

AN INSIDER'S *look* AT THE RESEARCH

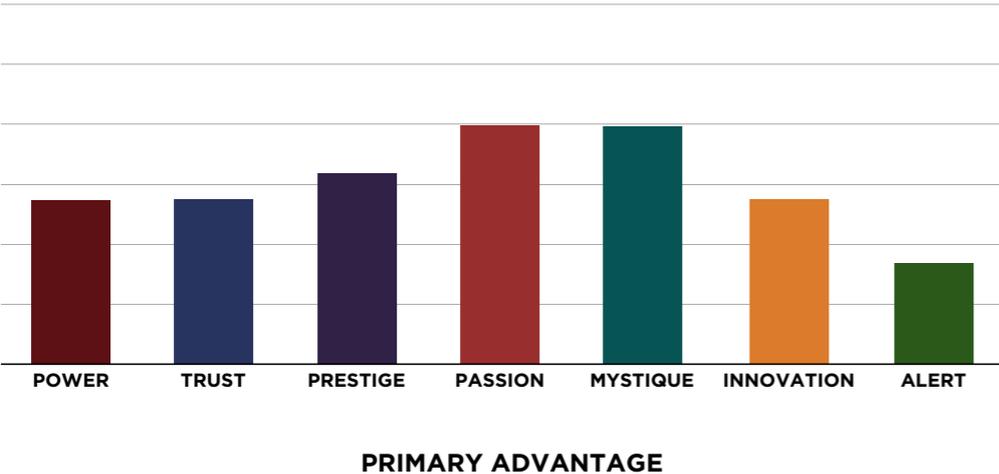
FROM SALLY HOGSHEAD'S PRESENTATION TO
CAMP MAVERICK 2017 ON 08/17/17

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CampMaverickShare

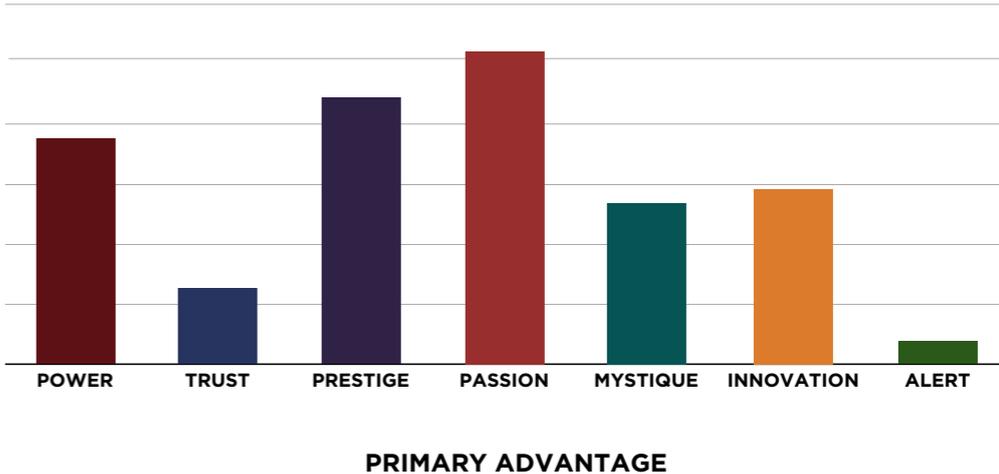


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**CAMP MAVERICK 2017 RESULTS
OF THE FASCINATION ADVANTAGE TEST**

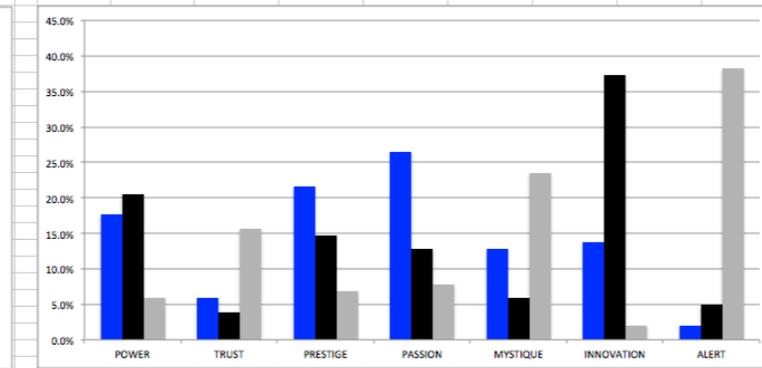
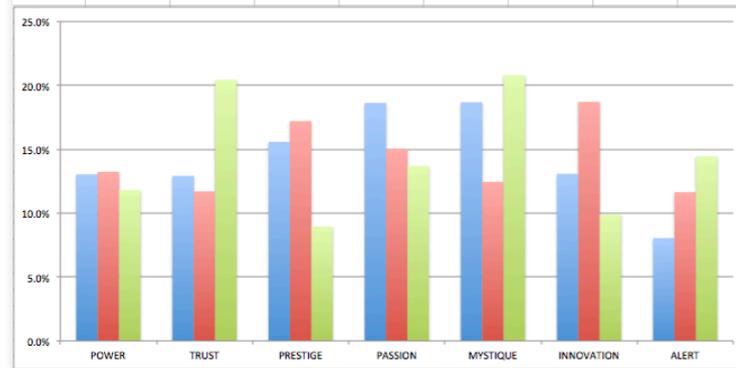


