

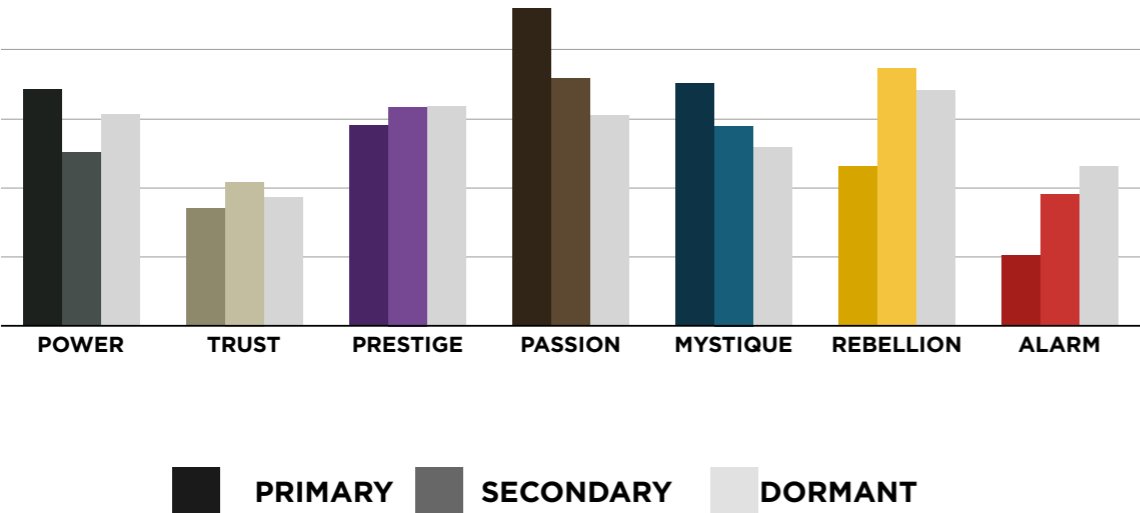
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
CISCO WEBINAR ON 05/16/13

