

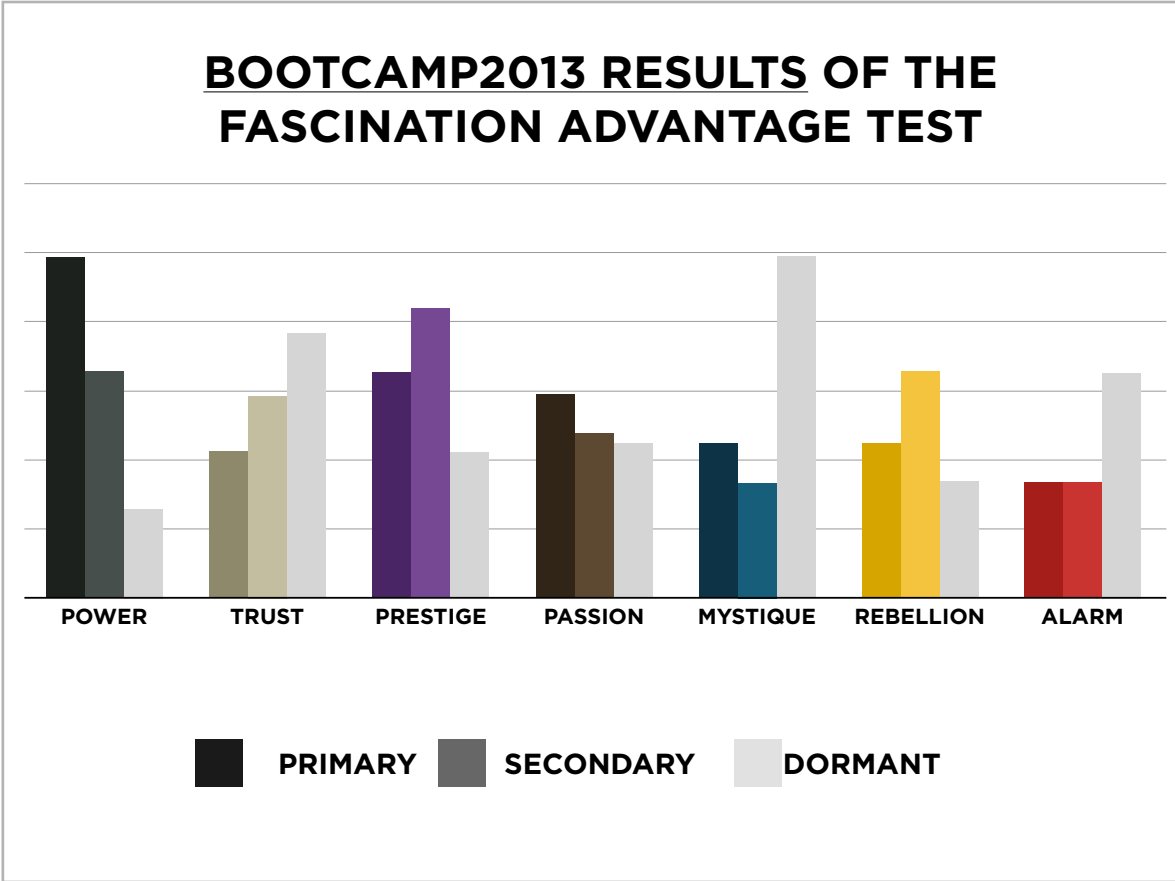
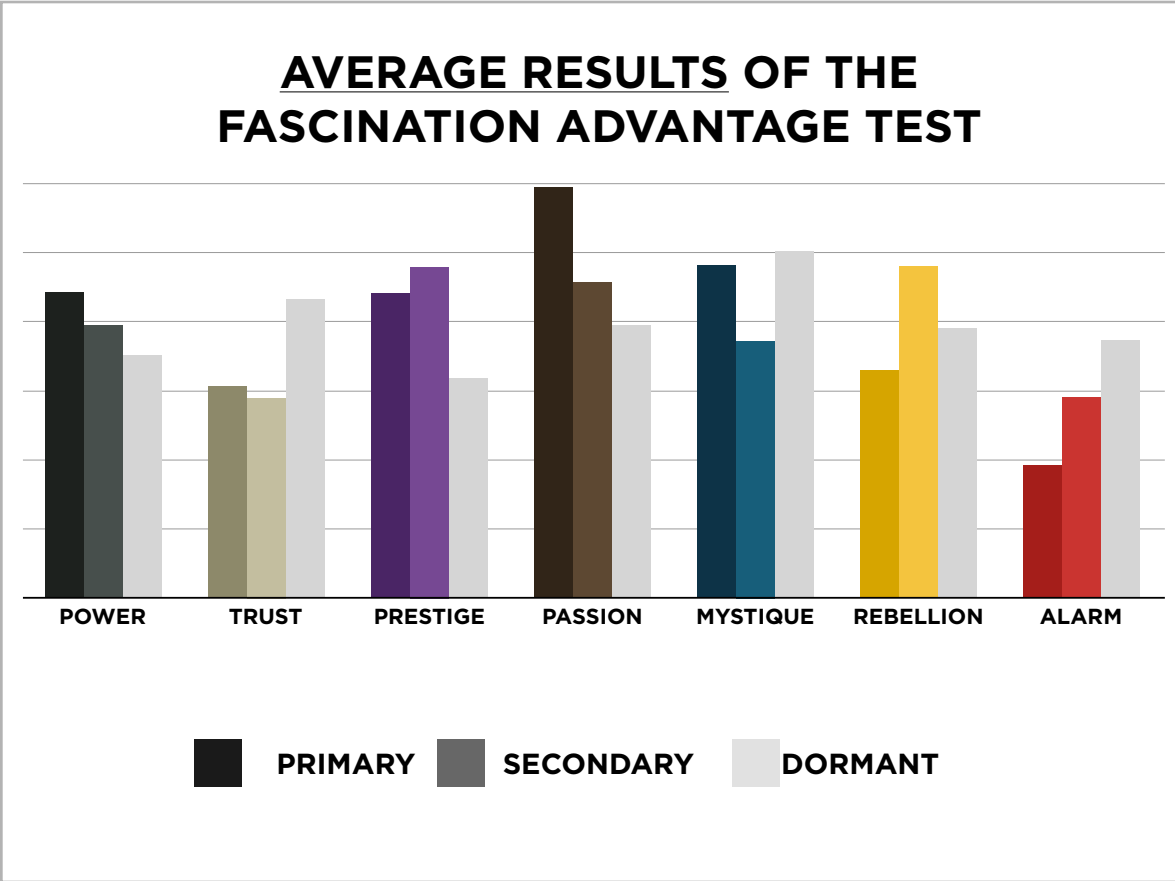
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
BOOTCAMP2013 ON 10/26/2013



