

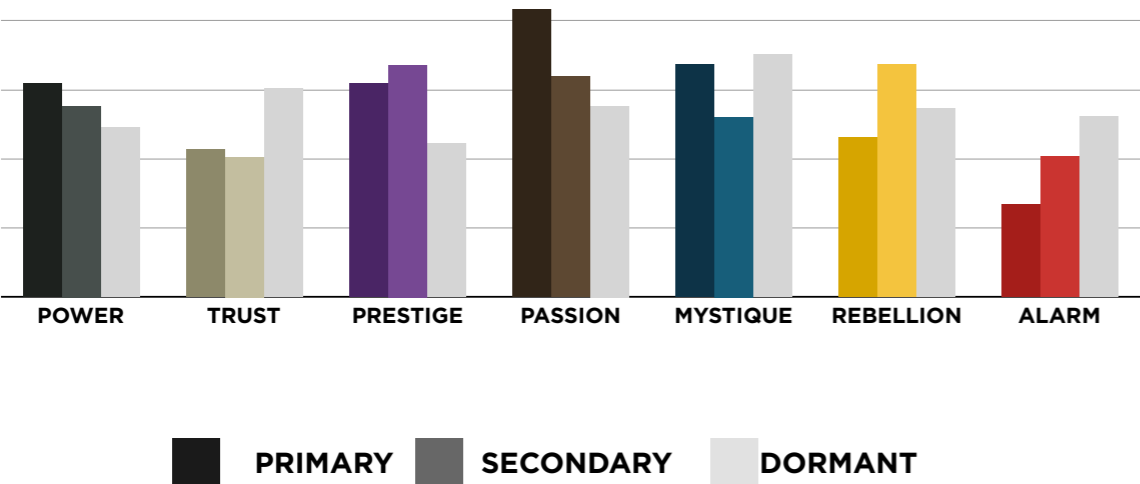
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
CROSSROADS14 ON 04/03/14