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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	16	15.69%	INNOVATION		4	6	3			1
Prestige	Innovation	The Avant-Garde	11	10.78%	PASSION	16		5	2	1	3	
Power	Prestige	The Maestro	7	6.86%	POWER	4	3		7	2	1	1
Innovation	Power	The Maverick Leader	6	5.88%	PRESTIGE	11	2	6			1	2
Mystique	Innovation	The Secret Weapon	6	5.88%	TRUST	1	1	1	2		1	
Prestige	Power	The Victor	6	5.88%	MYSTIQUE	6	2	2	1	1		1
Passion	Power	The Peoples Champion	5	4.90%	ALERT		1	1				
Innovation	Passion	The Rockstar	4	3.92%								
Power	Innovation	The Change Agent	4	3.92%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Innovation	Prestige	The Trendsetter	3	2.94%	INNOVATION		3.9%	5.9%	2.9%			1.0%
Passion	Mystique	The Intrigue	3	2.94%	PASSION	15.7%		4.9%	2.0%	1.0%	2.9%	
Power	Passion	The Ringleader	3	2.94%	POWER	3.9%	2.9%		6.9%	2.0%	1.0%	1.0%
Mystique	Passion	The Subtle Touch	2	1.96%	PRESTIGE	10.8%	2.0%	5.9%			1.0%	2.0%
Mystique	Power	The Veiled Strength	2	1.96%	TRUST	1.0%	1.0%	1.0%	2.0%		1.0%	
Passion	Prestige	The Talent	2	1.96%	MYSTIQUE	5.9%	2.0%	2.0%	1.0%	1.0%		1.0%
Power	Trust	The Guardian	2	1.96%	ALERT		1.0%	1.0%				
Prestige	Alert	The Scholar	2	1.96%								
Prestige	Passion	The Connoisseur	2	1.96%								
Trust	Prestige	The Diplomat	2	1.96%								
Alert	Passion	The Coordinator	1	0.98%								
Alert	Power	The Ace	1	0.98%								
Innovation	Alert	The Quick-Start	1	0.98%								
Mystique	Alert	The Archer	1	0.98%								
Mystique	Prestige	The Royal Guard	1	0.98%								
Mystique	Trust	The Wise Owl	1	0.98%								
Passion	Trust	The Beloved	1	0.98%								

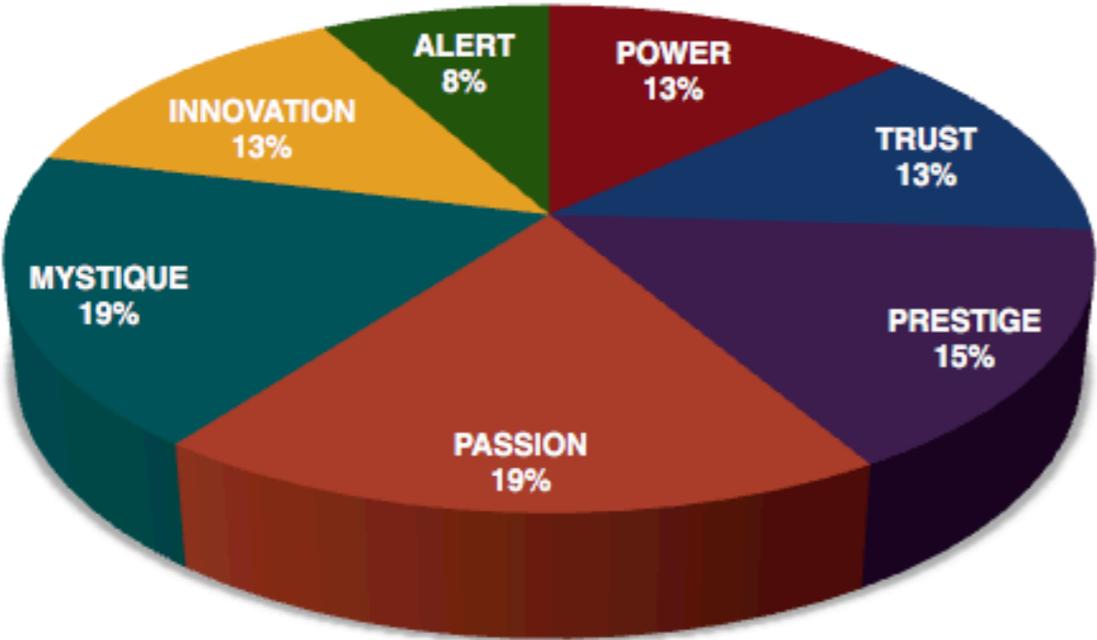
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION									Camp Maverick 2017								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	85609	84823	102284	122353	122665	85894	52855	656483	Primary	18	6	22	27	13	14	2	102
Secondary	86938	76851	112984	98691	81766	122812	76441	656483	Secondary	21	4	15	13	6	38	5	102
Dormant	77493	134141	58766	89902	136508	64856	94817	656483	Dormant	6	16	7	8	24	2	39	102