**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.**

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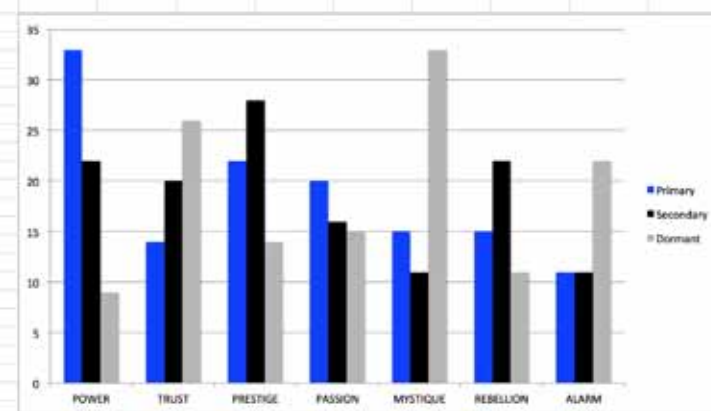
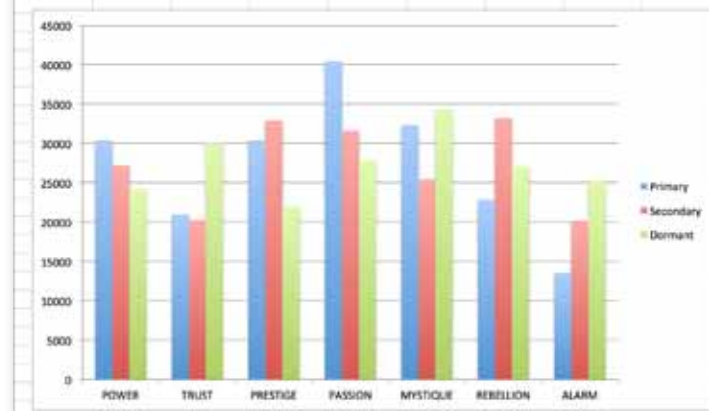


