

AN INSIDER'S *look* AT THE RESEARCH

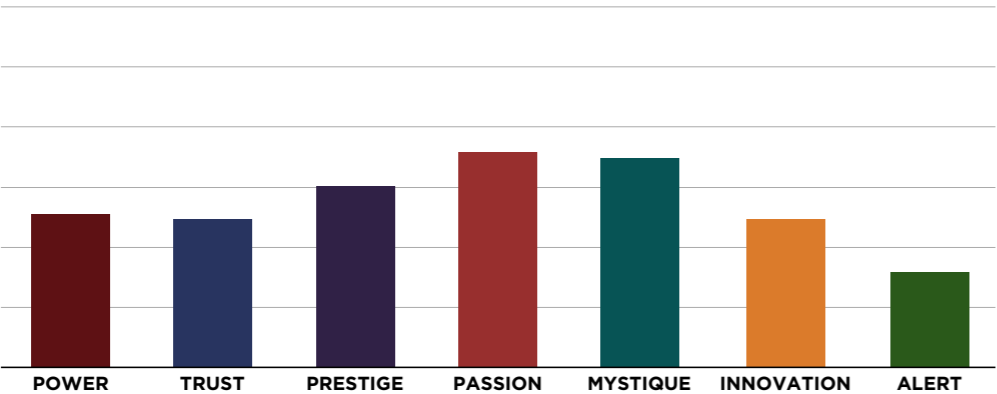
FROM SALLY HOGSHEAD'S PRESENTATION TO CRN'S ANNUAL SYMPOSIUM FOR THE DIETARY SUPPLEMENT INDUSTRY ON 10/28/16

BONUS GIFT:
GET YOUR FREE
CRN16-EXPRESS
CODE TO SHARE!



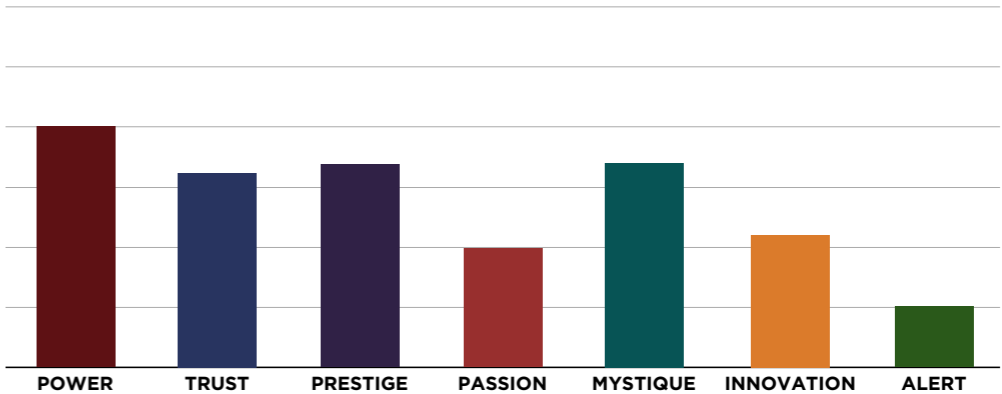
THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



