

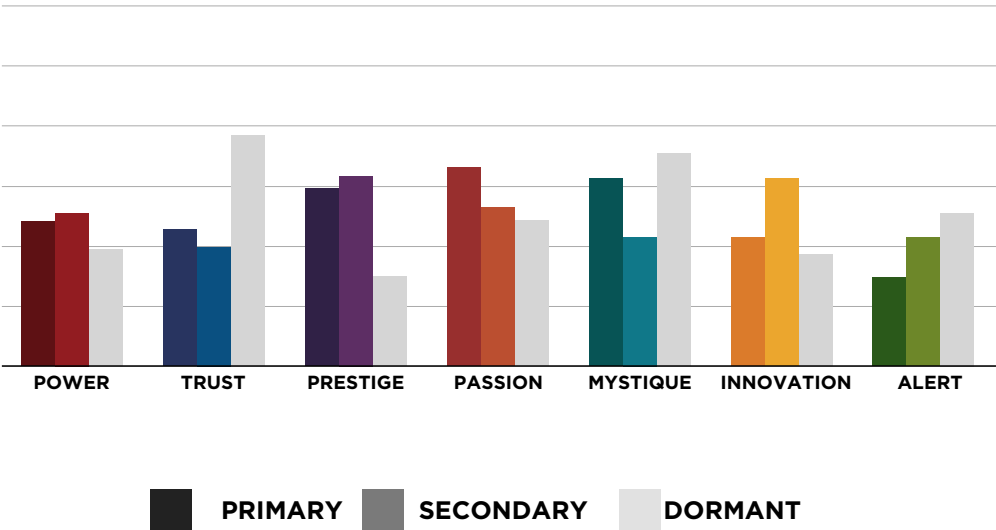
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
COPYBLOGGER ON 5/15/15

