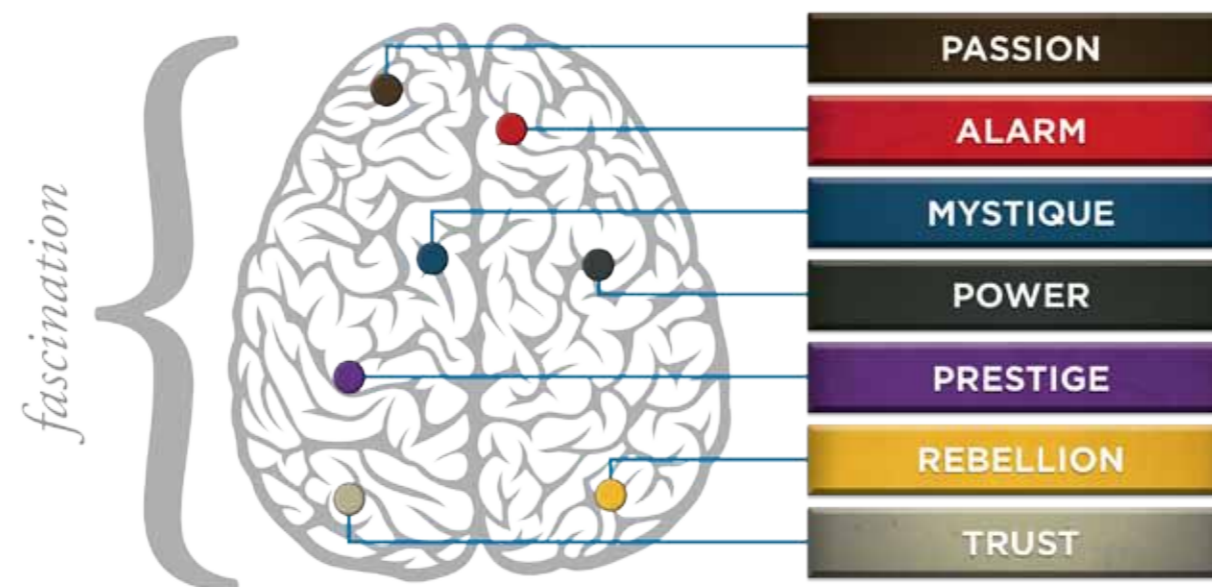


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO CBRE ON 05/04/12



*“The groundbreaking Fascinate personality test literally had our room of 500 executives standing up from their chairs to get every detail.”*

- Verne Harnish  
Fortune Growth Summit, CEO Gazelles  
Author of Mastering the Rockefeller Habits

Contents: **CONFIDENTIAL**

## HELLO, MEMBERS OF CBRE!

Inside this document, you'll discover our proprietary research on what makes your group most fascinating. If you're ready to begin your customized journey into the science of fascination, please continue.

The following is based on several years of proprietary research, and experience with more than 100,000 participants. Our experts have assembled the key top-line findings about your organization. This is exclusively for you. Please do not post online.

You are already fascinating—and our research proves it. We've measured the individuals in your group to show how your organization earns attention, as a whole. Our goal is to help you unlock the nuances of how you fascinate, and how to hone this natural strength to its greatest potential.

Now, invite your team and company to take part in the Fascination Advantage Test. With our preferred pricing, you'll get a discount for groups sized between 50 and 50,000 employees. Once you discover each person's fascination triggers, you can apply the Fascinate system to your whole team.

**This is not about how you see the world, but how the world sees you.**

At Fascinate, Inc., we're constantly studying incoming results from our Fascination Advantage Test. Every month, you will find new research available at [HowToFascinate.com](https://www.howtofascinate.com). In the meantime, if you have any questions or comments, please don't hesitate to share them at [hello@howtofascinate.com](mailto:hello@howtofascinate.com). One of our experts will be happy to help.

Warm regards,

Fascinate, Inc.