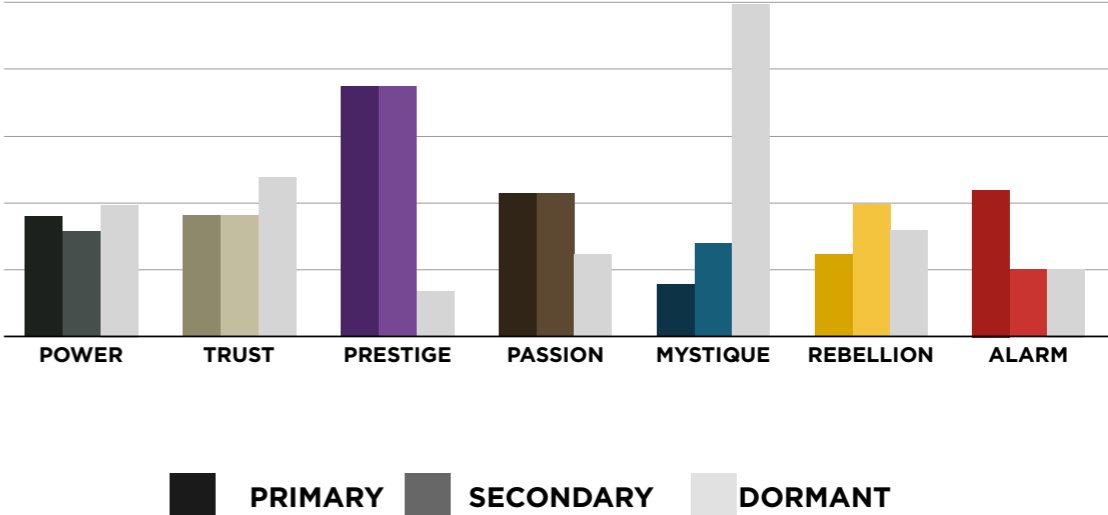


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



CISCO ALL-HANDS MARKETING MEETING RESULTS OF THE FASCINATION ADVANTAGE TEST

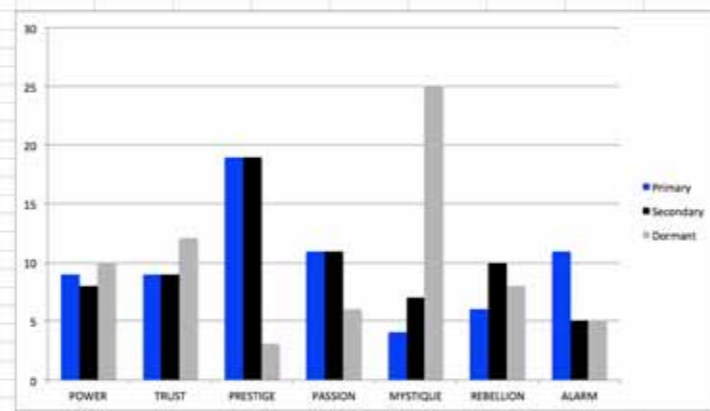
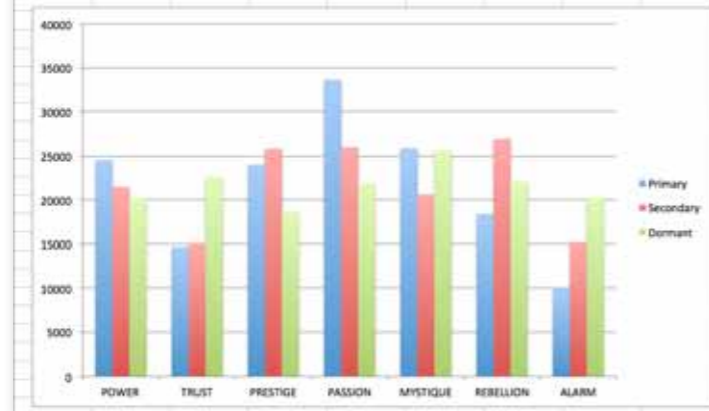


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Alarm	Trust	The Sustainer	6	8.70%	PASSION		1	3	4	1	1	1
Prestige	Power	The Victor	6	8.70%	TRUST	2		1	3		1	2
Prestige	Rebellion	The Avant-Garde	5	7.25%	MYSTIQUE	1			1		2	
Power	Prestige	The Maestro	5	7.25%	PRESTIGE	4	1	2		6	1	5
Rebellion	Prestige	The Trendsetter	5	7.25%	POWER	2	1		5			1
Prestige	Passion	The Connoisseur	4	5.80%	ALARM	1	6	1	1	1		1
Passion	Prestige	The Talent	4	5.80%	REBELLION	1			5			
Trust	Prestige	The Diplomat	3	4.35%								
Passion	Mystique	The Intrigue	3	4.35%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Prestige	Mystique	The Architect	2	2.90%	PASSION		1.4%	4.3%	5.8%	1.4%	1.4%	1.4%
Trust	Passion	The Authentic	2	2.90%	TRUST	2.9%		1.4%	4.3%		1.4%	2.9%
Mystique	Alarm	The Bullseye	2	2.90%	MYSTIQUE	1.4%			1.4%		2.9%	
Trust	Rebellion	The Evolutionary	2	2.90%	PRESTIGE	5.8%	1.4%	2.9%		8.7%	1.4%	7.2%
Power	Passion	The Ringleader	2	2.90%	POWER	2.9%	1.4%		7.2%			1.4%
Passion	Power	The Advocate	1	1.45%	ALARM	1.4%	8.7%	1.4%	1.4%	1.4%		1.4%
Passion	Trust	The Beloved	1	1.45%	REBELLION	1.4%			7.2%			
Prestige	Trust	The Blue Chip	1	1.45%								
Passion	Rebellion	The Catalyst	1	1.45%								
Power	Rebellion	The Change Agent	1	1.45%								
Alarm	Passion	The Coordinator	1	1.45%								
Alarm	Rebellion	The Craftsman	1	1.45%								
Alarm	Prestige	The Editor-in-Chief	1	1.45%								
Trust	Alarm	The Good Citizen	1	1.45%								
Power	Trust	The Guardian	1	1.45%								
Alarm	Mystique	The Inspector	1	1.45%								
Passion	Alarm	The Orchestrator	1	1.45%								
Prestige	Alarm	The Perfectionist	1	1.45%								
Rebellion	Passion	The Rockstar	1	1.45%								
Mystique	Prestige	The Royal Guard	1	1.45%								

