

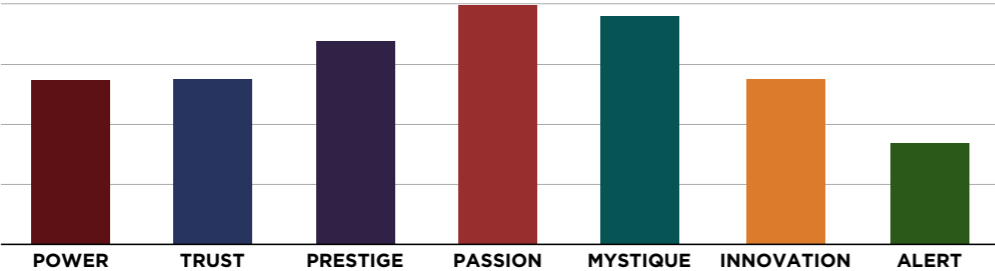
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
CONGA H2 LEADERSHIP MEETING ON 07/13/17



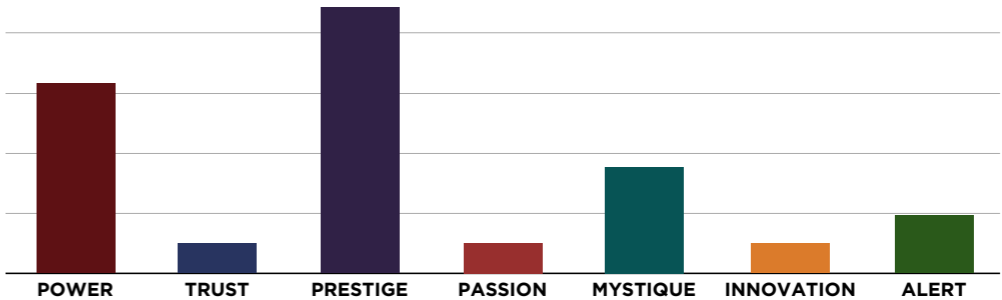
THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



PRIMARY ADVANTAGE

**CONGA H2 LEADERSHIP MEETING RESULTS
OF THE FASCINATION ADVANTAGE TEST**



PRIMARY ADVANTAGE

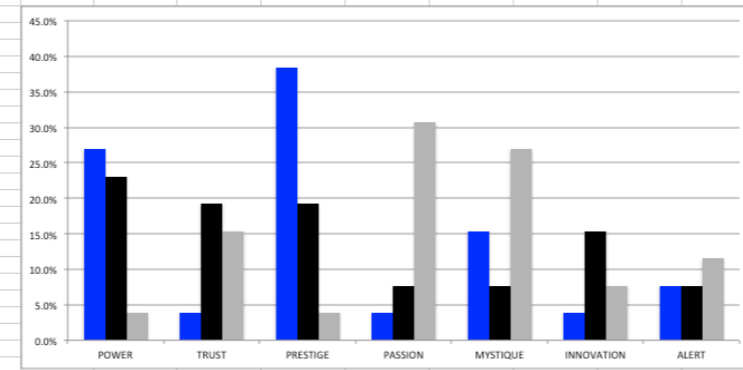
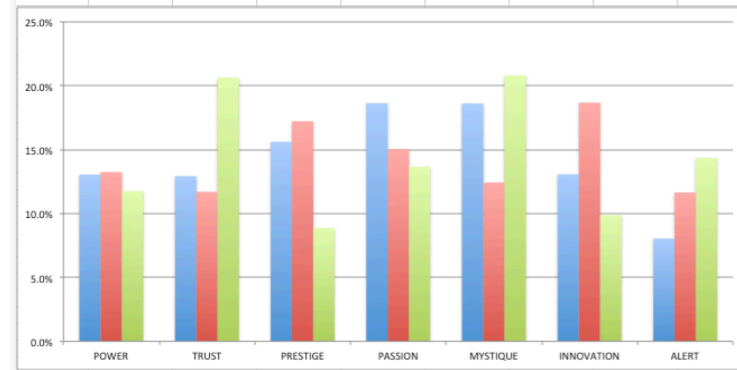
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Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	4	15.38%	INNOVATION			1			
Prestige	Power	The Victor	3	11.54%	PASSION	1					
Mystique	Alert	The Archer	2	7.69%	POWER	1		4	2		
Prestige	Innovation	The Avant-Garde	2	7.69%	PRESTIGE	2	2	3	1	2	
Prestige	Mystique	The Architect	2	7.69%	TRUST		1				
Prestige	Passion	The Connoisseur	2	7.69%	MYSTIQUE		1		1		2
Power	Trust	The Guardian	2	7.69%	ALERT		1		1		
Passion	Innovation	The Catalyst	1	3.85%							
Power	Innovation	The Change Agent	1	3.85%	INNOVATION						
Alert	Power	The Ace	1	3.85%	PASSION			3.8%			
Mystique	Power	The Veiled Strength	1	3.85%	POWER	3.8%					
Trust	Power	The Gravitas	1	3.85%	POWER	3.8%		15.4%	7.7%		
Innovation	Prestige	The Trendsetter	1	3.85%	PRESTIGE	7.7%	7.7%	11.5%	3.8%	7.7%	
Alert	Trust	The Mediator	1	3.85%	TRUST		3.8%				
Mystique	Trust	The Wise Owl	1	3.85%	MYSTIQUE		3.8%		3.8%		7.7%
Prestige	Trust	The Blue Chip	1	3.85%	ALERT		3.8%		3.8%		