# 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 100,000 PEOPLE.

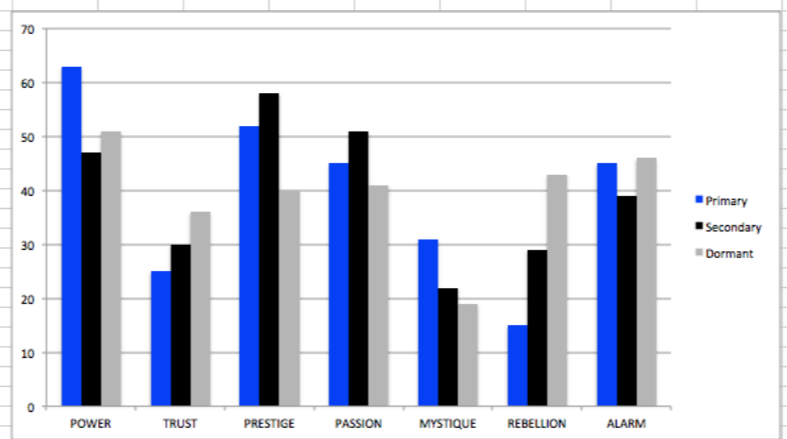
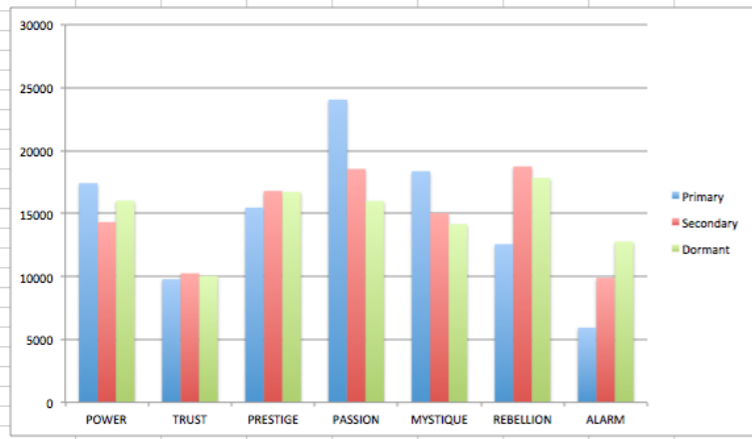
primary	secondary	dormant	archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	prestige	trust	The Maestro	27	9.78%	PASSION		4	3	12	3	14	9
prestige	power	passion	The Victor	22	7.97%	TRUST	6		6	2	6	4	1
passion	alarm	power	The Accelerator	14	5.07%	MYSTIQUE	3	8		3	8	3	6
power	passion	mystique	The Ringleader	14	5.07%	PRESTIGE	10	9			22	5	6
alarm	prestige	trust	The Bureaucrat	12	4.35%	POWER	14	2	7			11	2
passion	prestige	trust	The Talent	12	4.35%	ALARM	10	7	5	12	6		5
power	alarm	trust	The Watchdog	11	3.99%	REBELLION	8		1	2	2		
alarm	passion	prestige	The Detector	10	3.62%								
prestige	passion	power	The Connoisseur	10	3.62%								
passion	rebellion	alarm	The Catalyst	9	3.26%								
prestige	trust	power	The Blue Chip	9	3.26%								
mystique	power	trust	The Veiled Strength	8	2.90%								
mystique	trust	prestige	The Wise Owl	8	2.90%	PASSION	0.0%	1.4%	1.1%	4.3%	1.1%	5.1%	3.3%
rebellion	passion	power	The Rockstar	8	2.90%	TRUST	2.2%	0.0%	2.2%	0.7%	2.2%	1.4%	0.4%
alarm	trust	power	The Maintainer	7	2.54%	MYSTIQUE	1.1%	2.9%	0.0%	1.1%	2.9%	1.1%	2.2%
power	mystique	prestige	The Mastermind	7	2.54%	PRESTIGE	3.6%	3.3%	0.0%	0.0%	8.0%	1.8%	2.2%
alarm	power	passion	The Critic	6	2.17%	POWER	5.1%	0.7%	2.5%	9.8%	0.0%	4.0%	0.7%
mystique	rebellion	passion	The Secret Weapon	6	2.17%	ALARM	3.6%	2.5%	1.8%	4.3%	2.2%	0.0%	1.8%
prestige	rebellion	mystique	The Avant-Garde	6	2.17%	REBELLION	2.9%	0.0%	0.4%	0.7%	0.7%	0.7%	0.0%
trust	mystique	alarm	The Vault	6	2.17%								
trust	passion	rebellion	The Authentic	6	2.17%								
trust	power	passion	The Gravitas	6	2.17%								
alarm	mystique	trust	The Top Secret	5	1.81%								
alarm	rebellion	power	The Careful Creative	5	1.81%								
prestige	alarm	trust	The Perfectionist	5	1.81%								
passion	trust	alarm	The Beloved	4	1.45%								
trust	alarm	mystique	The Good Citizen	4	1.45%								
mystique	alarm	trust	The Bullseye	3	1.09%								
mystique	passion	rebellion	The Subtle Touch	3	1.09%								