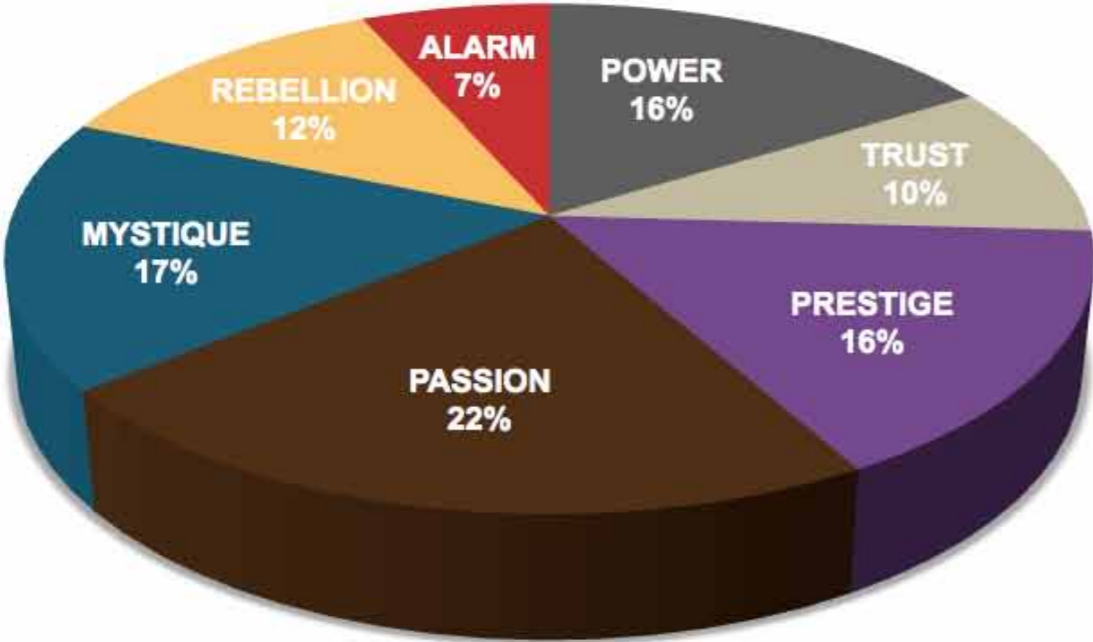
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									CISCO All-Hands Marketing Meeting								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	24534	14675	24029	33641	25897	18401	9937	151114	Primary	9	9	19	11	4	6	11	69
Secondary	21461	15051	25844	26000	20597	26968	15193	151114	Secondary	8	9	19	11	7	10	5	69
Dormant	20128	22614	18655	21846	25645	22042	20184	151114	Dormant	10	12	3	6	25	8	5	69
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.2%	9.7%	15.9%	22.3%	17.1%	12.2%	6.6%	100.0%	Primary	13.0%	13.0%	27.5%	15.9%	5.8%	8.7%	15.9%	100.0%
Secondary	14.2%	10.0%	17.1%	17.2%	13.6%	17.8%	10.1%	100.0%	Secondary	11.6%	13.0%	27.5%	15.9%	10.1%	14.5%	7.2%	100.0%
Dormant	13.3%	15.0%	12.3%	14.5%	17.0%	14.6%	13.4%	100.0%	Dormant	14.5%	17.4%	4.3%	8.7%	36.2%	11.6%	7.2%	100.0%