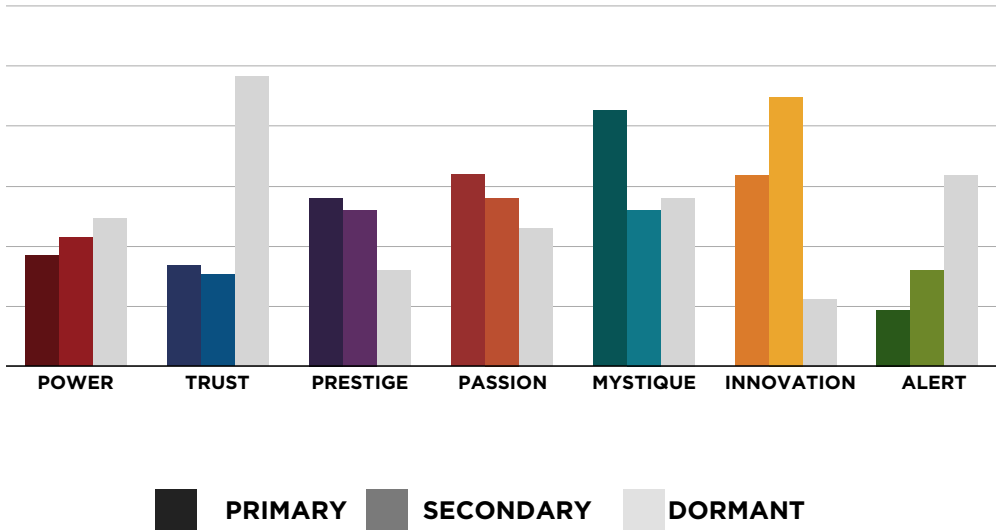


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**COPYBLOGGER RESULTS
OF THE FASCINATION ADVANTAGE TEST**



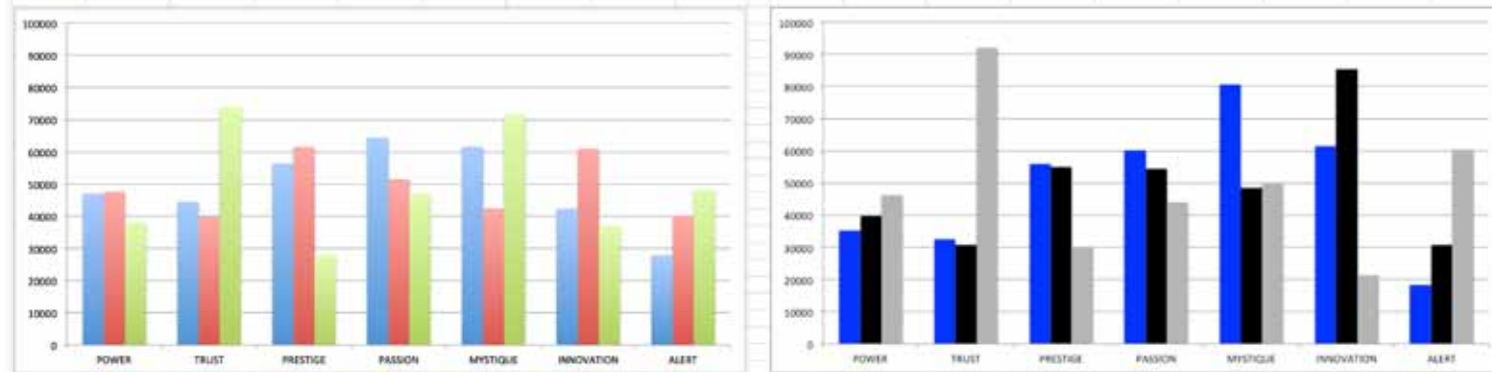
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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Mystique	Innovation	The Secret Weapon	157	9.21%	INNOVATION	93	62	62	14	53	20
Passion	Innovation	The Catalyst	143	8.39%	PASSION	143	27	32	13	63	20
Innovation	Passion	The Rockstar	93	5.46%	POWER	30	17	76	29	13	9
Power	Prestige	The Maestro	76	4.46%	PRESTIGE	71	69	54	14	49	20
Prestige	Innovation	The Avant-Garde	71	4.17%	TRUST	15	20	16	31	48	31
Prestige	Passion	The Connoisseur	69	4.05%	MYSTIQUE	157	53	52	54		52
Passion	Mystique	The Intrigue	63	3.70%	ALERT	6	17	7	19	14	
Innovation	Power	The Maverick Leader	62	3.64%							
Innovation	Prestige	The Trendsetter	62	3.64%	INNOVATION		5.5%	3.6%	3.6%	0.8%	3.1%
Mystique	Trust	The Wise Owl	54	3.17%	INNOVATION		5.5%	3.6%	3.6%	0.8%	3.1%
Prestige	Power	The Victor	54	3.17%	PASSION	8.4%		1.6%	1.9%	0.8%	3.7%
Innovation	Mystique	The Provocateur	53	3.11%	POWER	1.8%	1.0%		4.5%	1.7%	0.8%
Mystique	Passion	The Subtle Touch	53	3.11%	PRESTIGE	4.2%	4.0%	3.2%		0.8%	2.9%
Mystique	Alert	The Archer	52	3.05%	TRUST	0.9%	1.2%	0.9%	1.8%		2.8%
Mystique	Prestige	The Royal Guard	52	3.05%	MYSTIQUE	9.2%	3.1%	1.8%	3.1%	3.2%	
Prestige	Mystique	The Architect	49	2.88%	ALERT	0.4%	1.0%	0.4%	1.1%	1.6%	0.8%
Trust	Mystique	The Anchor	48	2.82%							
Passion	Prestige	The Talent	32	1.88%							
Mystique	Power	The Veiled Strength	31	1.82%							
Trust	Alert	The Good Citizen	31	1.82%							
Trust	Prestige	The Diplomat	31	1.82%							
Power	Innovation	The Change Agent	30	1.76%							
Power	Trust	The Guardian	29	1.70%							
Alert	Trust	The Mediator	28	1.64%							
Passion	Power	The Peoples Champion	27	1.58%							
Innovation	Alert	The Quick-Start	20	1.17%							
Passion	Alert	The Orchestrator	20	1.17%							
Prestige	Alert	The Scholar	20	1.17%							