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

AVERAGE POPULATION									CBRE								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	17406	9783	15469	24048	18352	12568	5940	103566	Primary	63	25	52	45	31	15	45	276
Secondary	14318	10249	16788	18539	15040	18736	9896	103566	Secondary	47	30	58	51	22	29	39	276
Dormant	16029	10041	16715	16003	14167	17828	12783	103566	Dormant	51	36	40	41	19	43	46	276

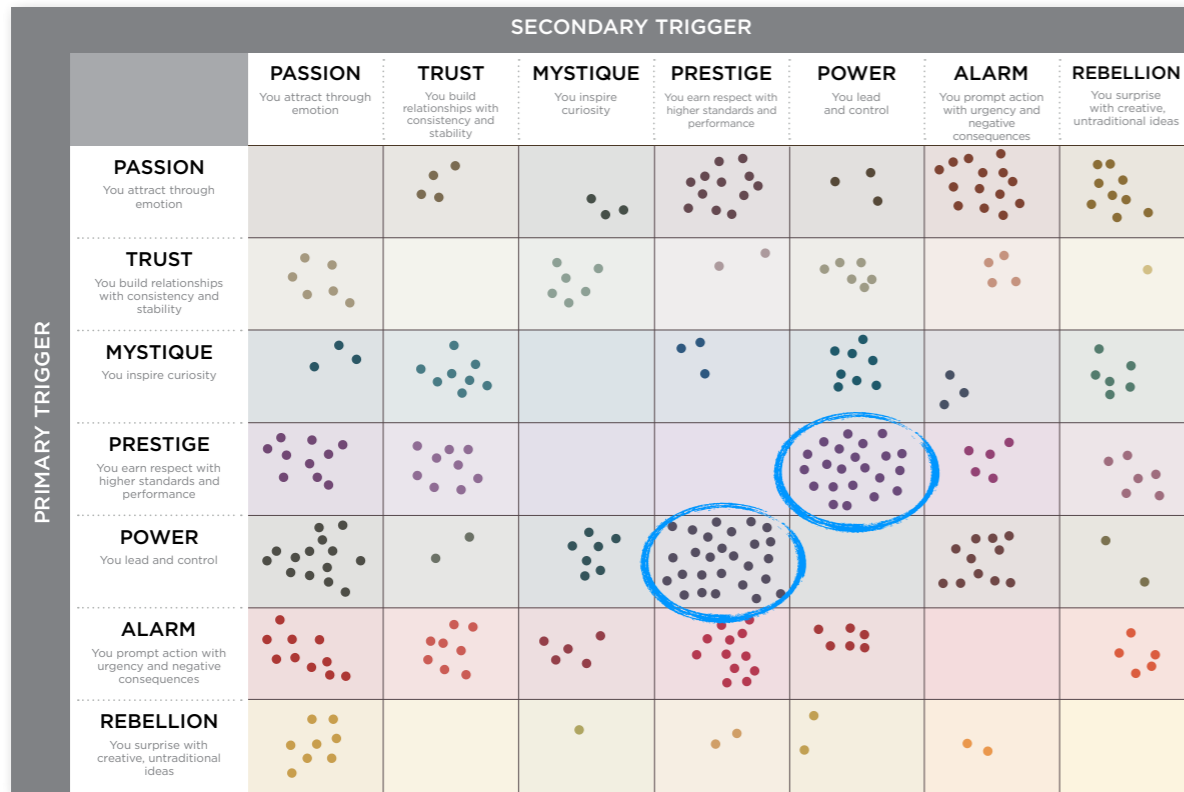
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.8%	9.4%	14.9%	23.2%	17.7%	12.1%	5.7%	100.0%	Primary	22.8%	9.1%	18.8%	16.3%	11.2%	5.4%	16.3%	100.0%
Secondary	13.8%	9.9%	16.2%	17.9%	14.5%	18.1%	9.6%	100.0%	Secondary	17.0%	10.9%	21.0%	18.5%	8.0%	10.5%	14.1%	100.0%
Dormant	15.5%	9.7%	16.1%	15.5%	13.7%	17.2%	12.3%	100.0%	Dormant	18.5%	13.0%	14.5%	14.9%	6.9%	15.6%	16.7%	100.0%