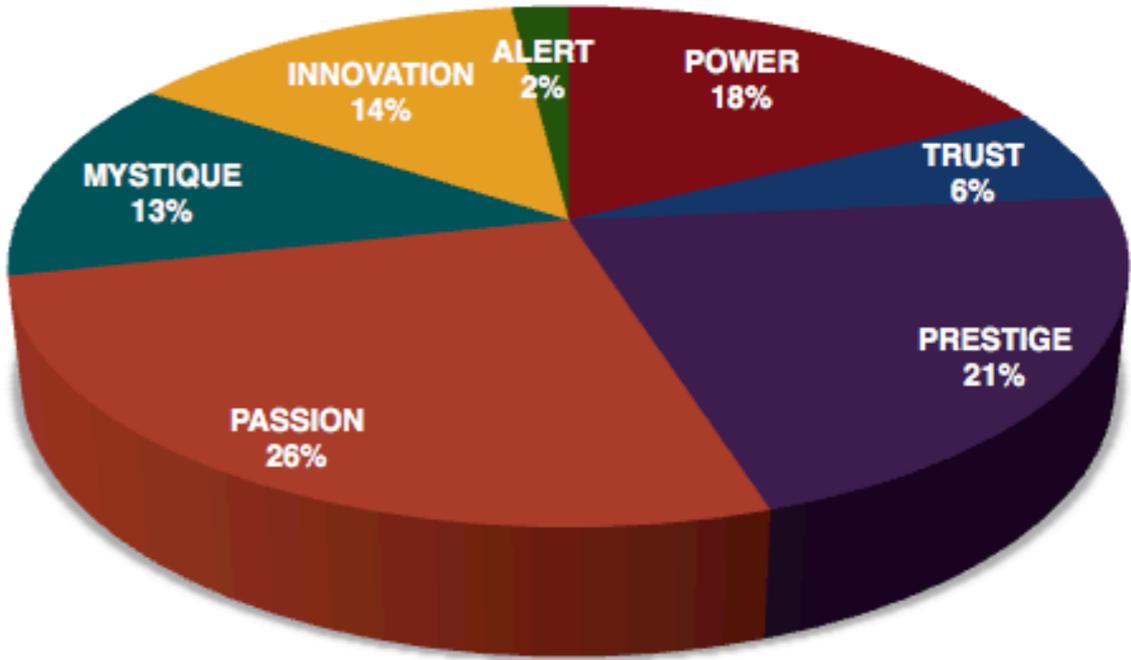


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST

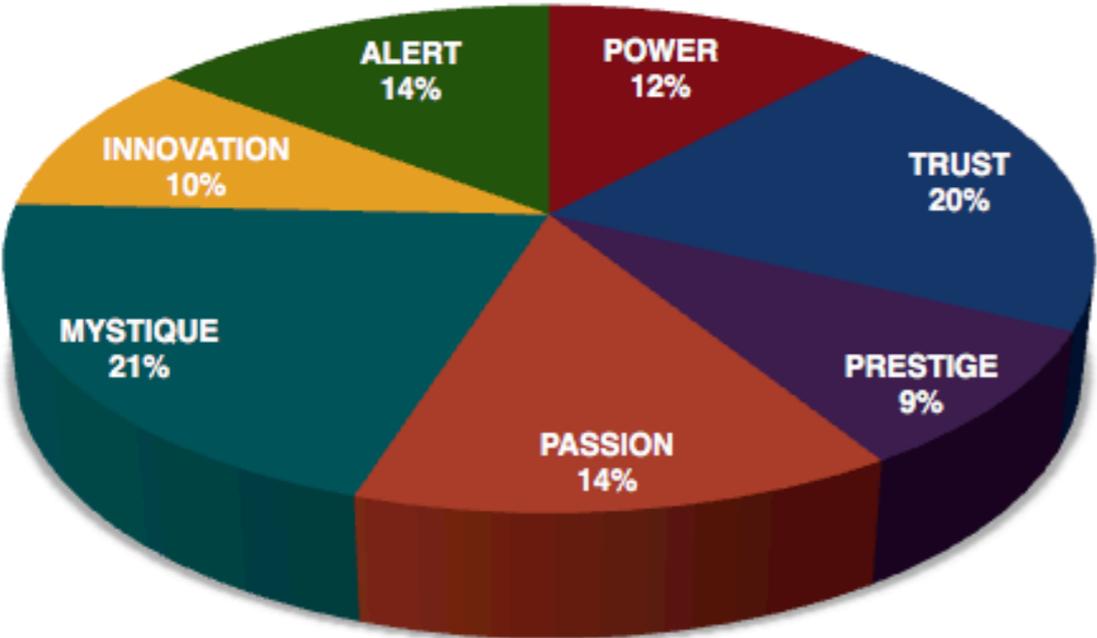


CAMP MAVERICK 2017 RESULTS FROM THE FASCINATION ADVANTAGE TEST

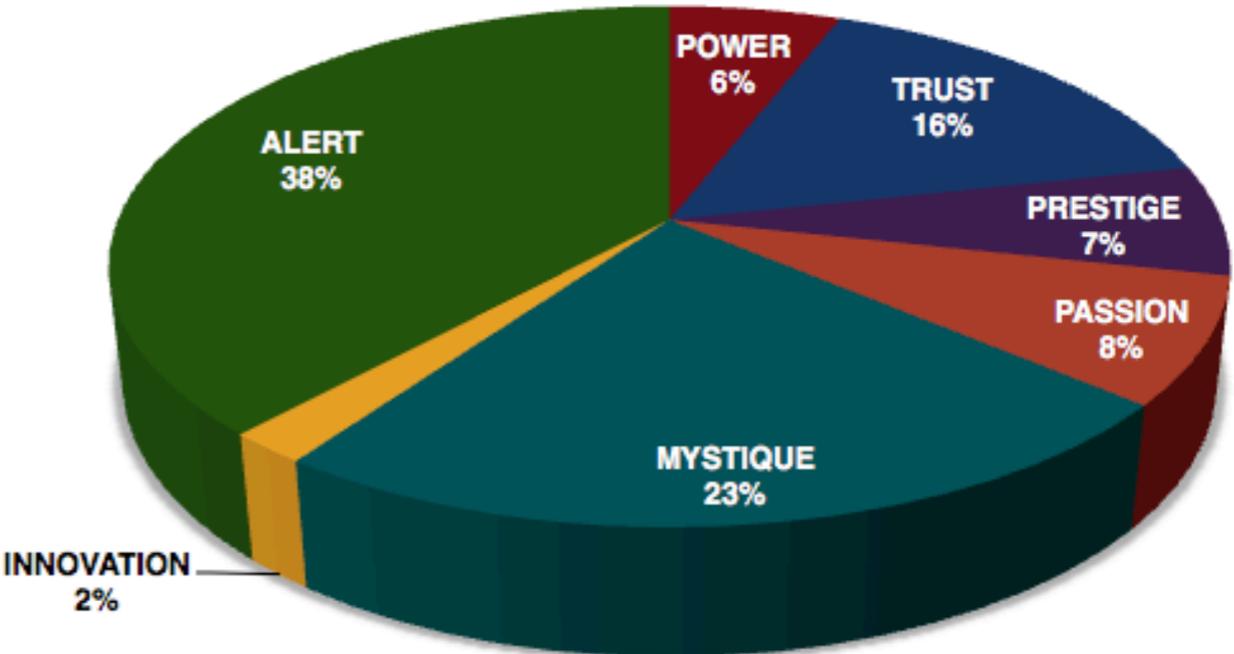


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AVERAGE DORMANT ADVANTAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



CAMP MAVERICK 2017 DORMANT ADVANTAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



TRAITS FOR DORMANT ADVANTAGES

INNOVATION

FRUSTRATED BY CHAOS
OR AMBIGUITY.

PASSION

PERSUADED BY FACTS, NOT EMOTION.

POWER

UNLIKELY TO FORCE OPINIONS OR
“BULLY” TEAMS.

PRESTIGE

BUILD CONSENSUS IN GROUPS RATHER
THAN COMPETITION.

TRUST

SEEKS TO EXPLORE AND EXPERIMENT,
DISLIKE RIDGID STRUCTURES.

MYSTIQUE

WANTS CLEAR, OPEN,
CANDID DISCUSSION.