PRIMARY ADVANTAGE

**CRN'S ANNUAL SYMPOSIUM FOR THE DIETARY
SUPPLEMENT INDUSTRY RESULTS
OF THE FASCINATION ADVANTAGE TEST**



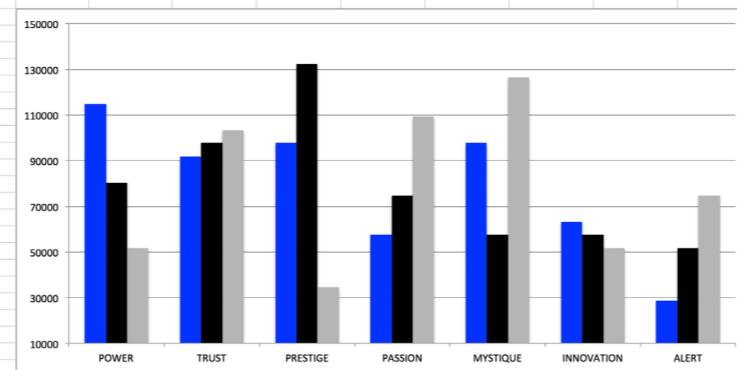
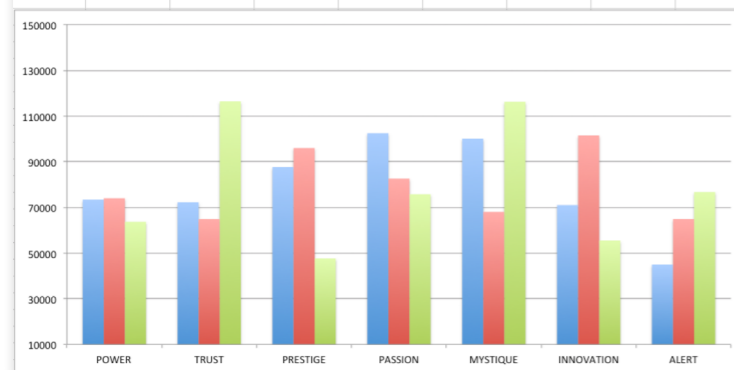
PRIMARY ADVANTAGE

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.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	10	10.42%	INNOVATION	3	2	2	3	2	1
Prestige	Power	The Victor	7	7.29%	PASSION	3	2	2	1	2	1
Mystique	Alert	The Archer	5	5.21%	POWER	3	7	10	5	1	1
Prestige	Innovation	The Avant-Garde	5	5.21%	PRESTIGE	5	2	5	1	2	2
Trust	Prestige	The Diplomat	5	5.21%	TRUST	3	2	5	5	4	2
Mystique	Trust	The Wise Owl	5	5.21%	MYSTIQUE	2	1	3	5	5	5
Power	Trust	The Guardian	5	5.21%	ALERT	1	1	1	2	1	5
Trust	Mystique	The Anchor	4	4.17%							
Passion	Innovation	The Catalyst	3	3.13%	INNOVATION	3.1%	2.1%	2.1%	3.1%	2.1%	1.0%
Innovation	Passion	The Rockstar	3	3.13%	PASSION	3.1%	2.1%	2.1%	1.0%	2.1%	1.0%
Power	Passion	The Ringleader	3	3.13%	POWER	3.1%	7.3%	10.4%	5.2%	1.0%	1.0%
Trust	Passion	The Authentic	3	3.13%	PRESTIGE	5.2%	2.1%	7.3%	1.0%	2.1%	2.1%
Mystique	Prestige	The Royal Guard	3	3.13%	TRUST	3.1%	2.1%	5.2%	5.2%	4.2%	2.1%
Innovation	Trust	The Artisan	3	3.13%	MYSTIQUE	2.1%	1.0%	1.0%	3.1%	5.2%	5.2%
Trust	Alert	The Good Citizen	2	2.08%	ALERT	1.0%	1.0%	1.0%	2.1%	1.0%	5.2%
Mystique	Innovation	The Secret Weapon	2	2.08%							
Passion	Mystique	The Intrigue	2	2.08%							
Prestige	Mystique	The Architect	2	2.08%							
Prestige	Passion	The Connoisseur	2	2.08%							
Innovation	Power	The Maverick Leader	2	2.08%							
Passion	Power	The Peoples Champion	2	2.08%							
Trust	Power	The Gravitas	2	2.08%							
Innovation	Prestige	The Trendsetter	2	2.08%							
Passion	Prestige	The Talent	2	2.08%							
Alert	Trust	The Mediator	2	2.08%							
Innovation	Alert	The Quick-Start	1	1.04%							
Power	Alert	The Defender	1	1.04%							
Alert	Mystique	The Detective	1	1.04%							
Power	Mystique	The Mastermind	1	1.04%							
Alert	Passion	The Coordinator	1	1.04%							
Mystique	Passion	The Subtle Touch	1	1.04%							

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

AVERAGE POPULATION									CRN's Annual Symposium for the Dietary Supplement Industry								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	73370	72267	87623	102477	100100	71031	44975	551843	Primary	20	16	17	10	17	11	5	96
Secondary	74010	64872	96007	82560	67992	101522	64880	551843	Secondary	14	17	23	13	10	10	9	96
Dormant	63694	116404	47613	75750	116207	55456	76719	551843	Dormant	9	18	6	19	22	9	13	96



I WANT TO...