 : Missing Archetypes
 : Most Prevalent Archetypes

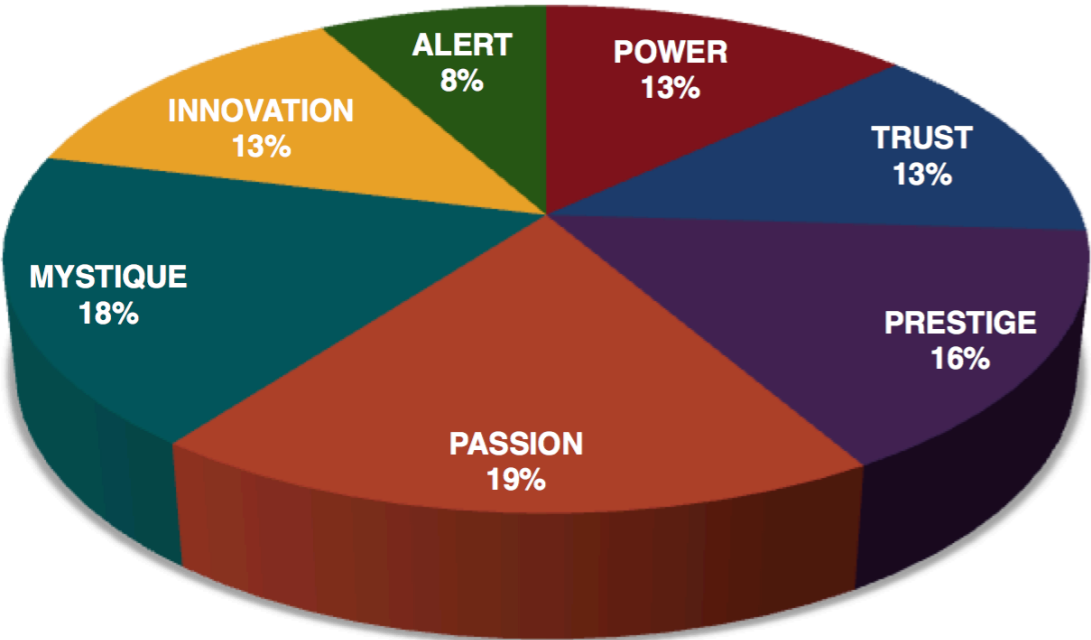
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION									Conga H2													
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	
Primary	Secondary	Dormant	84768	83949	101386	121044	120851	84880	52286	649164	Primary	Secondary	Dormant	7	1	10	1	4	1	4	2	26
Primary	Secondary	Dormant	86051	75999	111848	97625	80730	121276	75635	649164	Secondary	Primary	Secondary	6	5	5	2	2	4	2	26	
Primary	Secondary	Dormant	76385	133991	57688	88710	135096	64117	93177	649164	Dormant	Primary	Dormant	1	4	1	8	7	2	3	26	

