

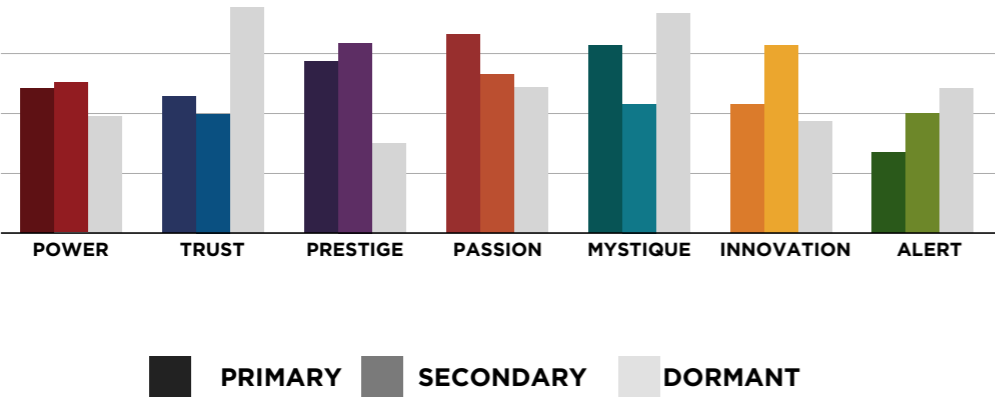
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
CENTRAL EXCHANGE ON 4/29/15

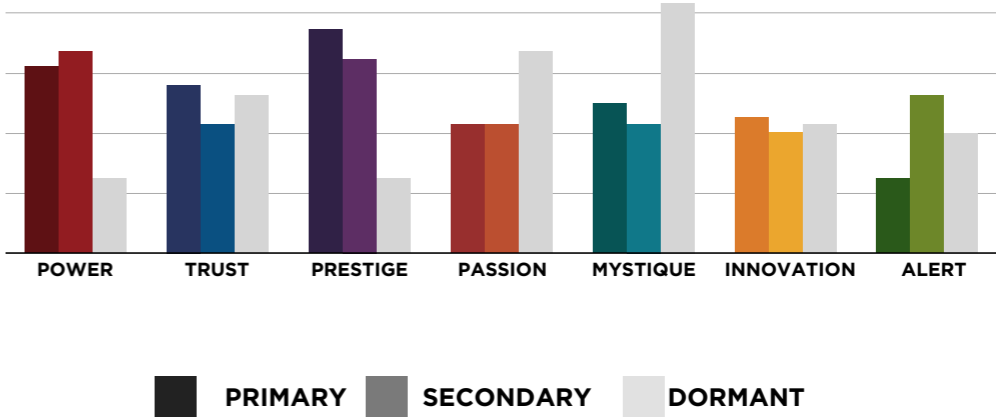


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**CENTRAL EXCHANGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