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	17	12.98%	PASSION		4	1	3	2	3	7
Passion	Rebellion	The Catalyst	7	5.34%	TRUST	2		3	4	2	1	2
Power	Trust	The Guardian	7	5.34%	MYSTIQUE	1	3		1	2	5	4
Prestige	Power	The Victor	7	5.34%	PRESTIGE	6		3		7	2	4
Prestige	Passion	The Connoisseur	6	4.58%	POWER	3	7	1	17			5
Mystique	Alarm	The Bullseye	5	3.82%	ALARM	1	4		2	4		
Power	Rebellion	The Change Agent	5	3.82%	REBELLION	3	2	3	1	5	1	
Rebellion	Power	The Maverick Leader	5	3.82%								
Alarm	Power	The Sheriff	4	3.05%		PASSION						
Alarm	Trust	The Sustainer	4	3.05%	PASSION		3.1%	0.8%	2.3%	1.5%	2.3%	5.3%
Mystique	Rebellion	The Secret Weapon	4	3.05%	TRUST	1.5%		2.3%	3.1%	1.5%	0.8%	1.5%
Passion	Trust	The Beloved	4	3.05%	MYSTIQUE	0.8%	2.3%		0.8%	1.5%	3.8%	3.1%
Prestige	Rebellion	The Avant-Garde	4	3.05%	PRESTIGE	4.6%		2.3%		5.3%	1.5%	3.1%
Trust	Prestige	The Diplomat	4	3.05%	POWER	2.3%	5.3%	0.8%	13.0%			3.8%
Mystique	Trust	The Wise Owl	3	2.29%	ALARM	0.8%	3.1%		1.5%	3.1%		
Passion	Alarm	The Orchestrator	3	2.29%	REBELLION	2.3%	1.5%	2.3%	0.8%	3.8%	0.8%	
Passion	Prestige	The Talent	3	2.29%								
Power	Passion	The Ringleader	3	2.29%								
Prestige	Mystique	The Architect	3	2.29%								
Rebellion	Mystique	The Provocateur	3	2.29%								
Rebellion	Passion	The Rockstar	3	2.29%								
Trust	Mystique	The Vault	3	2.29%								
Alarm	Prestige	The Editor-in-Chief	2	1.53%								
Mystique	Power	The Veiled Strength	2	1.53%								
Passion	Power	The Advocate	2	1.53%								
Prestige	Alarm	The Perfectionist	2	1.53%								
Rebellion	Trust	The Artisan	2	1.53%								
Trust	Passion	The Authentic	2	1.53%								
Trust	Power	The Gravitax	2	1.53%								
Trust	Rebellion	The Evolutionary	2	1.53%								