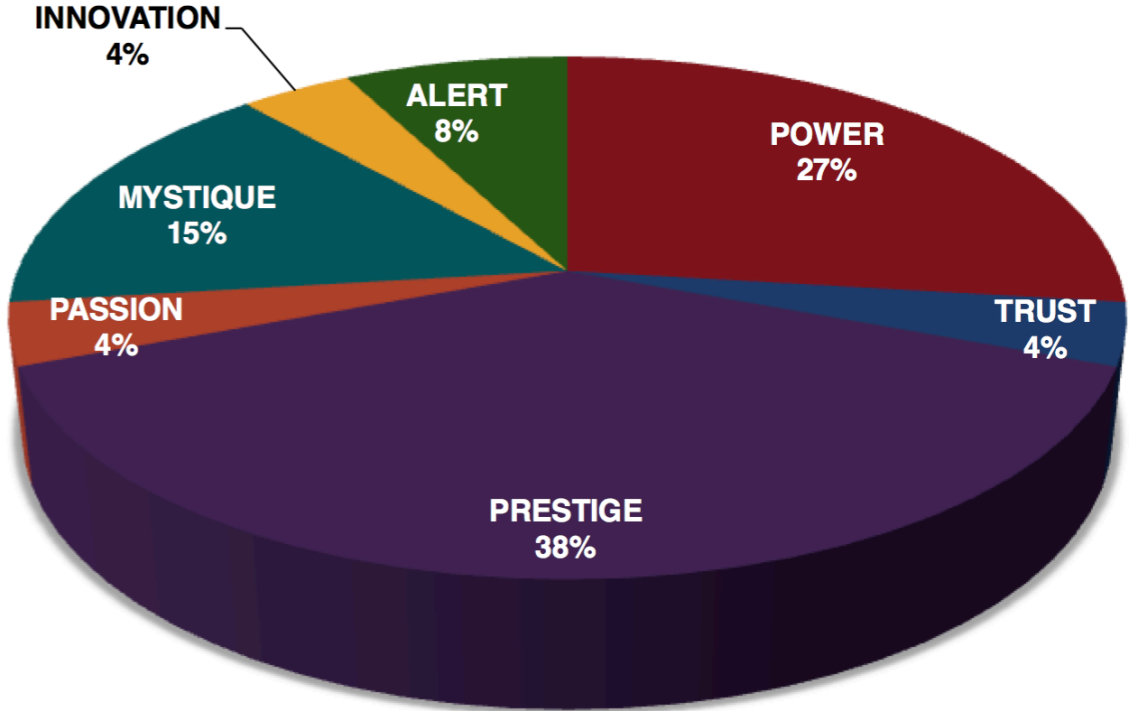


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



CONGA H2 LEADERSHIP MEETING RESULTS FROM THE FASCINATION ADVANTAGE TEST



WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONAL BRAND ARCHETYPES.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

