7.78%	INNOVATION	26	10	10	11	5	6	4
Power	Prestige	The Maestro	22	6.59%	PASSION	3	8	8	22	5	6	8
Trust	Alert	The Good Citizen	19	5.69%	POWER	3	11	11	22	5	3	1
Prestige	Passion	The Connoisseur	17	5.09%	PRESTIGE	14	17	9	15	3	6	3
Trust	Prestige	The Diplomat	15	4.49%	TRUST	1	5	6	15	13	19	9
Prestige	Innovation	The Avant-Garde	14	4.19%	MYSTIQUE	6	5	5	5	8	9	9
Trust	Mystique	The Anchor	13	3.89%	ALERT	2	6	8	4	8	5	9
Power	Passion	The Ringleader	11	3.29%								
Innovation	Prestige	The Trendsetter	11	3.29%								
Innovation	Passion	The Rockstar	10	2.99%	INNOVATION	7.8%	3.0%	3.0%	3.3%	1.5%	1.8%	1.2%
Innovation	Power	The Maverick Leader	10	2.99%	PASSION	0.9%	3.3%	2.4%	2.4%	1.5%	1.8%	2.4%
Mystique	Alert	The Archer	9	2.69%	POWER	0.9%	3.3%	6.6%	6.6%	1.5%	0.9%	0.3%
Prestige	Power	The Victor	9	2.69%	PRESTIGE	4.2%	5.1%	2.7%	2.7%	0.9%	1.8%	0.9%
Passion	Alert	The Orchestrator	8	2.40%	TRUST	0.3%	1.5%	1.8%	4.5%	4.5%	3.9%	5.7%
Alert	Power	The Ace	8	2.40%	MYSTIQUE	1.8%	1.5%	1.5%	1.5%	2.4%	2.7%	2.7%
Passion	Power	The Peoples Champion	8	2.40%	ALERT	0.6%	1.8%	2.4%	1.2%	2.4%	1.5%	1.5%
Passion	Prestige	The Talent	8	2.40%								
Alert	Trust	The Mediator	8	2.40%								
Mystique	Trust	The Wise Owl	8	2.40%								
Mystique	Innovation	The Secret Weapon	6	1.80%								
Innovation	Mystique	The Provocateur	6	1.80%								
Passion	Mystique	The Intrigue	6	1.80%								
Prestige	Mystique	The Architect	6	1.80%								
Alert	Passion	The Coordinator	6	1.80%								
Trust	Power	The Gravititas	6	1.80%								
Alert	Mystique	The Detective	5	1.50%								
Mystique	Passion	The Subtle Touch	5	1.50%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									AT&T Global Marketing Organization								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	90970	90360	107953	130317	131227	91537	56395	698759	Primary	45	59	52	61	38	46	33	334
Secondary	92362	82000	119537	105070	87378	130907	81505	698759	Secondary	46	34	65	54	39	52	44	334
Dormant	83827	134858	64236	96161	146369	69350	103958	698759	Dormant	40	1	22	54	120	37	60	334

These graphs include data on Primary, Secondary and Dormant Advantages.



HOW DOES YOUR INNER CIRCLE COMMUNICATE?

We want you to share your code with your inner circle, your most trusted friends and influencers. Why? Once they know what makes them valuable to others, they'll be more authentic and confident, and more likely to make a positive impression.

Click here or copy and paste the below copy to share this code for free (normally \$47 each)

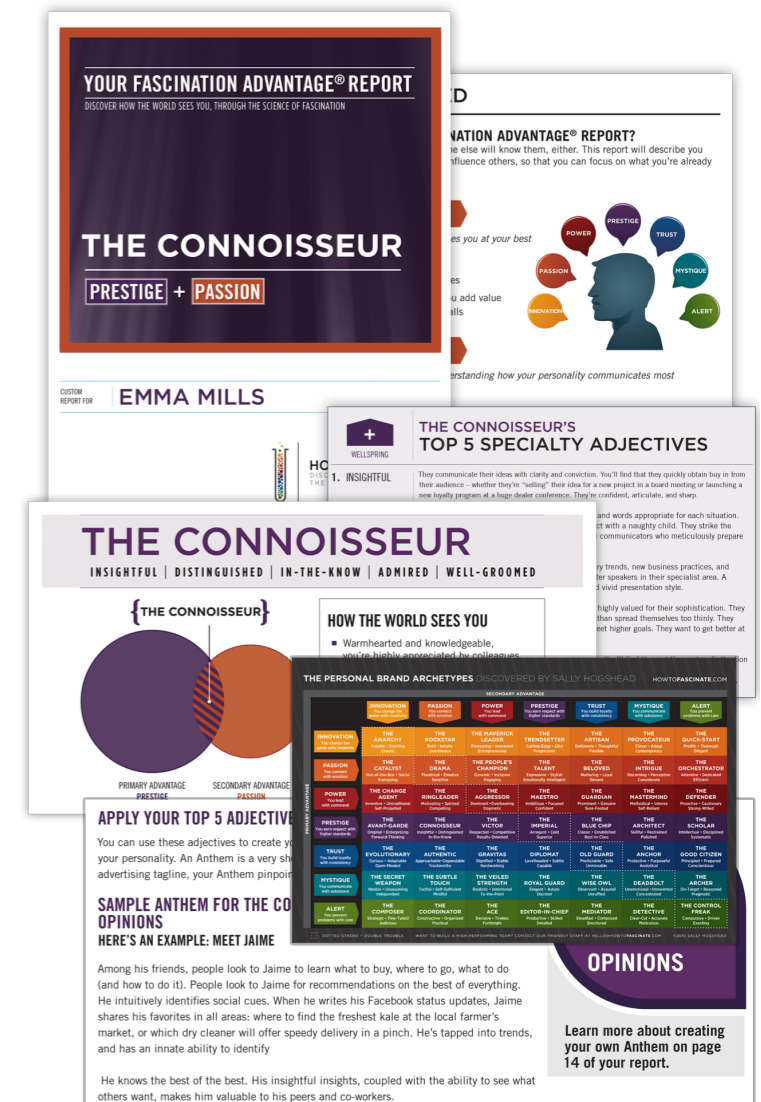
1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **ATTSHARE**

3 THIS OFFER EXPIRES ON **12/31/17**

When they take the Fascination Advantage® assessment, they will discover their distinct brand of persuasion. It's what they are already doing right. Leverage this information and they can build a brand that people will love.

Have questions? We're here to help! Email our friendly customer service at hello@howtofascinate.com.



LET'S START A CONVERSATION.