ALERT

EXHAUSTED BY DETAILS. THRIVES IN
LOOKING AT THE BIGGER PICTURE.

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

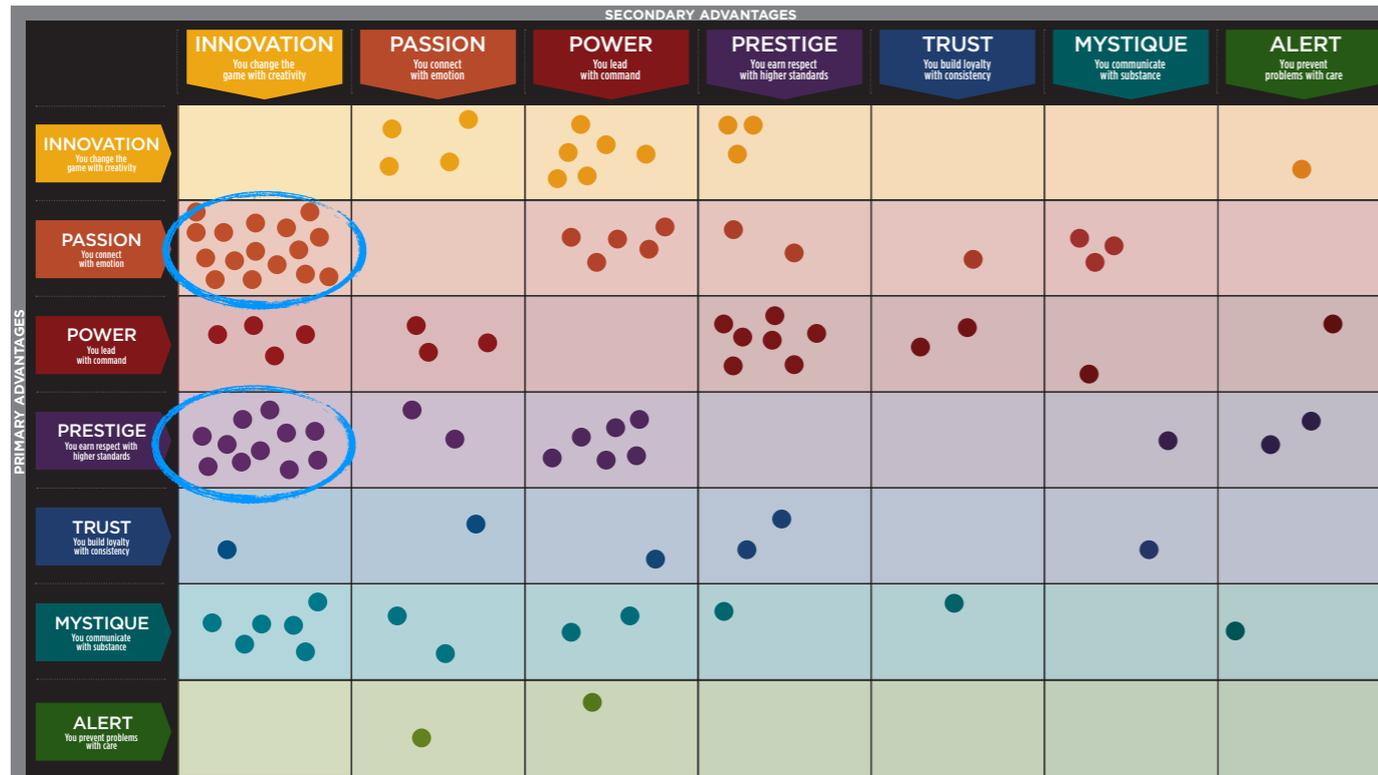
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