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

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion	<b>THE NAKED HEART</b> Sensitive • Effusive Fanatical	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Selective • Subtle Multi-layered	<b>THE TALENT</b> Expressive • Stylish Visually-oriented	<b>THE ADVOCATE</b> Dynamic • Inclusive Engaging	<b>THE ACCELERATOR</b> Attentive • Dedicated Detail-oriented	<b>THE CATALYST</b> Dramatic • Experimental Out-of-the-box
	TRUST You build relationships with consistency and stability	<b>THE AUTHENTIC</b> Genuine • Accessible Dependable	<b>THE OLD GUARD</b> Predictable • Firm Unmovable	<b>THE VAULT</b> Rational • Discreet Understated	<b>THE DIPLOMAT</b> Impeccable • Subtle Respected	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE GOOD CITIZEN</b> Observant • Modest Preventative	<b>THE ICONOCLAST</b> Mellow • Open-minded Nonconformist
	MYSTIQUE You inspire curiosity	<b>THE SUBTLE TOUCH</b> Intriguing • Complex Paradoxical	<b>THE WISE OWL</b> Observant Assured • Unruffled	<b>THE DEADBOLT</b> Steely • Inaccessible Introverted	<b>THE VELVET ROPE</b> Elegant • Astute Unattainable	<b>THE VEILED STRENGTH</b> Rational • Self-reliant Intentional	<b>THE BULLSEYE</b> Precise • Sharp Under-the-radar	<b>THE SECRET WEAPON</b> Unassuming • Ironic Independent
	PRESTIGE You earn respect with higher standards and performance	<b>THE CONNOISSEUR</b> Astute • Envious In-the-know	<b>THE BLUE CHIP</b> Classic • Safe "Best-in-Class"	<b>THE ARCHITECT</b> Exacting • Skillful Restrained	<b>THE LAST WORD</b> Deliberate • Frosty Uncompromising	<b>THE VICTOR</b> Results-Oriented Respected Competitive	<b>THE PERFECTIONIST</b> Driven • Controlled Standard-bearer	<b>THE AVANT-GARDE</b> Original • Distinctive Trendsetter
	POWER You lead and control	<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 FINAL AUTHORITY</b> Dominant • Forceful Emphatic	<b>THE WATCHDOG</b> Aggressive • Alert Cautionary	<b>THE CHANGE AGENT</b> Entrepreneurial Vivid • Quick-witted
	ALARM You prompt action with urgency and negative consequences	<b>THE DETECTOR</b> Cautionary Practical • Protective	<b>THE MAINTAINER</b> Steadfast • Composed By-the-book	<b>THE TOP SECRET</b> Private • Alert Elusive	<b>THE EDITOR</b> Discerning • Proficient Controlled	<b>THE SHERIFF</b> Tireless • Determined Conservative	<b>THE NEUROTIC</b> Harsh • Rigid Vigilant	<b>THE CAREFUL CREATIVE</b> Strategic • Fine-tuned Progressive
	REBELLION You surprise with creative, untraditional ideas	<b>THE ROCKSTAR</b> Unique • Artistic Unorthodox	<b>THE ARTISAN</b> Measured • Thoughtful Craftsman-like	<b>THE PROVOCATEUR</b> Surprising • Witty Irreverent	<b>THE TRENDSETTER</b> Niche • Elite Eccentric	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE QUICK-START</b> Thorough • Diligent Imaginative	<b>THE ANARCHIST</b> Intensely Creative Unpredictable Startling

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion							
	TRUST You build relationships with consistency and stability	2.2%		2.2%	0.7%	2.2%	1.4%	0.4%
	MYSTIQUE You inspire curiosity	1.1%	2.9%		1.1%	2.9%	1.1%	2.2%
	PRESTIGE You earn respect with higher standards and performance	3.6%	3.3%			8.0%	1.8%	2.2%
	POWER You lead and control	5.1%	0.7%	2.5%	9.8%		4.0%	0.7%
	ALARM You prompt action with urgency and negative consequences	3.6%	2.5%	1.8%	4.3%	2.2%		1.8%
	REBELLION You surprise with creative, untraditional ideas	2.9%		0.4%	0.7%	0.7%	0.7%	

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.