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

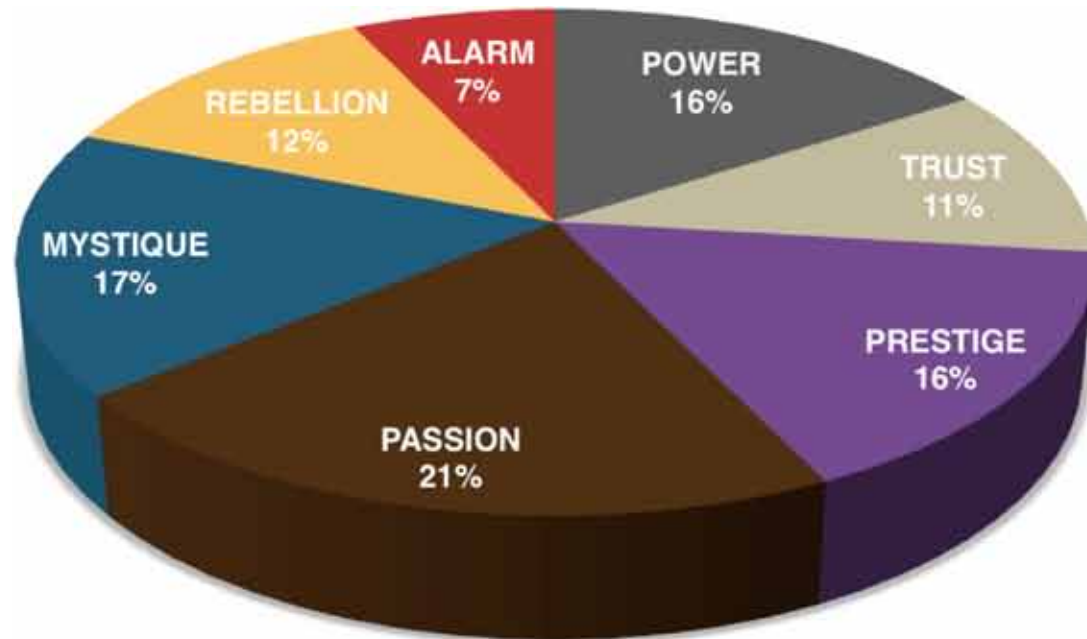
AVERAGE POPULATION									BootCamp2013								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	30417	20981	30396	40433	32317	22833	13570	190947	Primary	33	14	22	20	15	15	11	130
Secondary	27230	20274	32921	31659	25445	33234	20184	190947	Secondary	22	20	28	16	11	22	11	130
Dormant	24246	30072	21964	27843	34398	27049	25375	190947	Dormant	9	26	14	15	33	11	22	130
	15.9%	11.0%	15.9%	21.2%	16.9%	12.0%	7.1%	100.0%	Primary	25.4%	10.8%	16.9%	15.4%	11.5%	11.5%	8.5%	100.0%
Secondary	14.3%	10.6%	17.2%	16.6%	13.3%	17.4%	10.6%	100.0%	Secondary	16.9%	15.4%	21.5%	12.3%	8.5%	16.9%	8.5%	100.0%
Dormant	12.7%	15.7%	11.5%	14.6%	18.0%	14.2%	13.3%	100.0%	Dormant	6.9%	20.0%	10.8%	11.5%	25.4%	8.5%	16.9%	100.0%



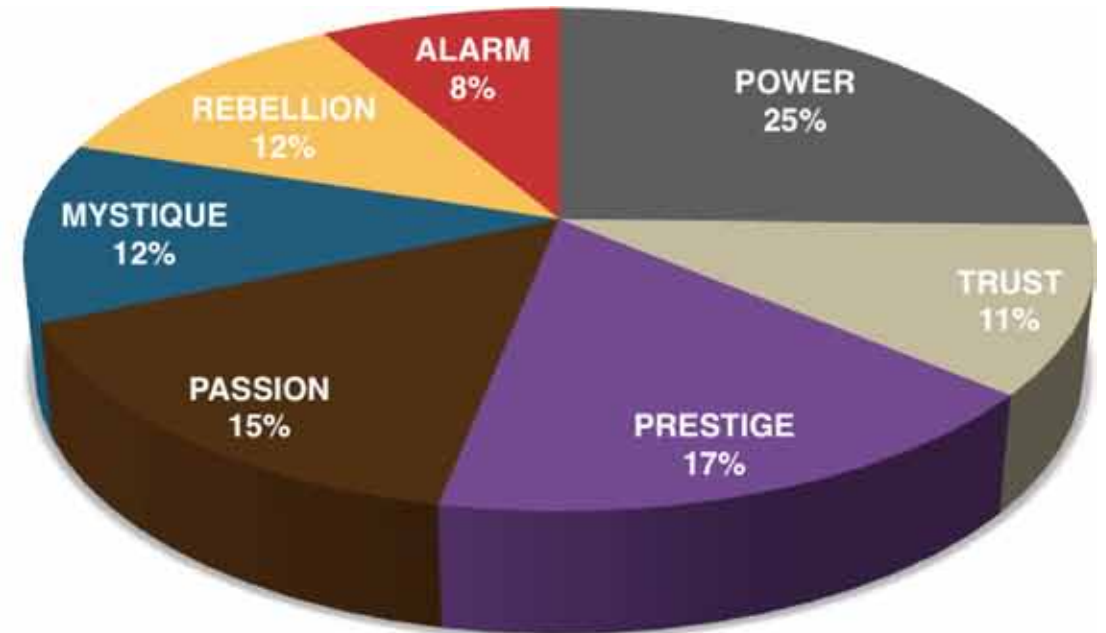
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**BOOTCAMP2013 RESULTS FROM THE FASCINATION ADVANTAGE TEST**