# 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 600,000 PEOPLE.

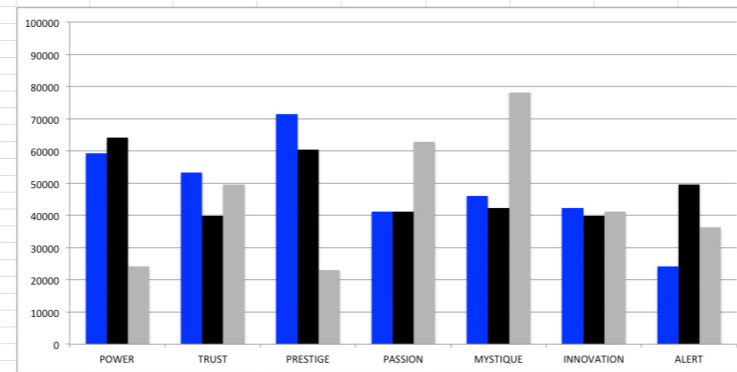
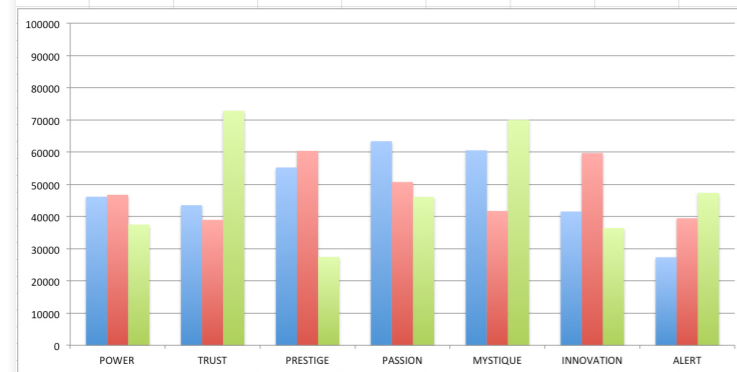
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	24	8.60%	INNOVATION	7	12	6	1	4	5
Prestige	Power	The Victor	24	8.60%	PASSION	7	5	5	3	9	5
Trust	Alert	The Good Citizen	17	6.09%	POWER	4	4	24	7	5	5
Innovation	Power	The Maverick Leader	12	4.30%	PRESTIGE	9	12	24	3	6	5
Prestige	Passion	The Connoisseur	12	4.30%	TRUST	3	7	5	6	6	17
Mystique	Innovation	The Secret Weapon	10	3.58%	MYSTIQUE	10	3	4	7	10	4
Mystique	Trust	The Wise Owl	10	3.58%	ALERT	1	3	2	9	5	
Alert	Trust	The Mediator	9	3.23%							
Passion	Mystique	The Intrigue	9	3.23%	INNOVATION	2.5%	4.3%	1.8%	1.1%	3.2%	1.8%
Prestige	Innovation	The Avant-Garde	9	3.23%	PASSION	1.4%	1.4%	8.6%	2.5%	1.8%	1.8%
Innovation	Passion	The Rockstar	7	2.51%	POWER	3.2%	4.3%	8.6%	1.1%	2.2%	1.8%
Mystique	Prestige	The Royal Guard	7	2.51%	PRESTIGE	1.1%	2.5%	1.8%	2.2%	2.2%	6.1%
Passion	Innovation	The Catalyst	7	2.51%	TRUST	3.6%	1.1%	1.4%	2.5%	3.6%	1.4%
Power	Trust	The Guardian	7	2.51%	MYSTIQUE	0.4%	1.1%	0.7%	3.2%	1.8%	
Trust	Passion	The Authentic	7	2.51%	ALERT						
Innovation	Prestige	The Trendsetter	6	2.15%							
Prestige	Mystique	The Architect	6	2.15%							
Trust	Mystique	The Anchor	6	2.15%							
Trust	Prestige	The Diplomat	6	2.15%							
Alert	Mystique	The Detective	5	1.79%							
Innovation	Alert	The Quick-Start	5	1.79%							
Passion	Alert	The Orchestrator	5	1.79%							
Passion	Power	The Peoples Champion	5	1.79%							
Passion	Prestige	The Talent	5	1.79%							
Power	Alert	The Defender	5	1.79%							
Power	Mystique	The Mastermind	5	1.79%							
Prestige	Alert	The Scholar	5	1.79%							

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

AVERAGE POPULATION									Central Exchange								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	46158	43520	55242	63404	60567	41556	27359	337806	Primary	49	44	59	34	38	35	20	279
Secondary	46757	38978	60403	50730	41735	59730	39473	337806	Secondary	53	33	50	34	35	33	41	279
Dormant	37518	72874	27470	46112	70022	36460	47350	337806	Dormant	20	41	19	52	83	34	30	279