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

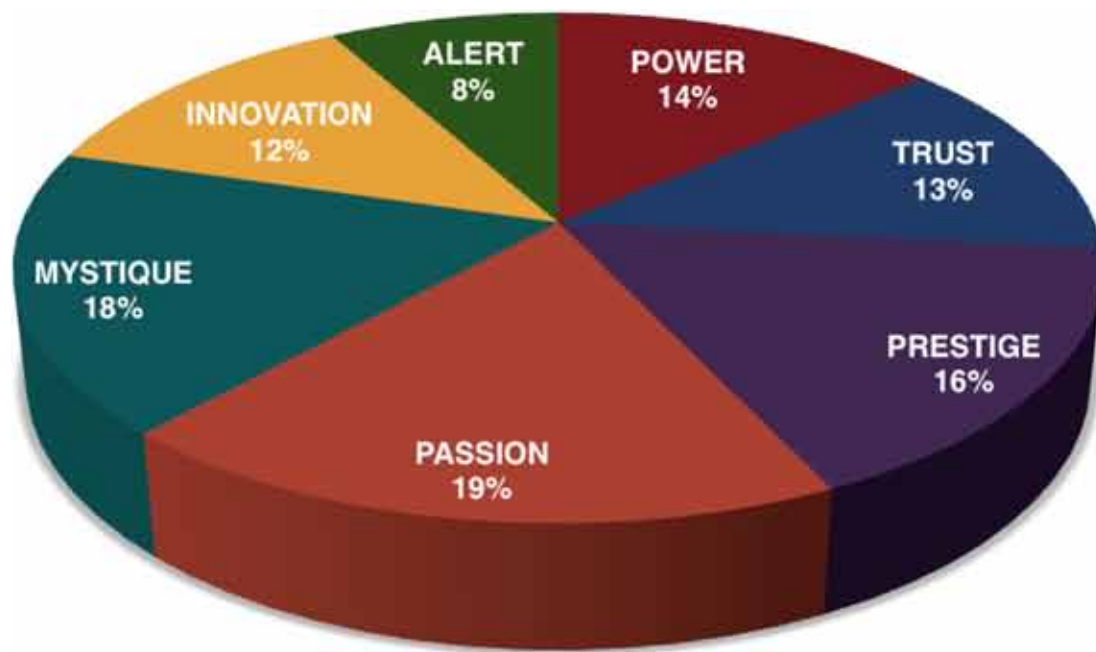
AVERAGE POPULATION										Copyblogger									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	47056	44570	56429	64513	61630	42423	27928	344549	Primary	174	161	277	298	399	304	91	1704		
Secondary	47698	39831	61590	51614	42515	60989	40314	344549	Secondary	197	152	272	269	240	422	152	1704		
Dormant	38298	74054	28004	47176	71678	37069	48270	344549	Dormant	229	456	149	218	247	106	299	1704		

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.7%	12.9%	16.4%	18.7%	17.9%	12.3%	8.1%	100.0%	Primary	10.2%	9.4%	16.3%	17.5%	23.4%	17.8%	5.3%	100.0%
Secondary	13.8%	11.6%	17.9%	15.0%	12.3%	17.7%	11.7%	100.0%	Secondary	11.6%	8.9%	16.0%	15.8%	14.1%	24.8%	8.9%	100.0%
Dormant	11.1%	21.5%	8.1%	13.7%	20.8%	10.8%	14.0%	100.0%	Dormant	13.4%	26.8%	8.7%	12.8%	14.5%	6.2%	17.5%	100.0%