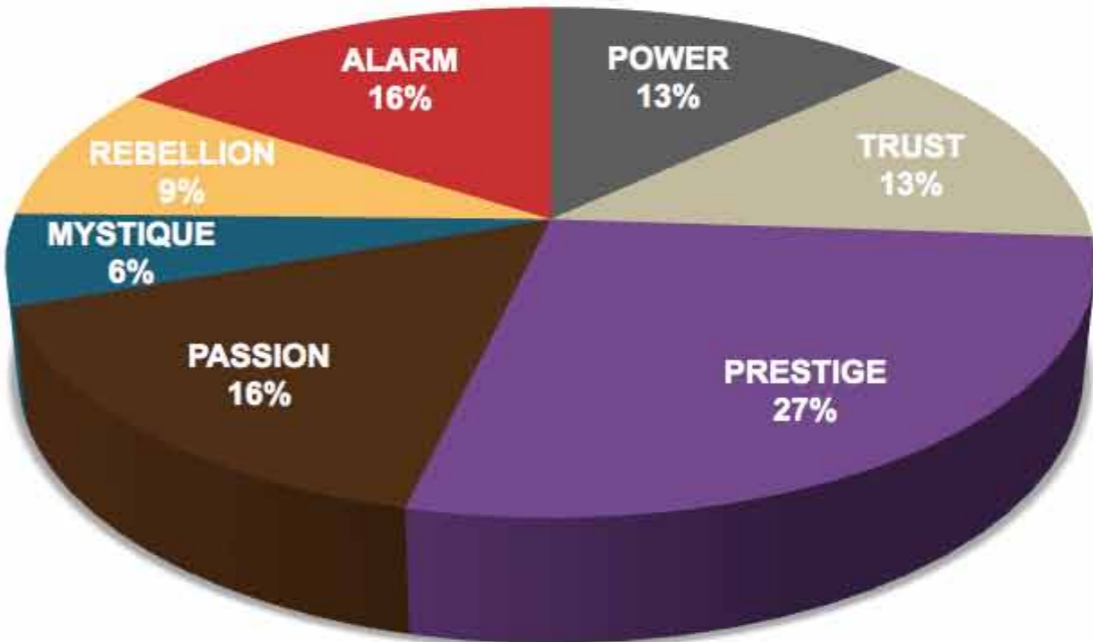


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



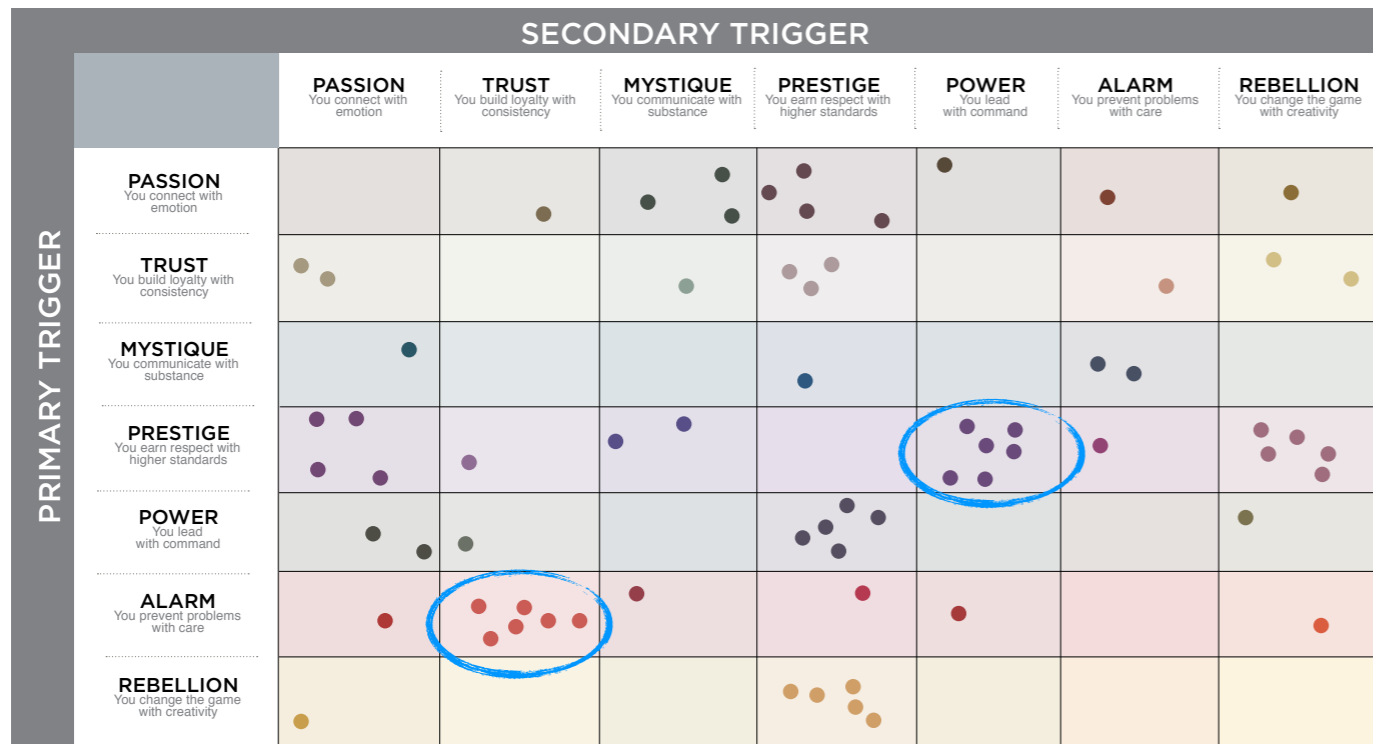
CISCO WEBINAR RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