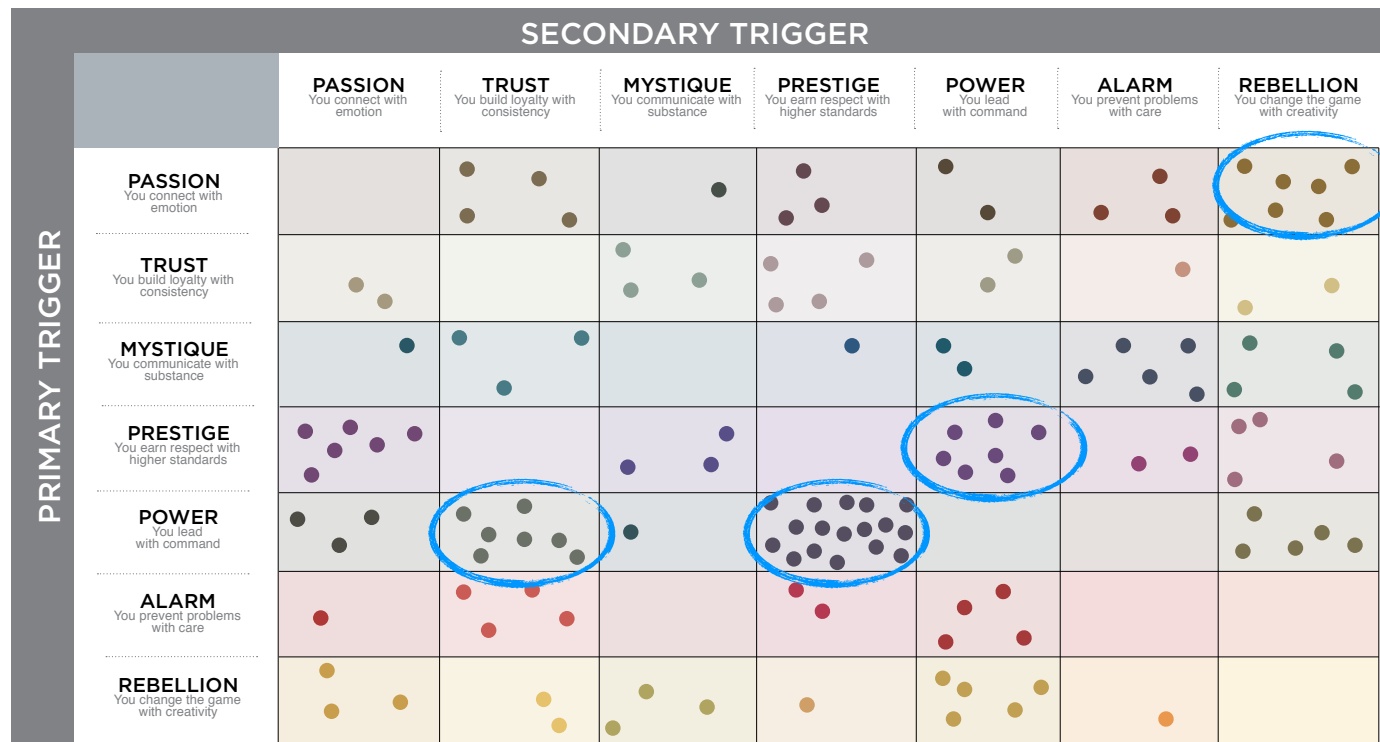


# WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

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



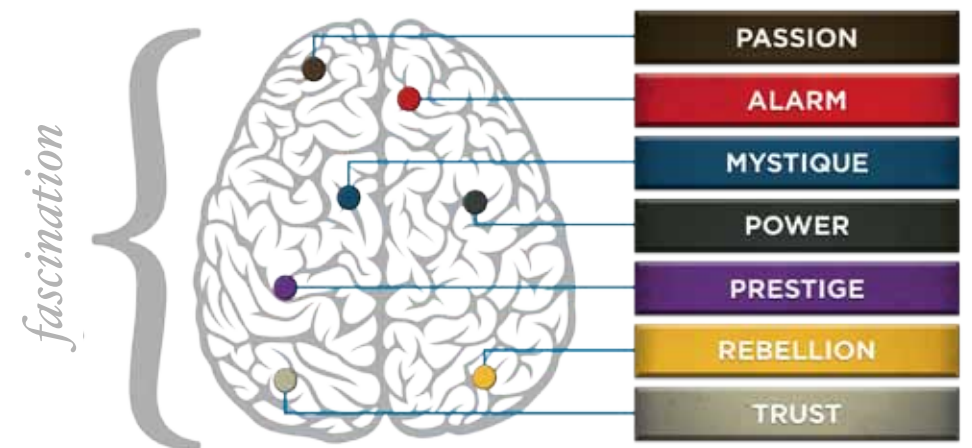
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		3.1%	0.8%	2.3%	1.5%	2.3%	5.3%
	TRUST <small>You build loyalty with consistency</small>	1.5%		2.3%	3.1%	1.5%	0.8%	1.5%
	MYSTIQUE <small>You communicate with substance</small>	0.8%	2.3%		0.8%	1.5%	3.8%	3.1%
	PRESTIGE <small>You earn respect with higher standards</small>	4.6%		2.3%		5.3%	1.5%	3.1%
	POWER <small>You lead with command</small>	2.3%	5.3%	0.8%	13.0%			3.8%
	ALARM <small>You prevent problems with care</small>	0.8%	3.1%		1.5%	3.1%		
	REBELLION <small>You change the game with creativity</small>	2.3%	1.5%	2.3%	0.8%	3.8%	0.8%	

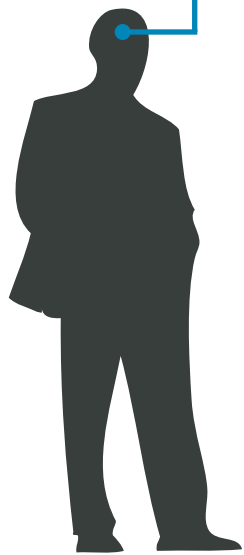
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# 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 **70.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER



**POWER**

Confident  
Driven  
Influential

YOU ARE **1.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER



**PRESTIGE**

Ambitious  
Discerning  
Strong-Willed

YOU ARE **29.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER



**MYSTIQUE**

Understated  
Complex  
Deliberate

YOU ARE **19.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER



**PASSION**

Expressive  
Intuitive  
Impulsive

YOU ARE **5.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER



**ALARM**

Perfectionist  
Reliable  
Careful

YOU ARE **2.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER



**REBELLION**

Innovative  
Independent  
Unpredictable

YOU ARE **11.2%** LESS 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



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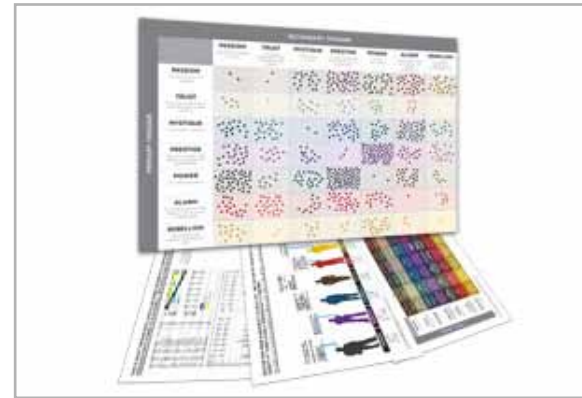
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