BUILD A MORE ENGAGED TEAM

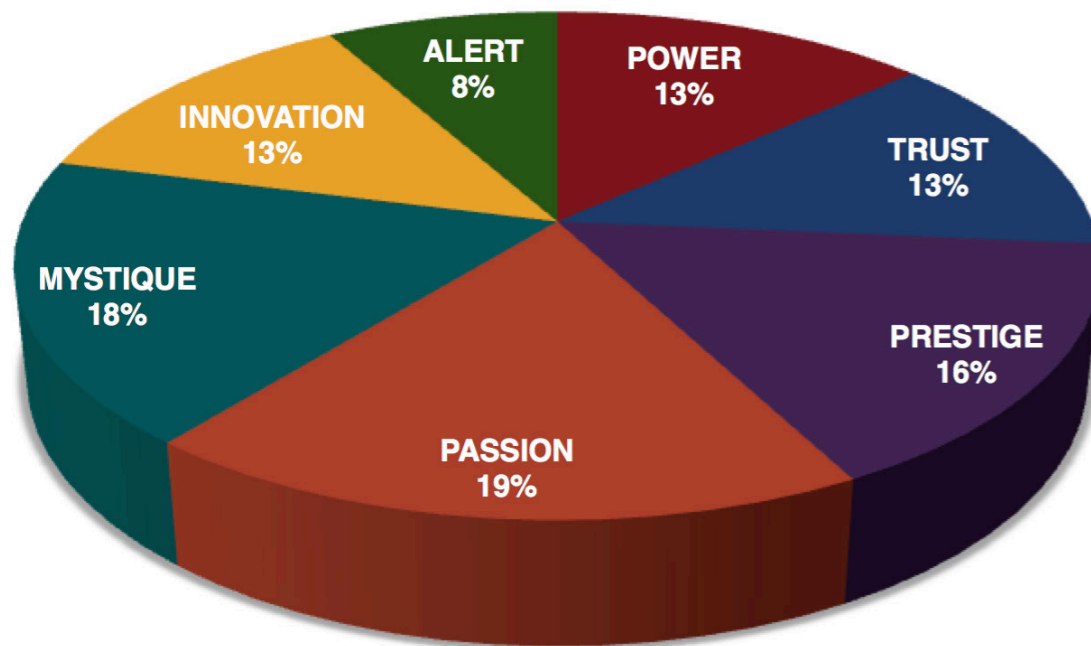
4 STEPS TO A MORE ENGAGED TEAM

- 1 DISCOVER HOW THE WORLD SEES YOU:**
Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value. **Click here** or send this link HowToFascinate.com/you to have your team take the Fascination Advantage® assessment.
- 2 ANTHEM EXERCISE:**
Have your team use the **One-Hour Personal Brand™ Kit** so each member can create an Anthem to immediately identify how they are most likely to add value. Schedule a meeting to share results.
- 3 ONLINE TRAINING:**
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Academy™ Online: FascinationAcademy.com
- 4 ONSITE TRAINING:**
Create a deeper understanding of core Fascinate principles in an interactive onsite environment with one of our **Fascinate Certified Advisors**. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.