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

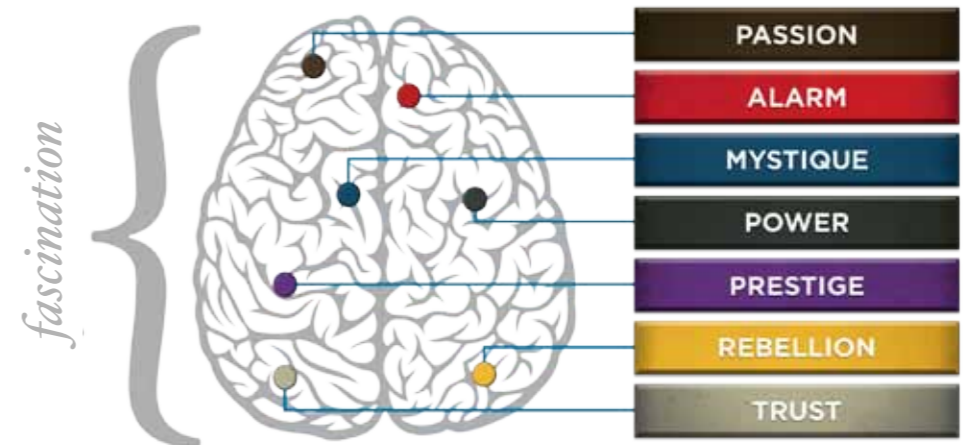
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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>		1.4%	4.3%	5.8%	1.4%	1.4%	1.4%
	TRUST <small>You build loyalty with consistency</small>	2.9%		1.4%	4.3%		1.4%	2.9%
	MYSTIQUE <small>You communicate with substance</small>	1.4%			1.4%		2.9%	
	PRESTIGE <small>You earn respect with higher standards</small>	5.8%	1.4%	2.9%		8.7%	1.4%	7.2%
	POWER <small>You lead with command</small>	2.9%	1.4%		7.2%			1.4%
	ALARM <small>You prevent problems with care</small>	1.4%	8.7%	1.4%	1.4%	1.4%		1.4%
	REBELLION <small>You change the game with creativity</small>	1.4%			7.2%			