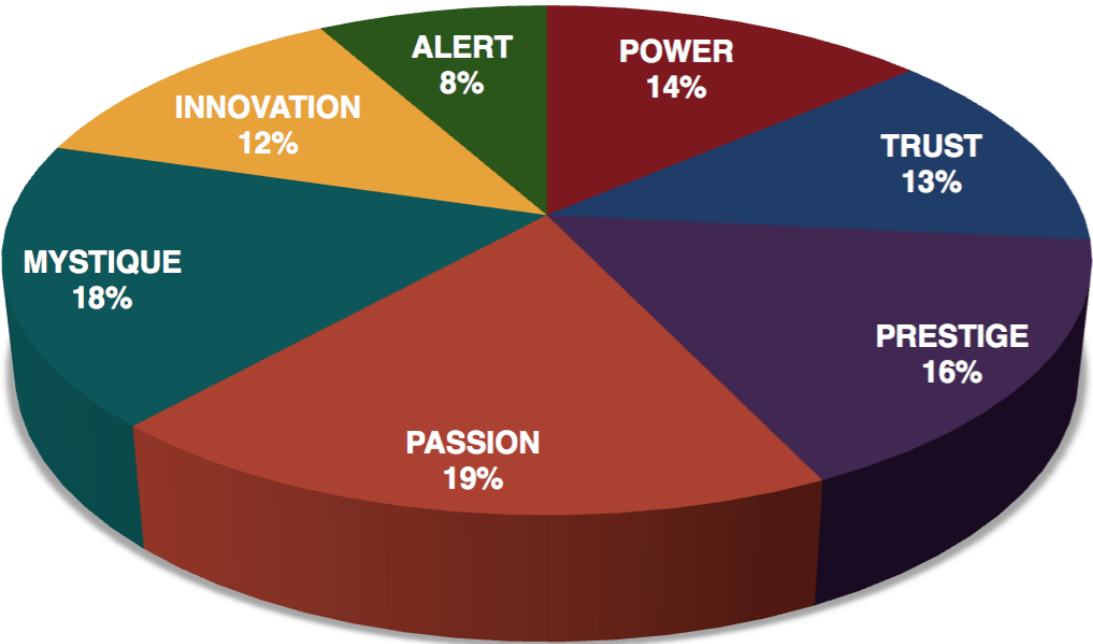
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.7%	12.9%	16.4%	18.8%	17.9%	12.3%	8.1%	100.0%	Primary	17.6%	15.8%	21.1%	12.2%	13.6%	12.5%	7.2%	100.0%
Secondary	13.8%	11.5%	17.9%	15.0%	12.4%	17.7%	11.7%	100.0%	Secondary	19.0%	11.8%	17.9%	12.2%	12.5%	11.8%	14.7%	100.0%
Dormant	11.1%	21.6%	8.1%	13.7%	20.7%	10.8%	14.0%	100.0%	Dormant	7.2%	14.7%	6.8%	18.6%	29.7%	12.2%	10.8%	100.0%



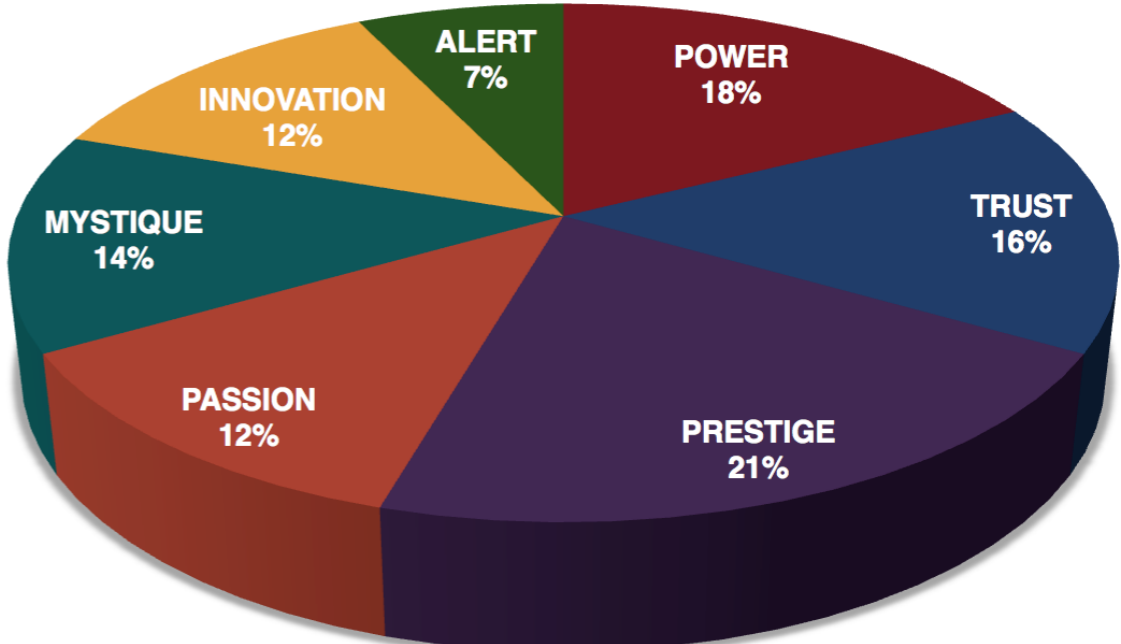
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**CENTRAL EXCHANGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