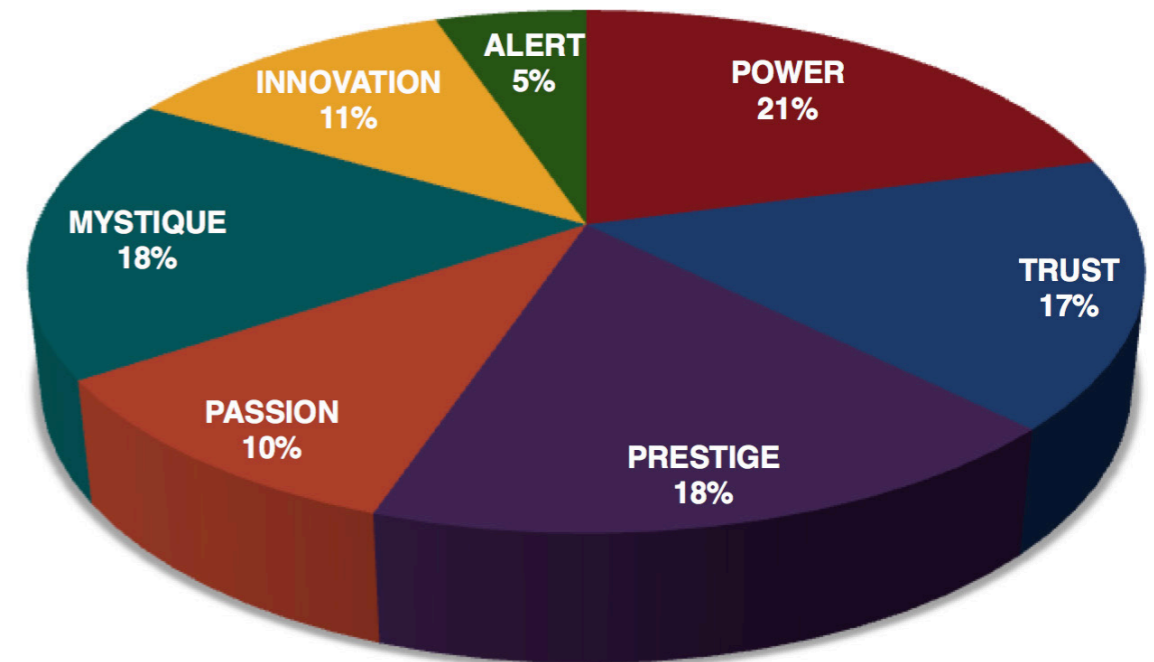


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



CRN'S ANNUAL SYMPOSIUM FOR THE DIETARY SUPPLEMENT INDUSTRY 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

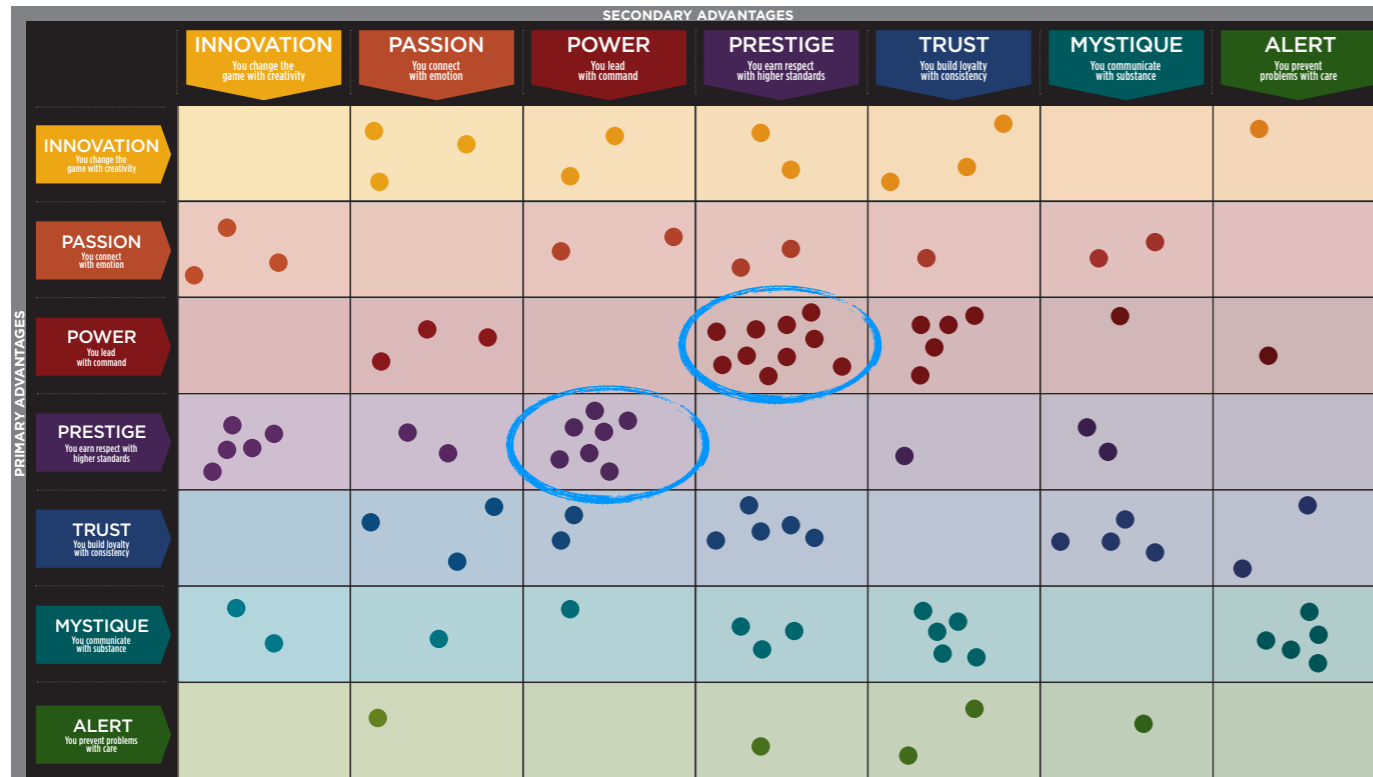
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

©2015 SALLY HOGSHEAD

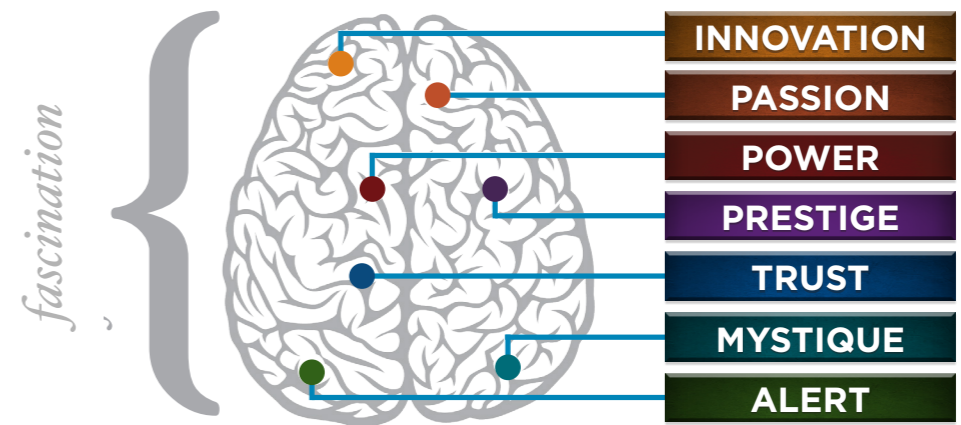
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

	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>		3.1%	2.1%	2.1%	3.1%		1.0%
PASSION <small>You connect with emotion</small>	3.1%		2.1%	2.1%	1.0%	2.1%	
POWER <small>You lead with command</small>		3.1%		10.4%	5.2%	1.0%	1.0%
PRESTIGE <small>You earn respect with higher standards</small>	5.2%	2.1%	7.3%		1.0%	2.1%	
TRUST <small>You build loyalty with consistency</small>		3.1%	2.1%	5.2%		4.2%	2.1%
MYSTIQUE <small>You communicate with substance</small>	2.1%	1.0%	1.0%	3.1%	5.2%		5.2%
ALERT <small>You prevent problems with care</small>		1.0%		1.0%	2.1%	1.0%	



