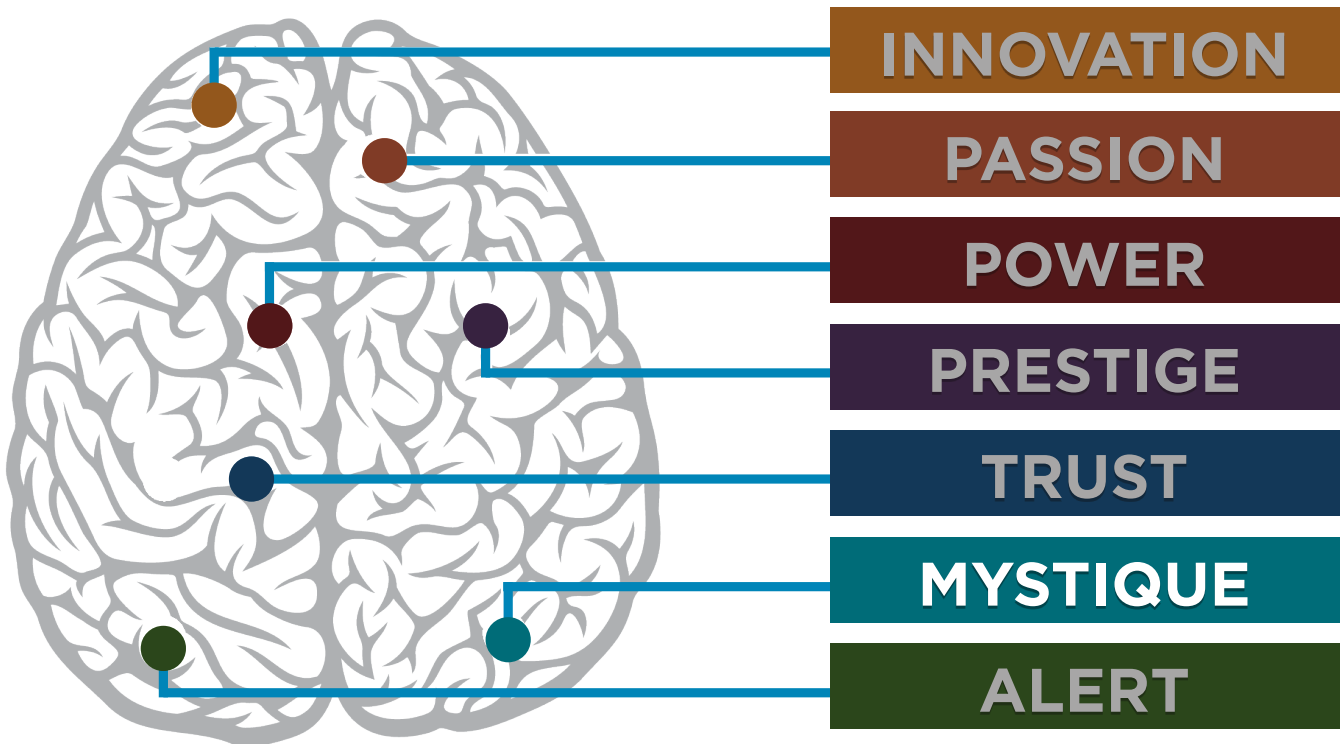




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

THE MYSTIQUE ADVANTAGE



A CHEAT SHEET TO THE ARCHETYPES WITH **PRIMARY MYSTIQUE**

MYSTIQUE

IS THE LANGUAGE OF LISTENING

THE SECRET WEAPON

NIMBLE ■ UNASSUMING ■ INDEPENDENT ■
RETICENT ■ AUTONOMOUSLY CREATIVE

Even under intense pressure, you produce creative and ingenious solutions. Although you enjoy being commended for your achievements, you prefer to work quietly and independently. You fully test ideas before sharing them with a group.

THE SUBTLE TOUCH

TACTFUL ■ SELF-SUFFICIENT ■ MINDFUL ■
UNEXPECTED ■ PROFOUND

You prefer an understated excellence to outright flashiness. You're able to connect with others easily but sometimes you prefer to remain reserved. When others need guidance, they come to you for your profound ability to read between the lines.

THE VEILED STRENGTH

REALISTIC ■ INTENTIONAL ■ TO THE POINT ■
ORDERLY ■ MULTI-LAYERED

You are realistic and your methods are always intentional. You like to base your decisions on facts instead of a gut feeling. People respect you for your subtle yet strong leadership and your direct communication style.

THE ROYAL GUARD

ELEGANT ■ ASTUTE ■ RESERVED ■
PARTICULAR ■ MEASURED

Sophisticated in nature, you are often respected. When you communicate with people you're astute and reserved. You enjoy working independently and you are always dedicated to your projects. People can count on you to make a keen choice for a complicated situation.

THE WISE OWL

OBSERVANT ■ ASSURED ■ UNRUFFLED ■
NUANCED ■ LOGICAL

Calm and collected, you don't buckle under pressure. You are a true asset in times of struggle because you're usually one step ahead of the problem. People respect you for your modest yet unruffled style of leading. You easily meld into groups and you can also work independently.

THE ARCHER

ON TARGET ■ REASONED ■ PRAGMATIC ■
UNDER THE RADAR ■ SHARP

You are Reasoned and pragmatic, and you enjoy a well-organized workspace. Your sharp eye can spot problems before others know what's going on. You analyze situations with the utmost care, and your communication is on target.