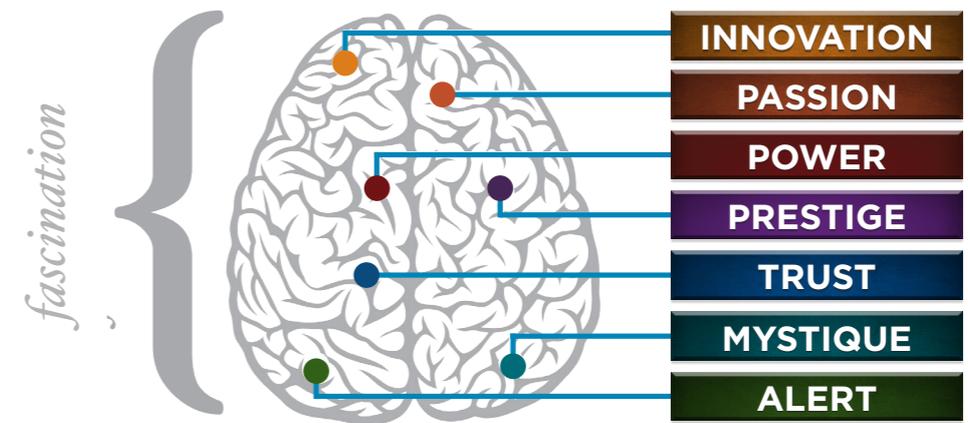
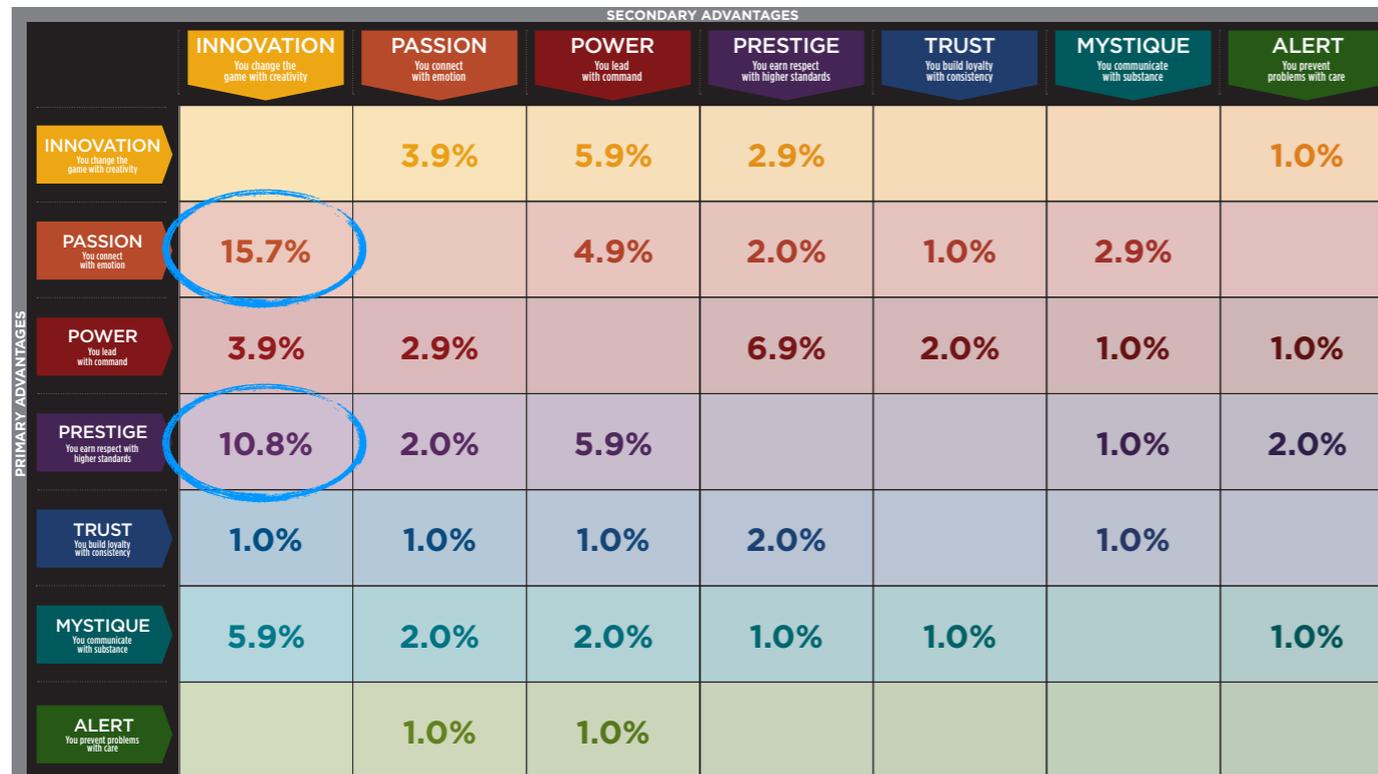
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THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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