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 **41.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **34.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

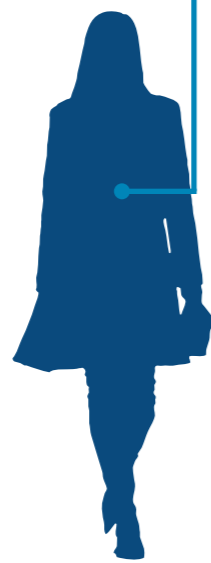
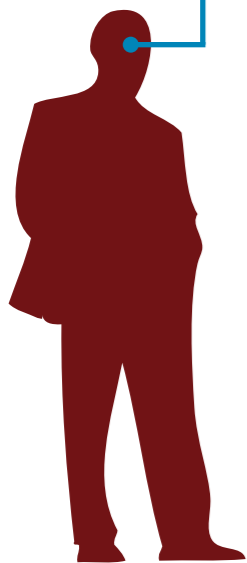
YOU ARE **5.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **45.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **7.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **3.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **40.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



POWER

TRUST

PRESTIGE

PASSION

MYSTIQUE

INNOVATION

ALERT

Confident
Goal-Oriented
Decisive

Stable
Dependable
Familiar

Ambitious
Results-Oriented
Respected

Expressive
Intuitive
Engaging

Independent
Logical
Observant

Creative
Visionary
Entrepreneurial

Proactive
Organized
Detailed

FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM

Click here to share this code for free (normally \$20 each):

1. Go to HowToFascinate.com/YOU
2. For the access code, enter **CRN16-EXPRESS**

We want to help you make your next team training or off-site meeting a fantastic success! Why? Because the greatest way to empower someone is to show them their highest value.

1 INVITE EACH TEAM MEMBER

To take the Fascination Advantage® assessment using your free code until **11/30/16**.

2 HAVE THEM BRING

Their primary & secondary Advantage and Archetype results to the meeting. (Take a screen shot or write it down, or if **upgraded**, print it out.)

3 USING THE 49 PERSONALITY ARCHETYPE MATRIX ON PAGE 6

Go around and have each person select and discuss one of their top 3 adjectives and how it applies to them — the adjective describes how they are different. This is their specialty.

4 EACH PERSON

Gives an example from the past, highlighting how they have applied their natural “specialty” to improve results for the team.

For example, someone might say: “My adjective is ‘confident.’ When I am confident, the entire team becomes focused and goal-oriented. That’s how we hit the mark every time.”

Want to build a culture of engagement? You can do it, and we’re here to help! Email our friendly customer service at hello@howtofascinate.com.

THE SEVEN LANGUAGES OF FASCINATION



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



READY TO BUILD AN ENGAGING TEAM? CONNECT WITH US.

1 UNLOCK YOUR FULL 16-PAGE REPORT & GET UNLIMITED ACCESS TO YOUR IN-DEPTH PROFILE

You'll have the exact words to describe yourself when you need to stand out most. Use them in **online profiles, introductions, resumes, professional bios, interviews, and more**. Your full report also includes charts that compare your Advantages to over one million others--all updated in real time! **Click here to upgrade your report now.**

2 WE CAN MAKE YOUR NEXT EVENT UNFORGETTABLE. CHOOSE AN EVENT CODE THAT REFLECTS YOUR BRAND OR CONFERENCE THEME.

When attendees take the assessment, they will enter your custom code to receive access to their Complete or Express Fascination Profiles. You'll get the raw data on everyone who uses your code, including the complete breakdown of their Advantages, delivered in a convenient spreadsheet format. **Click here to get your custom code.**

3 THE TEAM BUILDING KIT YOU'VE BEEN SEARCHING FOR.

Teams that work well together are teams that understand each other. When you understand the communication patterns and tendencies of your team members, you can cut through the conflict and encourage healthy relationships. Using the Best Team Ever kit in tandem with your Fascination Advantage reports, every one of your team members will understand how he or she contributes to the team. **Click here to the Best Team Ever™ Kit.**

LET'S START A CONVERSATION.