HOWTOFASCINATE.COM

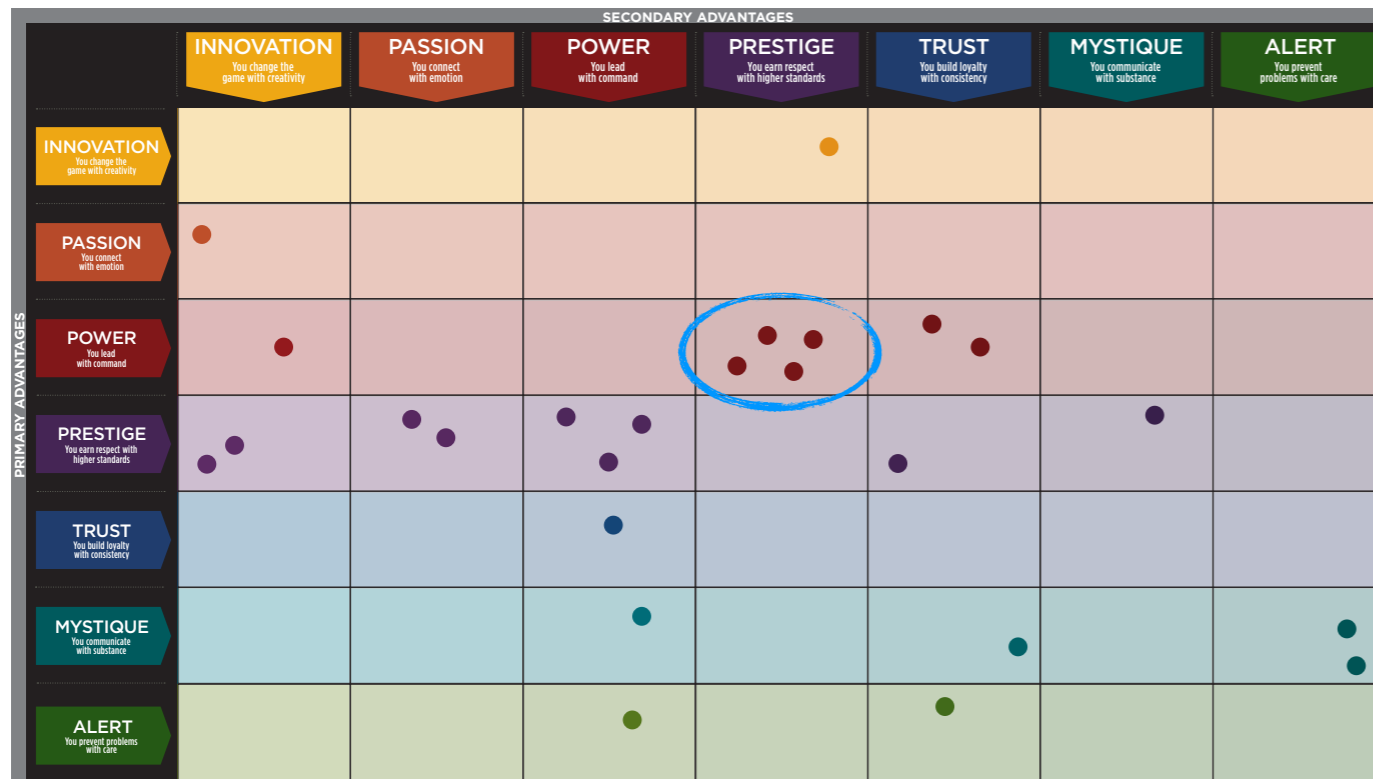
		SECONDARY ADVANTAGE						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care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