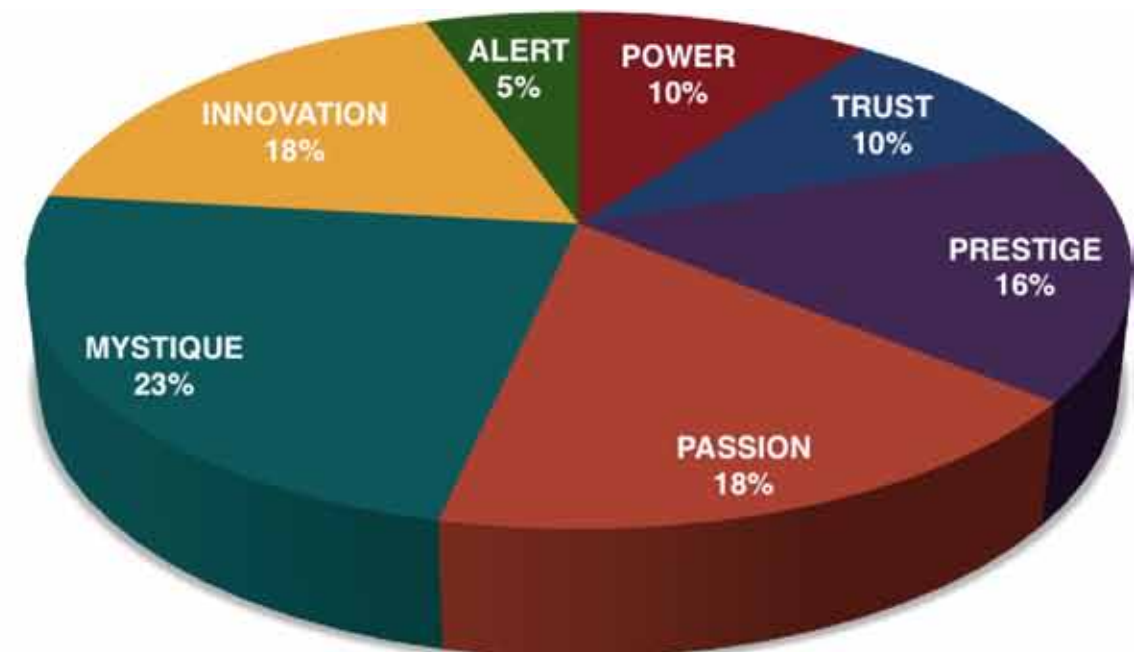


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



COPYBLOGGER RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

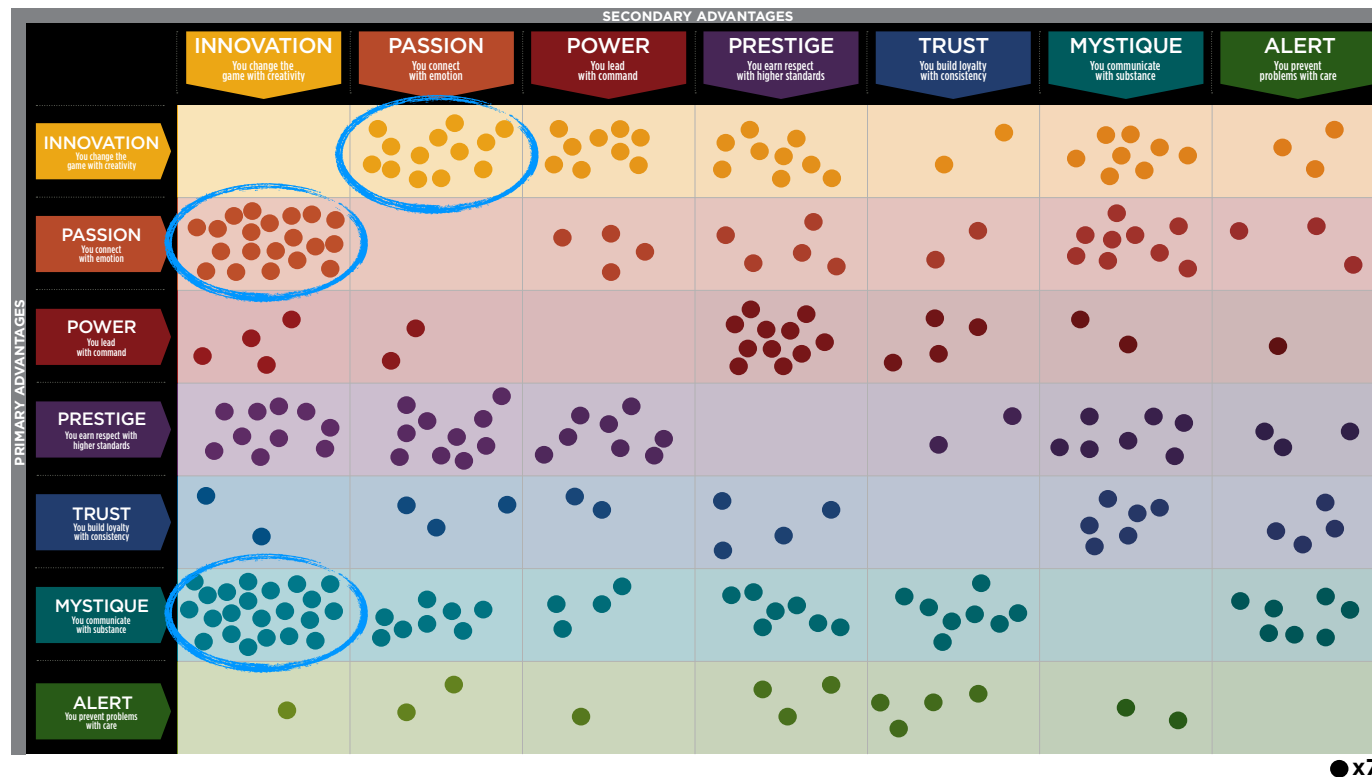
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