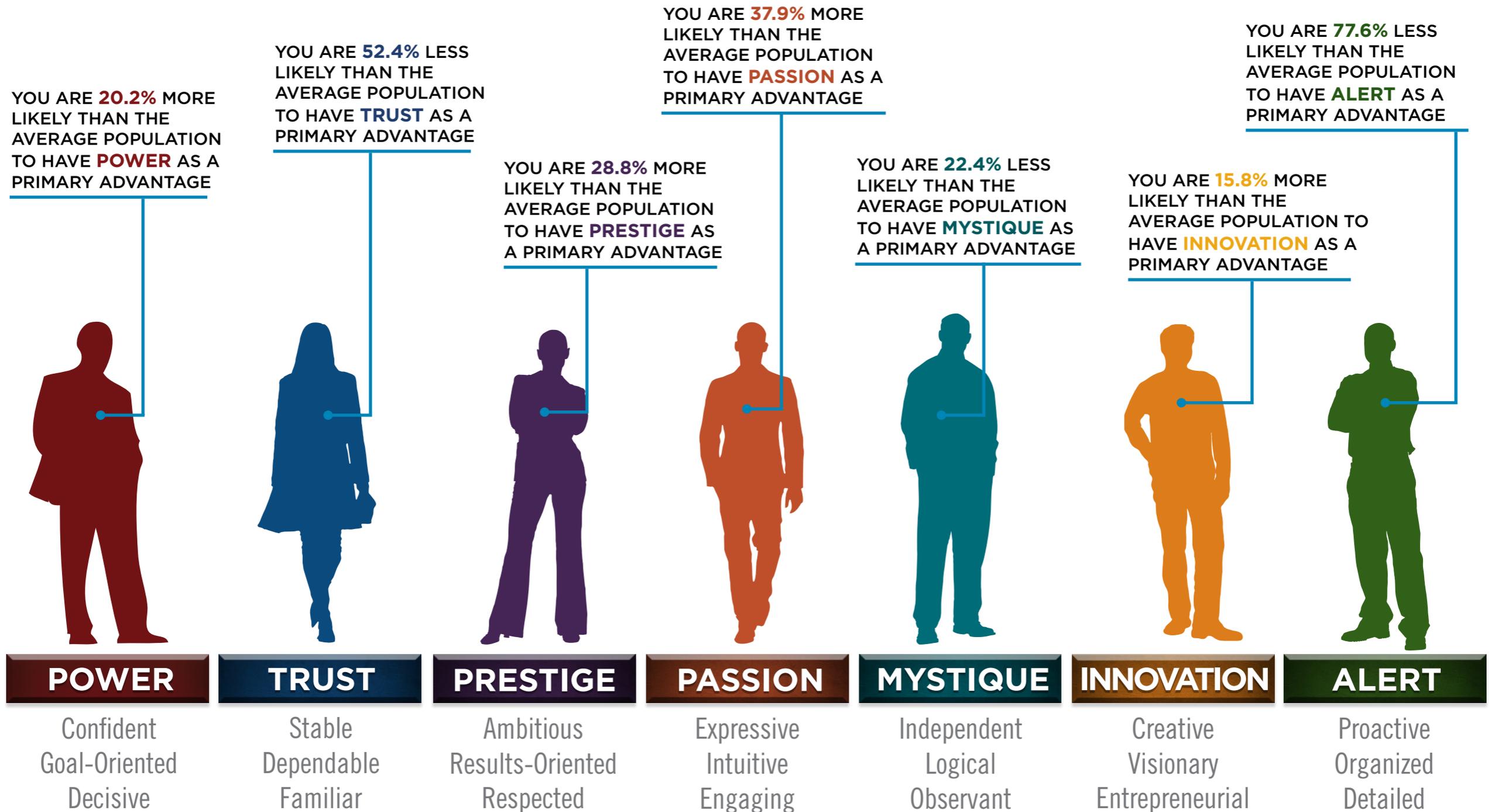


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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.



HOW DOES YOUR INNER CIRCLE COMMUNICATE?

We want you to share your code with your inner circle, your most trusted friends and influencers. Why? Once they know what makes them valuable to others, they'll be more authentic and confident, and more likely to make a positive impression.

Click here or copy and paste the below copy to share this code for free (normally \$47 each)

1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **CAMPMAVERICKSHARE**

3 THIS OFFER EXPIRES ON **09/22/17**

When they take the Fascination Advantage® assessment, they will discover their distinct brand of persuasion. It's what they are already doing right. Leverage this information and they can build a brand that people will love.

Have questions? We're here to help! Email our friendly customer service at hello@howtofascinate.com.

YOUR FASCINATION ADVANTAGE® REPORT
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE CONNOISSEUR
PRESTIGE + PASSION

CUSTOM REPORT FOR **EMMA MILLS**

THE CONNOISSEUR'S TOP 5 SPECIALTY ADJECTIVES
1. **INSIGHTFUL**
They communicate their ideas with clarity and conviction. You'll find that they quickly obtain buy in from their audience – whether they're "selling" their idea for a new project in a board meeting or launching a new loyalty program at a huge dealer conference. They're confident, articulate, and sharp.