⋮ DOTTED STROKE = DOUBLE TROUBLE

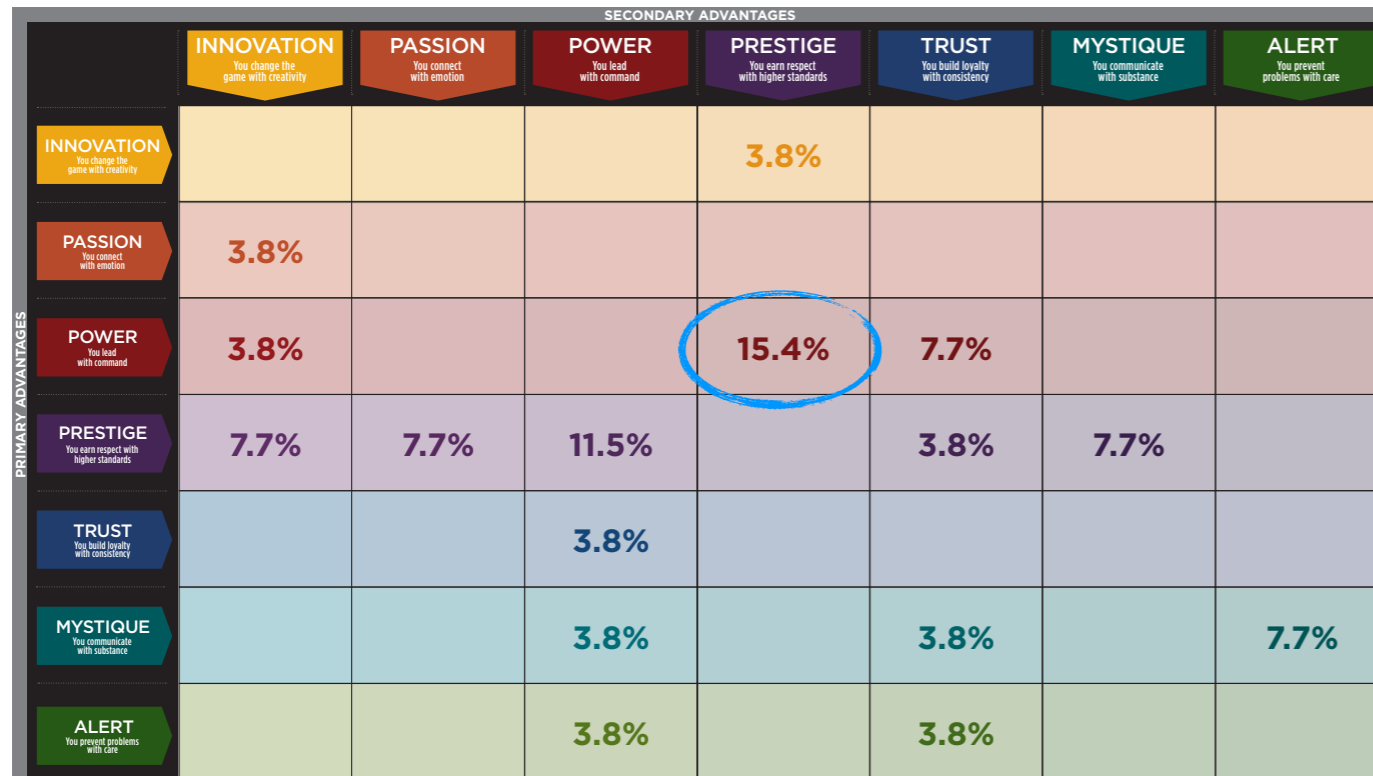
WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

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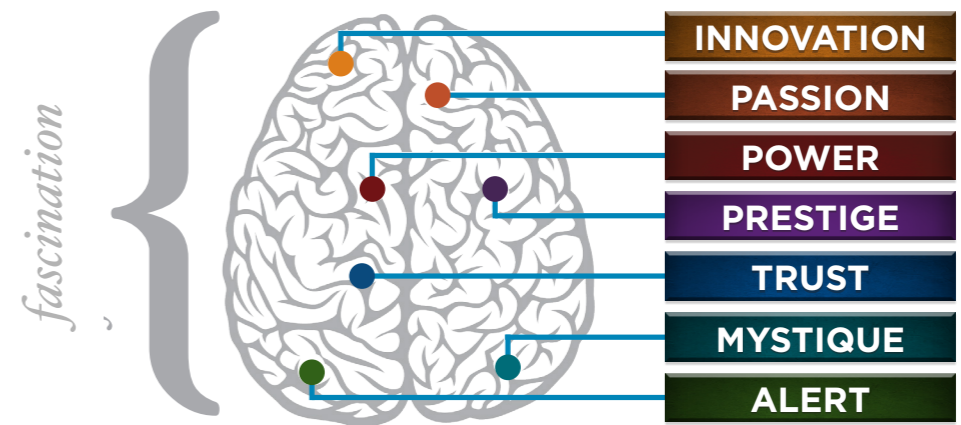
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of personal brand Archetypes of the organization.