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



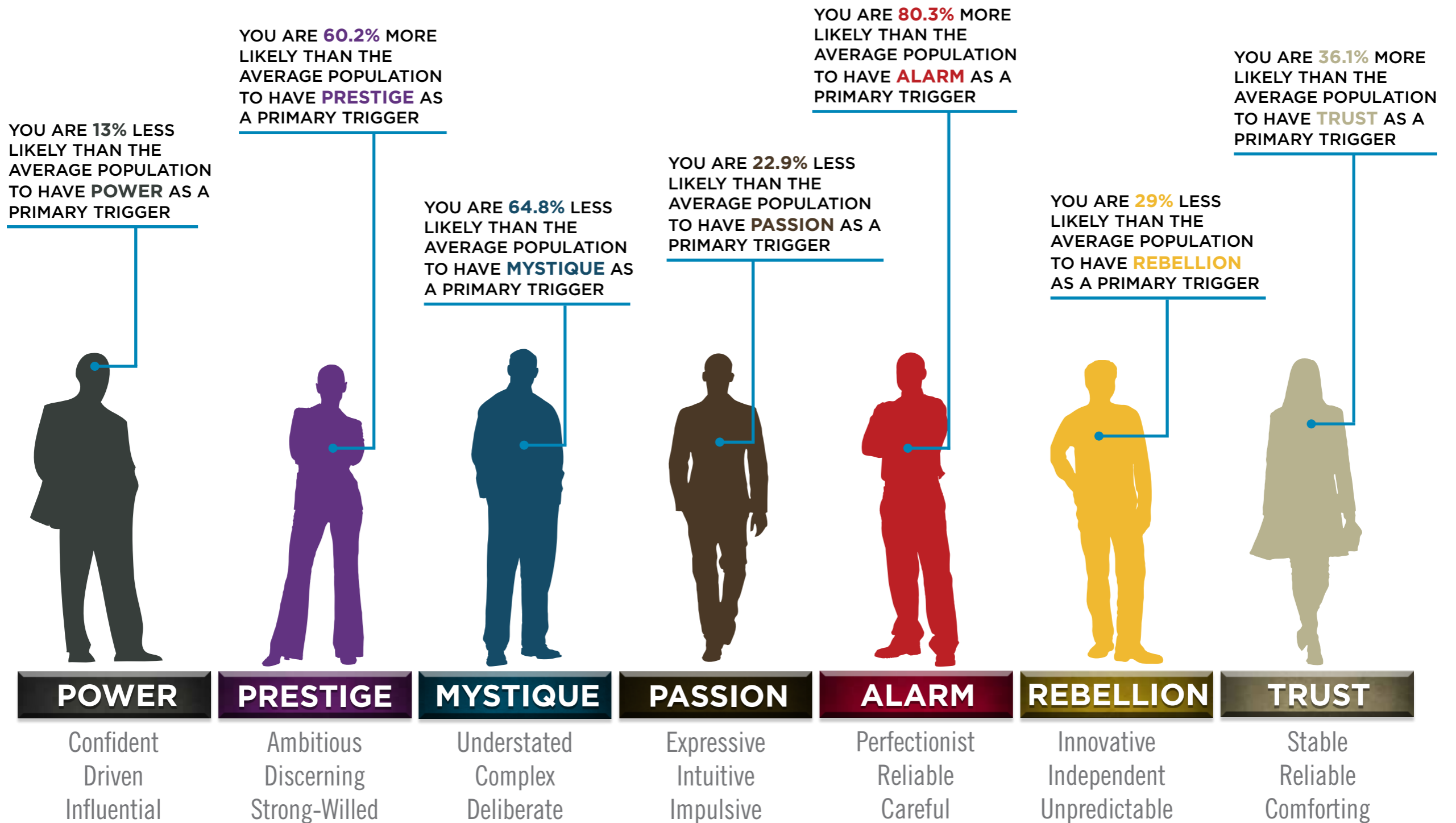
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

SECONDARY TRIGGER

PRIMARY TRIGGER	SECONDARY TRIGGER						
	PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PASSION You connect with emotion		GREG B.	MARC C. ROCHELLE S. SHARON B.	CLAIRE L. LINDA B. LORIE J. TUGBA G.	ROMIL K.	HENRY T.	ROB S.
TRUST You build loyalty with consistency	CAROL S. LINDA W.		YOULUNDA S.	CAROL M. LATHA R. NOAH N.		TERRY L.	JULIE N. TODD Y.
MYSTIQUE You communicate with substance	RACHEL H.			AMY S.		SHERINE E. STACEY C.	
PRESTIGE You earn respect with higher standards	EUNME J. GENE H. MORGAN F. SUE N.	CAMILLE S.	JONATHAN H. RAHUL A.	ALEXIS D., DAN W., CHRISTINE P., FAITH W., KATHY E., SANDRA A.		GLENN G.	BARNABY M., KATRINA N., PEGGY C., VICTORIA R., LEIGH M
POWER You lead with command	MARIE H. KARYN S.	LORI J.		DEBBIE A., FRANK L., JOEL C., JOHN D., KENNETH L.			LIEF K.
ALARM You prevent problems with care	SILKA P.	CAROL O., MARK R. MICHELE W., SHERI S., VERONICA G., VICKI V.	ALISON G.	KAREN B.	LYNN S.		WENDY L.
REBELLION You change the game with creativity	DAWN W.			ANN S., DAN G., DIXIE F., LORA O., STEFANIE M.			

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.



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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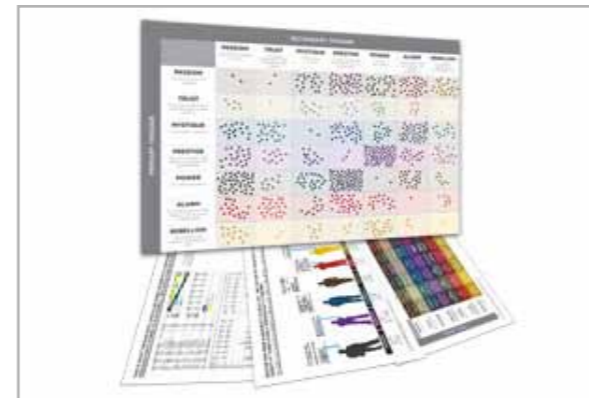
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