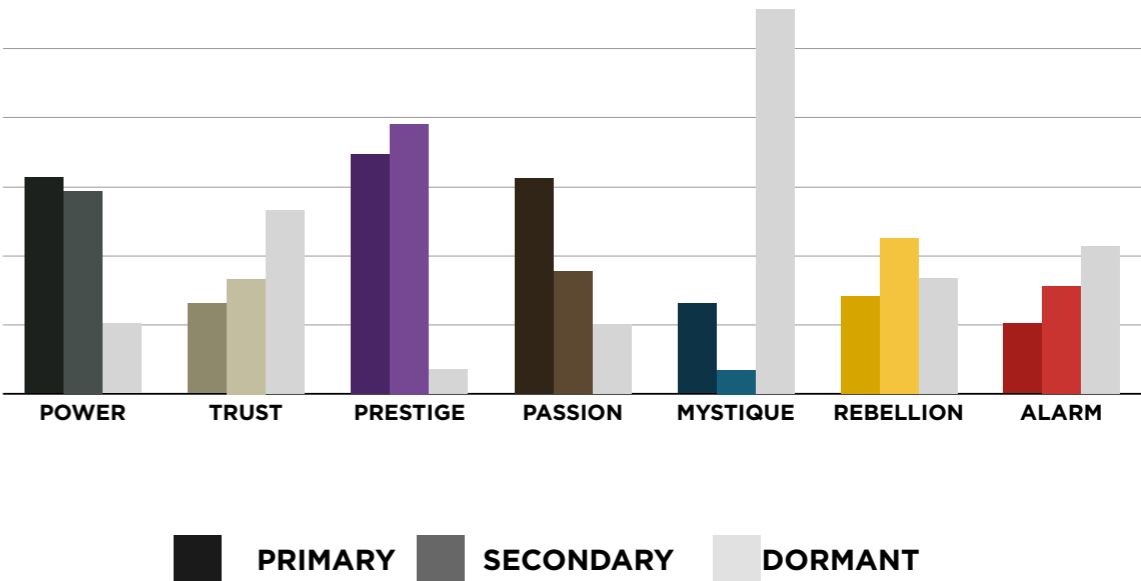


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



CROSSROADS14 RESULTS OF THE FASCINATION ADVANTAGE TEST

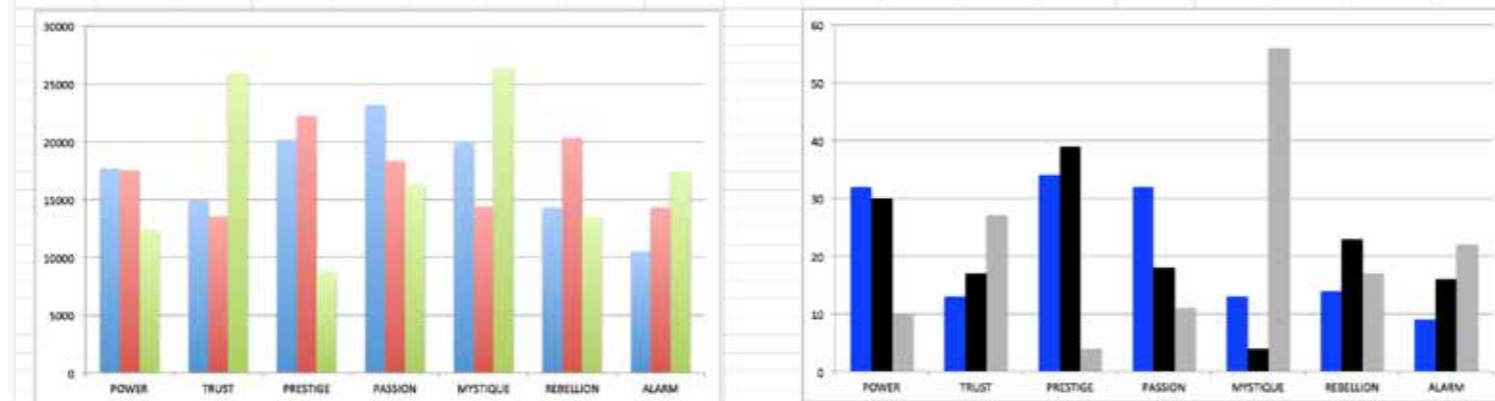


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	18	12.24%	PASSION	2	1	7	6	4	12	
Prestige	Power	The Victor	14	9.52%	TRUST	3		5	3	2		
Passion	Rebellion	The Catalyst	12	8.16%	MYSTIQUE	4		2		3	4	
Alarm	Passion	The Coordinator	8	5.44%	PRESTIGE	2	3		14	3	5	
Passion	Prestige	The Talent	7	4.76%	POWER	4	6		18		2	2
Passion	Power	The Advocate	6	4.08%	ALARM	8	3		1	4		
Power	Trust	The Guardian	6	4.08%	REBELLION	3		6	3		2	
Rebellion	Prestige	The Trendsetter	6	4.08%								
Prestige	Rebellion	The Avant-Garde	5	3.40%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Trust	Prestige	The Diplomat	5	3.40%	PASSION	1.4%	0.7%	4.8%	4.1%	2.7%	8.2%	
Alarm	Power	The Sheriff	4	2.72%	TRUST	2.0%		3.4%	2.0%	1.4%		
Mystique	Rebellion	The Secret Weapon	4	2.72%	MYSTIQUE	2.7%		1.4%		2.0%	2.7%	
Mystique	Trust	The Wise Owl	4	2.72%	PRESTIGE	1.4%	2.0%		9.5%	2.0%	3.4%	
Passion	Alarm	The Orchestrator	4	2.72%	POWER	2.7%	4.1%		12.2%	1.4%	1.4%	
Power	Passion	The Ringleader	4	2.72%	ALARM	5.4%	2.0%		0.7%	2.7%		
Alarm	Trust	The Sustainer	3	2.04%	REBELLION	2.0%		4.1%	2.0%	1.4%		
Mystique	Alarm	The Bullseye	3	2.04%								
Prestige	Alarm	The Perfectionist	3	2.04%								
Prestige	Mystique	The Architect	3	2.04%								
Rebellion	Passion	The Rockstar	3	2.04%								
Rebellion	Power	The Maverick Leader	3	2.04%								
Trust	Passion	The Authentic	3	2.04%								
Trust	Power	The Gravitas	3	2.04%								
Mystique	Prestige	The Royal Guard	2	1.36%								
Passion	Trust	The Beloved	2	1.36%								
Power	Alarm	The Watchdog	2	1.36%								
Power	Rebellion	The Change Agent	2	1.36%								
Prestige	Trust	The Blue Chip	2	1.36%								
Rebellion	Alarm	The Quick-Start	2	1.36%								
Trust	Alarm	The Good Citizen	2	1.36%								
Alarm	Prestige	The Editor-in-Chief	1	0.68%								
Passion	Mystique	The Intrigue	1	0.68%								