	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
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

PRIMARY FASCINATION ADVANTAGE®

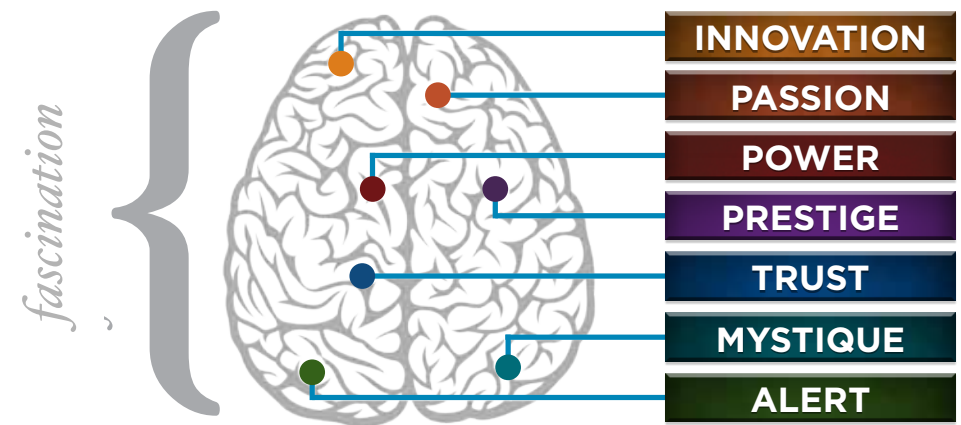
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of 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>		5.5%	3.6%	3.6%	0.8%	3.1%	1.2%
PASSION <small>You connect with emotion</small>	8.4%		1.6%	1.9%	0.8%	3.7%	1.2%
POWER <small>You lead with command</small>	1.8%	1.0%		4.5%	1.7%	0.8%	0.5%
PRESTIGE <small>You earn respect with higher standards</small>	4.2%	4.0%	3.2%		0.8%	2.9%	1.2%
TRUST <small>You build loyalty with consistency</small>	0.9%	1.2%	0.9%	1.8%		2.8%	1.8%
MYSTIQUE <small>You communicate with substance</small>	9.2%	3.1%	1.8%	3.1%	3.2%		3.1%
ALERT <small>You prevent problems with care</small>	0.4%	1.0%	0.4%	1.1%	1.6%	0.8%	

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

YOU ARE **30.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **23.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

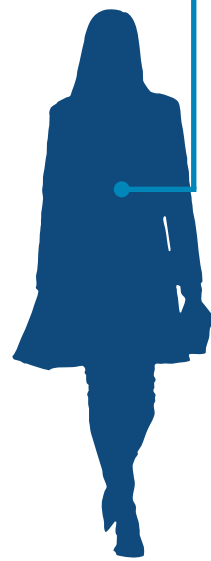
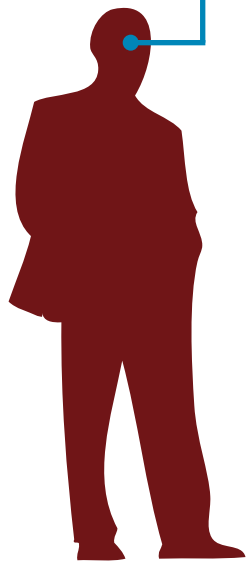
YOU ARE **3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **8.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **42.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **50.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **38.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