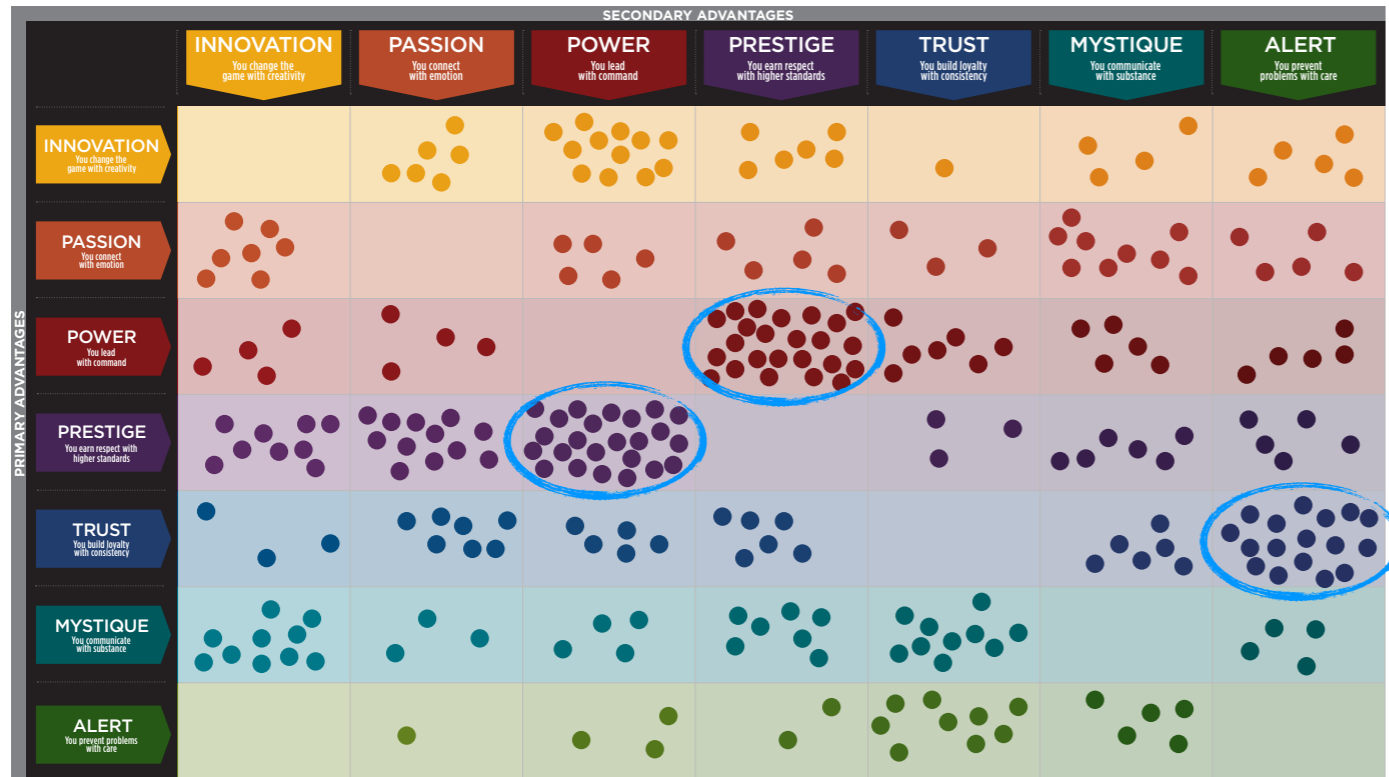
## THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> You change the game with creativity	<b>THE ANARCHY</b> Volatile • Startling Chaotic	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> Cutting-Edge • Elite Progressive	<b>THE ARTISAN</b> Deliberate • Thoughtful Flexible	<b>THE PROVOCATEUR</b> Clever • Adept Contemporary	<b>THE QUICK-START</b> Prolific • Thorough Diligent
<b>PASSION</b> You connect with emotion	<b>THE CATALYST</b> Out-of-the-Box • Social Energizing	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE PEOPLE'S CHAMPION</b> Dynamic • Inclusive Engaging	<b>THE TALENT</b> Expressive • Stylish Emotionally-Intelligent	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Discerning • Perceptive Considerate	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Efficient
<b>POWER</b> You lead with command	<b>THE CHANGE AGENT</b> Inventive • Untraditional Self-Propelled	<b>THE RINGLEADER</b> Motivating • Spirited Compelling	<b>THE AGGRESSOR</b> Dominant • Overbearing Dogmatic	<b>THE MAESTRO</b> Ambitious • Focused Confident	<b>THE GUARDIAN</b> Prominent • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE DEFENDER</b> Proactive • Cautionary Strong-Willed
<b>PRESTIGE</b> You earn respect with higher standards	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> Insightful • Distinguished In-the-Know	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE IMPERIAL</b> Arrogant • Cold Superior	<b>THE BLUE CHIP</b> Classic • Established Best-In-Class	<b>THE ARCHITECT</b> Skillful • Restrained Polished	<b>THE SCHOLAR</b> Intellectual • Disciplined Systematic
<b>TRUST</b> You build loyalty with consistency	<b>THE EVOLUTIONARY</b> Curious • Adaptable Open-Minded	<b>THE AUTHENTIC</b> Approachable • Dependable Trustworthy	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE DIPLOMAT</b> Levelheaded • Subtle Capable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE ANCHOR</b> Protective • Purposeful Analytical	<b>THE GOOD CITIZEN</b> Principled • Prepared Conscientious
<b>MYSTIQUE</b> You communicate with substance	<b>THE SECRET WEAPON</b> Nimble • Unassuming Independent	<b>THE SUBTLE TOUCH</b> Tactful • Self-Sufficient Mindful	<b>THE VEILED STRENGTH</b> Realistic • Intentional To-the-Point	<b>THE ROYAL GUARD</b> Elegant • Astute Discreet	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Unemotional • Introverted Concentrated	<b>THE ARCHER</b> On-Target • Reasoned Pragmatic
<b>ALERT</b> You prevent problems with care	<b>THE COMPOSER</b> Strategic • Fine-Tuned Judicious	<b>THE COORDINATOR</b> Constructive • Organized Practical	<b>THE ACE</b> Decisive • Tireless Forthright	<b>THE EDITOR-IN-CHIEF</b> Productive • Skilled Detailed	<b>THE MEDIATOR</b> Steadfast • Composed Structured	<b>THE DETECTIVE</b> Clear-Cut • Accurate Meticulous	<b>THE CONTROL FREAK</b> Compulsive • Driven Exacting

