



# HOW TO FASCINATE

DISCOVERED BY SALLY HOGSHEAD

The Fascinate system is based on a decade of proprietary research and the ground-breaking analysis of over one million professionals and their patterns of success.

Pioneered by two-time New York Times best-selling author and leading branding expert Sally Hogshead, the Fascinate Advantage® is the first personality assessment that shows you how the world sees you at your best. The system reveals what makes you uniquely fascinating, providing a clear road map for leveraging that knowledge to improve communication, lead more effectively, and develop more balanced teams.

Thousands of companies including iconic brands such as Twitter and Cisco are experiencing profound improvements in individual and team performance by putting the Fascinate system to use.