TRUST

Stable
Dependable
Familiar

PRESTIGE

Ambitious
Results-Oriented
Respected

PASSION

Expressive
Intuitive
Engaging

MYSTIQUE

Independent
Logical
Observant

INNOVATION

Creative
Visionary
Entrepreneurial

ALERT

Proactive
Organized
Detailed

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

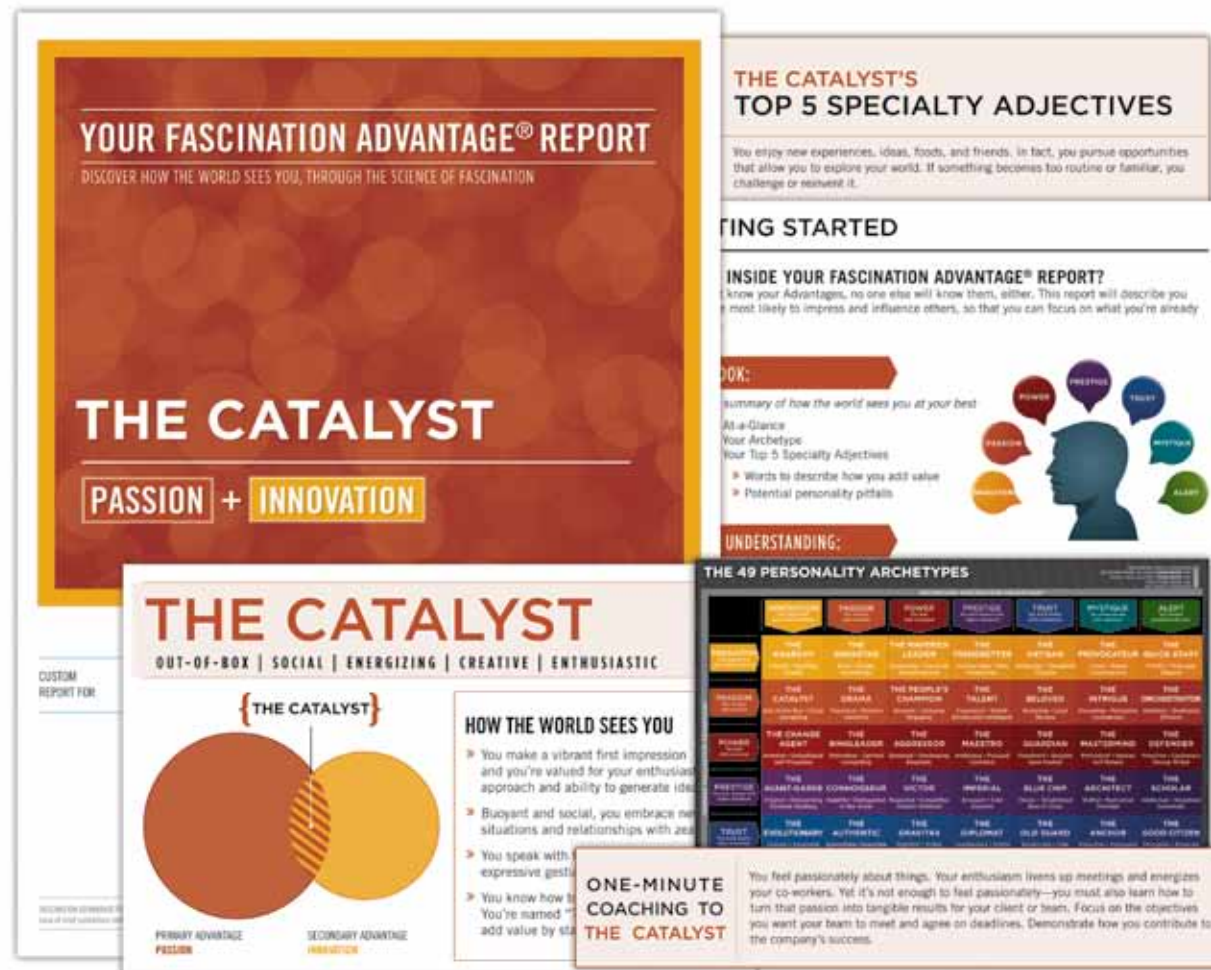
SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

FASCINATION ADVANTAGE® ASSESSMENT

Do you know how the world sees you? Let's find out now.



- + Discover how each team member **adds unique value**
- + **Empower employees** to be more productive doing what they already do best
- + **Build a high-performing team** that interacts more confidently with customers and each other

GET STARTED NOW

Questions? Hello@HowToFascinate.com