THE CONNOISSEUR
INSIGHTFUL | DISTINGUISHED | IN-THE-KNOW | ADMIRER | WELL-GROOMED

HOW THE WORLD SEES YOU
Warmhearted and knowledgeable, you're highly appreciated by colleagues.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

INNOVATION You're the one who always has the latest and greatest.	PASSION You're the one who's always full of energy and enthusiasm.	POWER You're the one who's always in charge and in control.	PRESTIGE You're the one who's always the most successful and accomplished.	TRUST You're the one who's always the most reliable and trustworthy.	MYSTIQUE You're the one who's always the most mysterious and intriguing.	ALERT You're the one who's always the most observant and attentive.
THE ANARCHY You're the one who's always the most rebellious and disruptive.	THE ROCKSTAR You're the one who's always the most glamorous and attention-seeking.	THE MAVERICK LEADER You're the one who's always the most independent and trail-blazing.	THE TRENDSSETTER You're the one who's always the most fashionable and trendy.	THE ARTISAN You're the one who's always the most creative and artistic.	THE PROVOCATEUR You're the one who's always the most controversial and provocative.	THE QUICK-START You're the one who's always the most energetic and enthusiastic.
THE CATALYST You're the one who's always the most influential and transformative.	THE DESMAN You're the one who's always the most dramatic and emotional.	THE PEOPLE'S CHAMPION You're the one who's always the most popular and likable.	THE TALENT You're the one who's always the most skilled and knowledgeable.	THE RELOVED You're the one who's always the most loved and cherished.	THE INTROQUE You're the one who's always the most quiet and reserved.	THE ORCHESTRATOR You're the one who's always the most organized and detail-oriented.
THE CHANGE AGENT You're the one who's always the most innovative and forward-thinking.	THE RINGLEADER You're the one who's always the most charismatic and persuasive.	THE AGGRESSOR You're the one who's always the most competitive and ambitious.	THE MAESTRO You're the one who's always the most skilled and accomplished.	THE GUARDIAN You're the one who's always the most protective and loyal.	THE MASTERMIND You're the one who's always the most strategic and visionary.	THE DEFENDER You're the one who's always the most loyal and supportive.
THE AVANT-GARDE You're the one who's always the most experimental and daring.	THE CONNOISSEUR You're the one who's always the most discerning and knowledgeable.	THE VICTOR You're the one who's always the most successful and accomplished.	THE IMPERIAL You're the one who's always the most powerful and authoritative.	THE BLUE CHIP You're the one who's always the most reliable and trustworthy.	THE ARCHITECT You're the one who's always the most creative and innovative.	THE SCHOLAR You're the one who's always the most knowledgeable and thoughtful.
THE EVOLUTIONARY You're the one who's always the most adaptable and resilient.	THE AUTHENTIC You're the one who's always the most genuine and honest.	THE GRANITIC You're the one who's always the most steady and reliable.	THE DIPLOMAT You're the one who's always the most diplomatic and tactful.	THE OILY GUARD You're the one who's always the most cunning and shrewd.	THE ANCHOR You're the one who's always the most stable and dependable.	THE GOOD CITIZEN You're the one who's always the most responsible and civic-minded.
THE SECRET WEAPON You're the one who's always the most hidden and mysterious.	THE SUBTLE TOUCH You're the one who's always the most subtle and understated.	THE VEILED STRENGTH You're the one who's always the most powerful and formidable.	THE ROYAL GUARD You're the one who's always the most loyal and protective.	THE WISE OWL You're the one who's always the most knowledgeable and thoughtful.	THE DEADBOLT You're the one who's always the most secure and impenetrable.	THE ARCHER You're the one who's always the most precise and accurate.
THE COORDINATOR You're the one who's always the most organized and detail-oriented.	THE ACE You're the one who's always the most skilled and accomplished.	THE EDITOR-IN-CHIEF You're the one who's always the most influential and authoritative.	THE MEDIATOR You're the one who's always the most diplomatic and tactful.	THE DETECTIVE You're the one who's always the most observant and attentive.	THE CONTROL FREAK You're the one who's always the most organized and detail-oriented.	THE CONTROL FREAK You're the one who's always the most organized and detail-oriented.

APPLY YOUR TOP 5 ADJECTIVES
You can use these adjectives to create your own personality. An Anthem is a very short, punchy advertising tagline, your Anthem pinpointing your unique brand of persuasion.

SAMPLE ANTHEM FOR THE CONNOISSEUR
HERE'S AN EXAMPLE: MEET JAIME
Among his friends, people look to Jaime to learn what to buy, where to go, what to do (and how to do it). People look to Jaime for recommendations on the best of everything. He intuitively identifies social cues. When he writes his Facebook status updates, Jaime shares his favorites in all areas: where to find the freshest kale at the local farmer's market, or which dry cleaner will offer speedy delivery in a pinch. He's tapped into trends, and has an innate ability to identify what's next.

He knows the best of the best. His insightful insights, coupled with the ability to see what others want, makes him valuable to his peers and co-workers.

OPINIONS
Learn more about creating your own Anthem on page 14 of your report.

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.