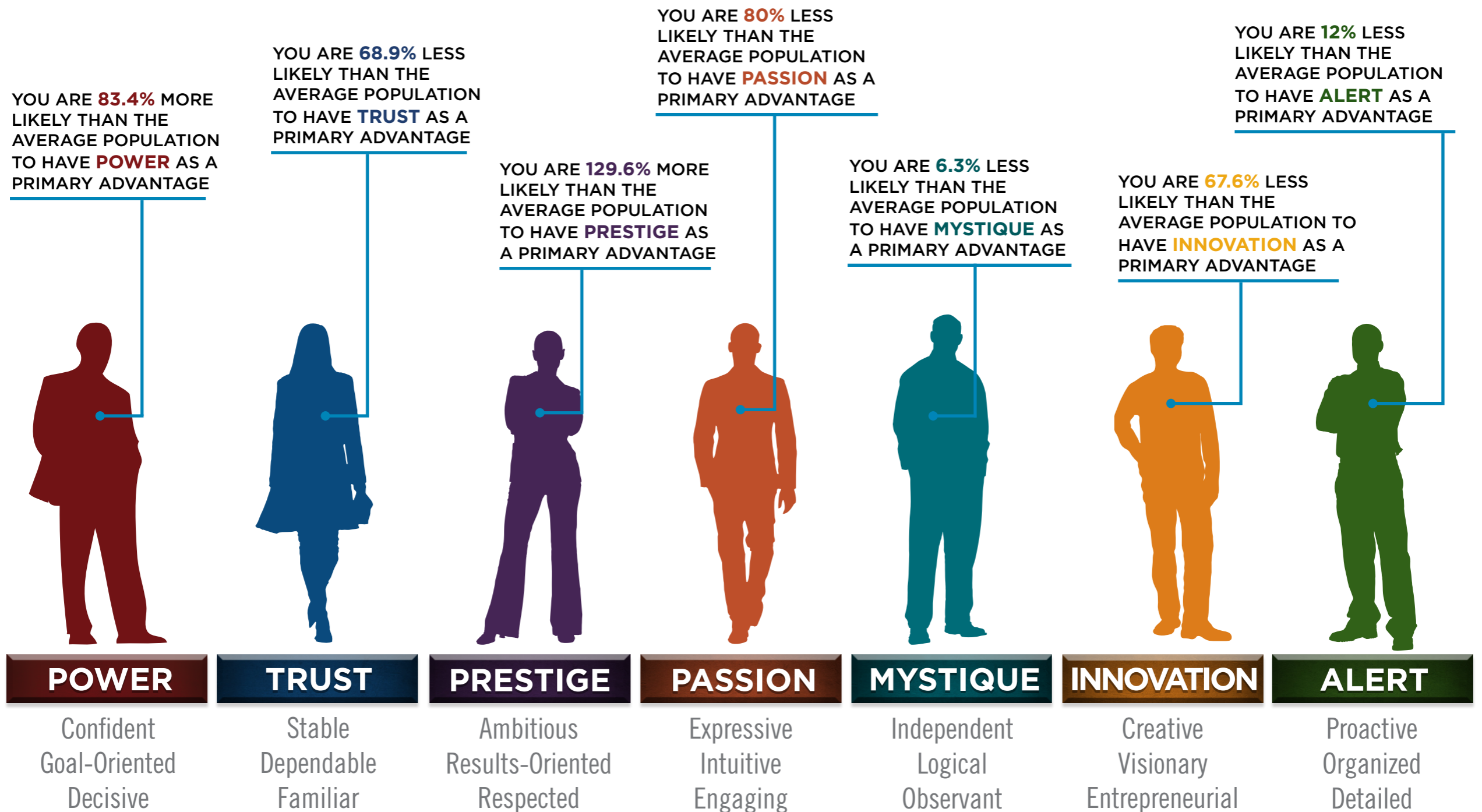


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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.



7 WAYS HIGH-PERFORMERS ADD VALUE

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

LET'S START A CONVERSATION.