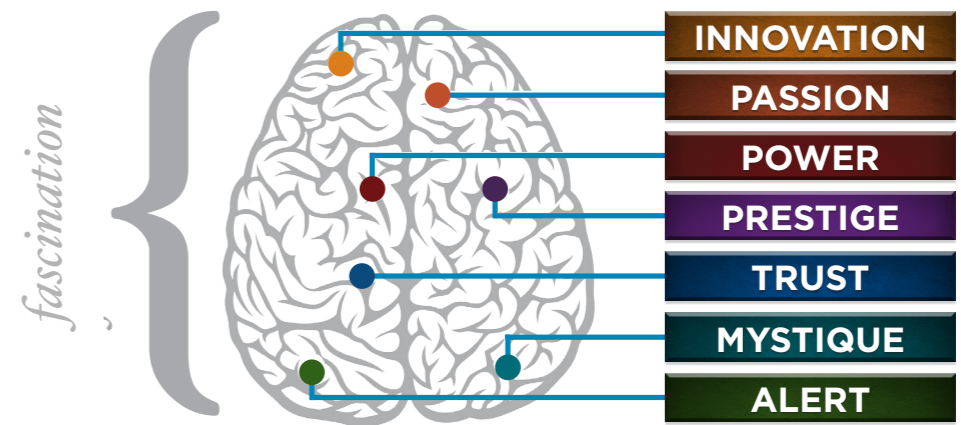
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of the 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>		2.5%	4.3%	2.2%	0.4%	1.4%	1.8%
PASSION <small>You connect with emotion</small>	2.5%		1.8%	1.8%	1.1%	3.2%	1.8%
POWER <small>You lead with command</small>	1.4%	1.4%		8.6%	2.5%	1.8%	1.8%
PRESTIGE <small>You earn respect with higher standards</small>	3.2%	4.3%	8.6%		1.1%	2.2%	1.8%
TRUST <small>You build loyalty with consistency</small>	1.1%	2.5%	1.8%	2.2%		2.2%	6.1%
MYSTIQUE <small>You communicate with substance</small>	3.6%	1.1%	1.4%	2.5%	3.6%		1.4%
ALERT <small>You prevent problems with care</small>		0.4%	1.1%	0.7%	3.2%	1.8%	

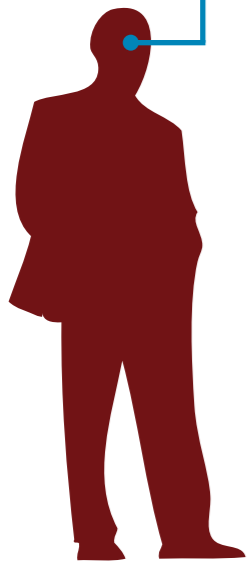
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