9.8% OF YOU ARE  
"THE MAESTRO"

## POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

8.0% OF YOU ARE  
"THE VICTOR"

## PRESTIGE + POWER

- » RESULTS-ORIENTED
- » RESPECTED
- » COMPETITIVE

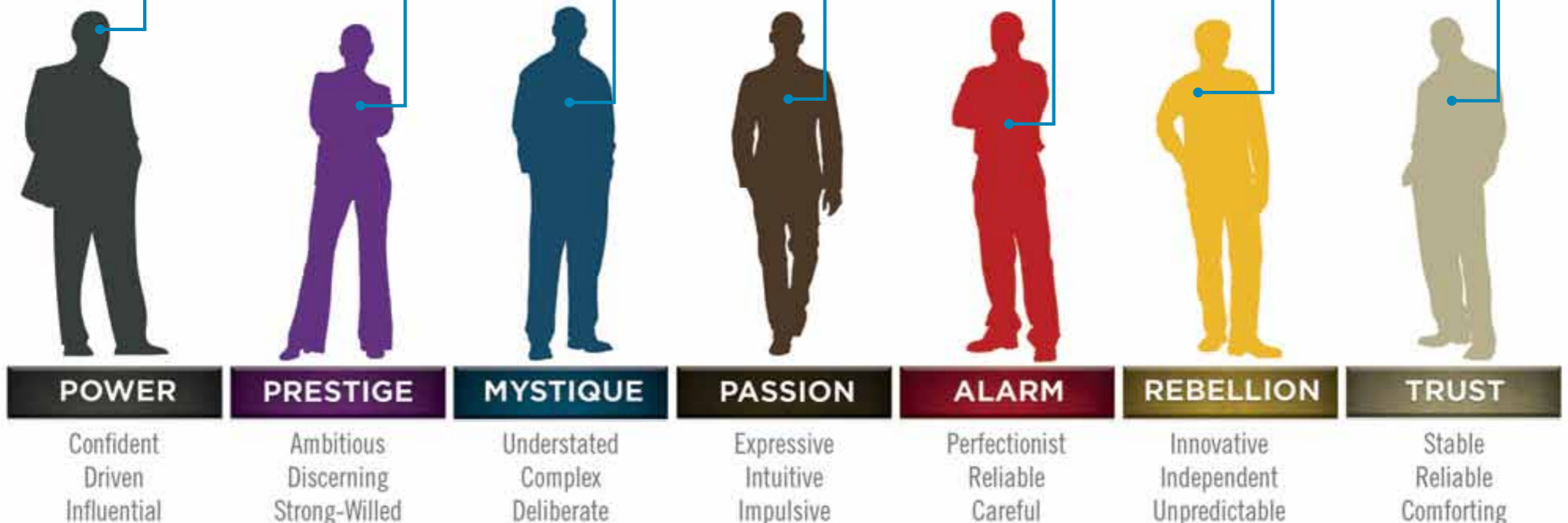
YOU ARE 36.6%  
LESS LIKELY THAN  
THE AVERAGE  
POPULATION TO  
HAVE MYSTIQUE AS  
A PRIMARY TRIGGER

16.3% OF YOU HAVE  
PASSION AS A PRIMARY  
TRIGGER

YOU ARE 184.3%  
MORE LIKELY THAN  
THE AVERAGE  
POPULATION TO  
HAVE ALARM AS A  
PRIMARY TRIGGER

YOU ARE 55.2%  
LESS LIKELY TO  
HAVE REBELLION  
AS A PRIMARY  
TRIGGER THAN  
THE AVERAGE  
POPULATION

9.1% OF YOU HAVE  
TRUST AS A PRIMARY  
TRIGGER



# THANK YOU FOR THE OPPORTUNITY TO LEARN MORE ABOUT YOUR GROUP.

SHALL WE CONTINUE THE CONVERSATION?

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This has only been a glimpse into the raw data that reveals what makes this group fascinating. As you continue your education on the Fascination Advantage System, we'll show you how to take these insights and put them into practice in your organization to help your team work more effectively and productively together.

To learn more, simply go to [HowToFascinate.com](http://HowToFascinate.com)

## SOCIAL MEDIA CONNECTIONS

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