YOU ARE **19.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **27.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **26.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **36.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **17.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **5.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **18%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed

## 7 WAYS HIGH-PERFORMERS ADD VALUE

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**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

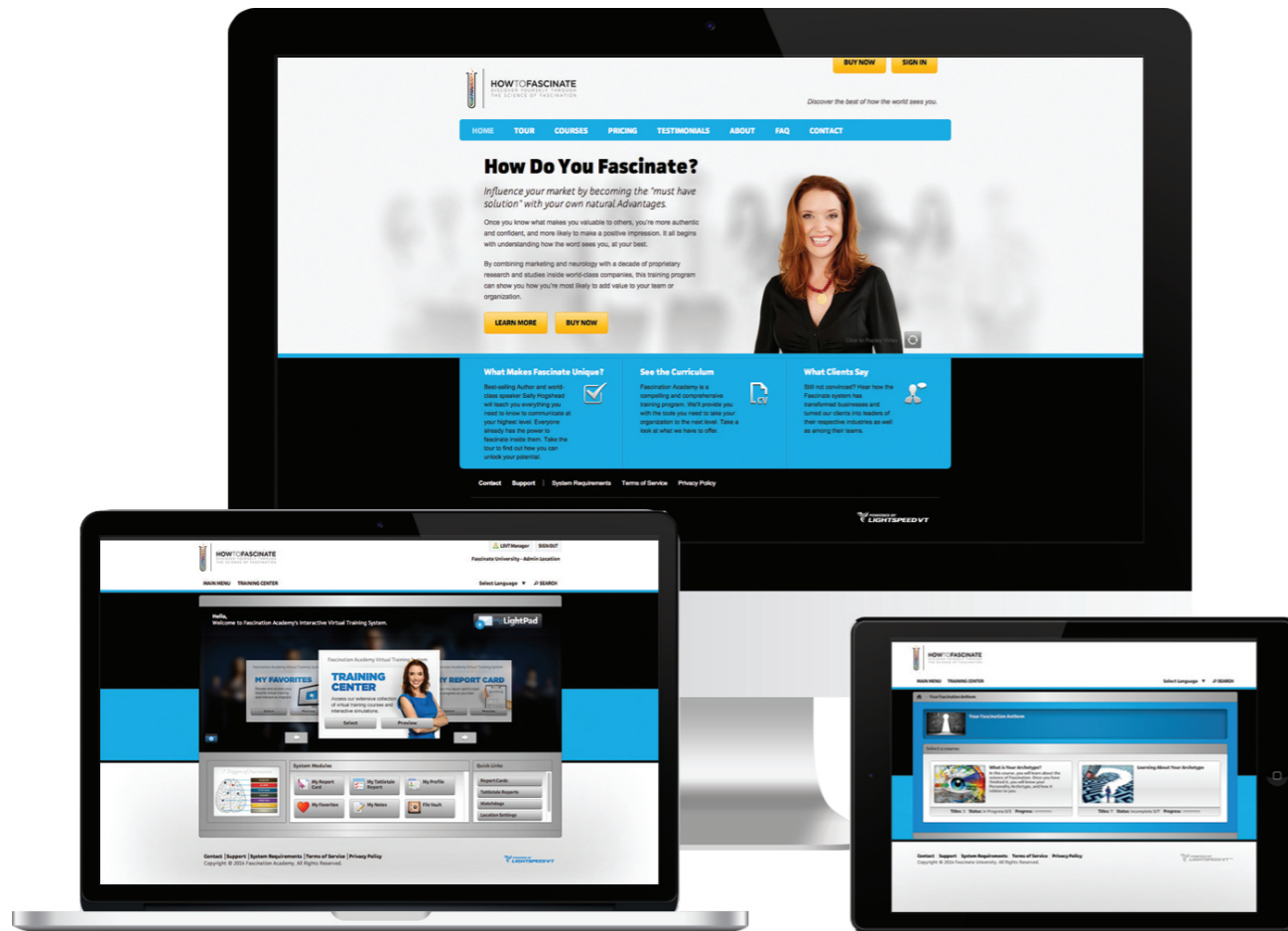
**ALERT**

PRECISE DETAIL MANAGER



# FASCINATION ACADEMY

Virtual training that's as individual as you are.



- + Inspire a culture of engagement where you and your team all perform at your best
- + Combat distraction and build meaningful relationships to grow your revenue and create unforgettable customer experiences
- + Achieve excellence

**ENROLL IN YOUR SNEAK PEEK NOW!**

Questions? [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com)