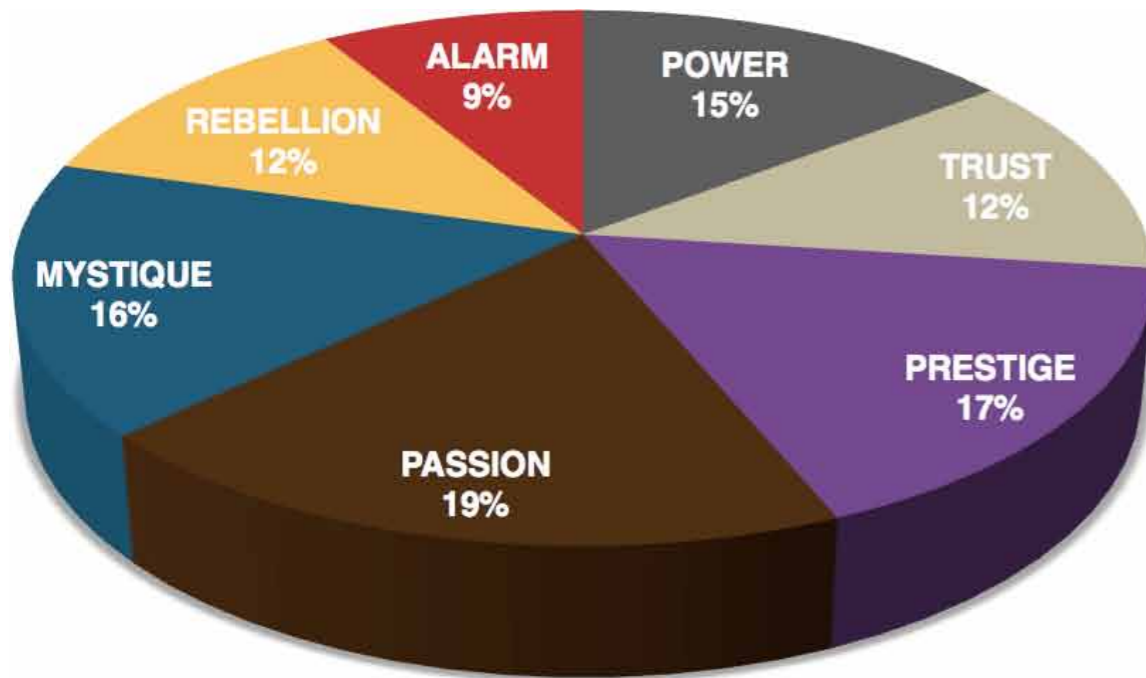
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									Crossroads14								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	17691	14923	20199	23198	19895	14314	10543	120763	Primary	32	13	34	32	13	14	9	147
Secondary	17528	13548	22255	18341	14407	20361	14323	120763	Secondary	30	17	39	18	4	23	16	147
Dormant	12367	25919	8807	16318	26374	13537	17441	120763	Dormant	10	27	4	11	56	17	22	147
Primary	14.6%	12.4%	16.7%	19.2%	16.5%	11.9%	8.7%	100.0%	Primary	21.8%	8.8%	23.1%	21.8%	8.8%	9.5%	6.1%	100.0%
Secondary	14.5%	11.2%	18.4%	15.2%	11.9%	16.9%	11.9%	100.0%	Secondary	20.4%	11.6%	26.5%	12.2%	2.7%	15.6%	10.9%	100.0%
Dormant	10.2%	21.5%	7.3%	13.5%	21.8%	11.2%	14.4%	100.0%	Dormant	6.8%	18.4%	2.7%	7.5%	38.1%	11.6%	15.0%	100.0%

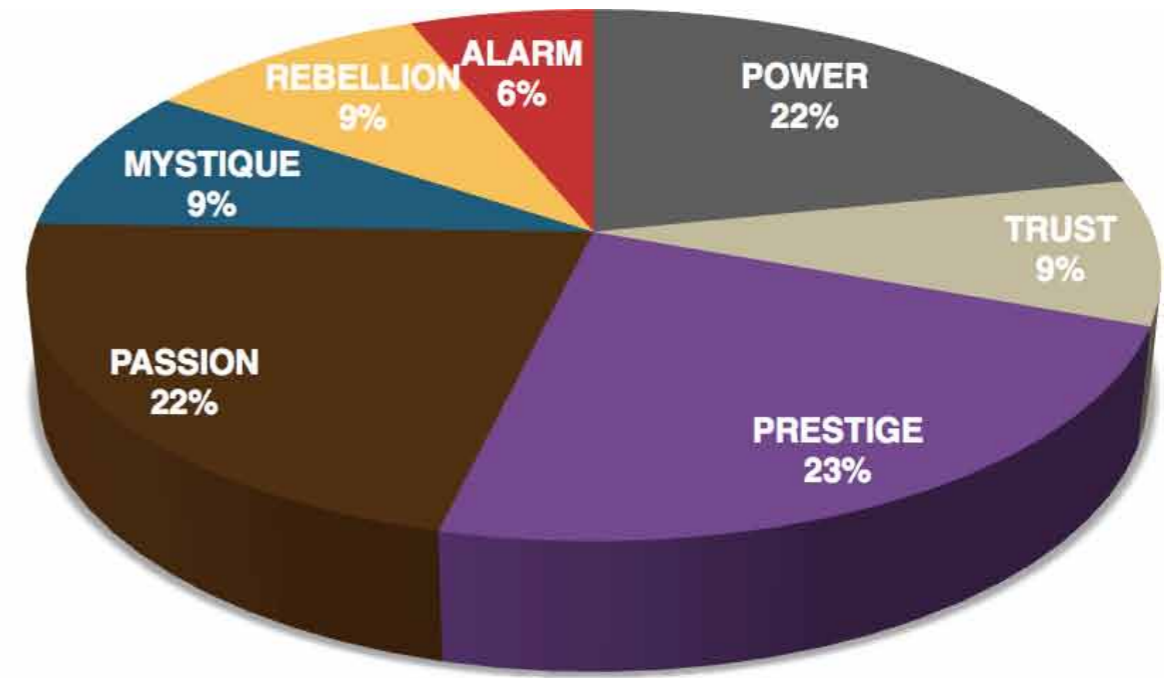


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



CROSSROADS14 FROM THE FASCINATION ADVANTAGE TEST

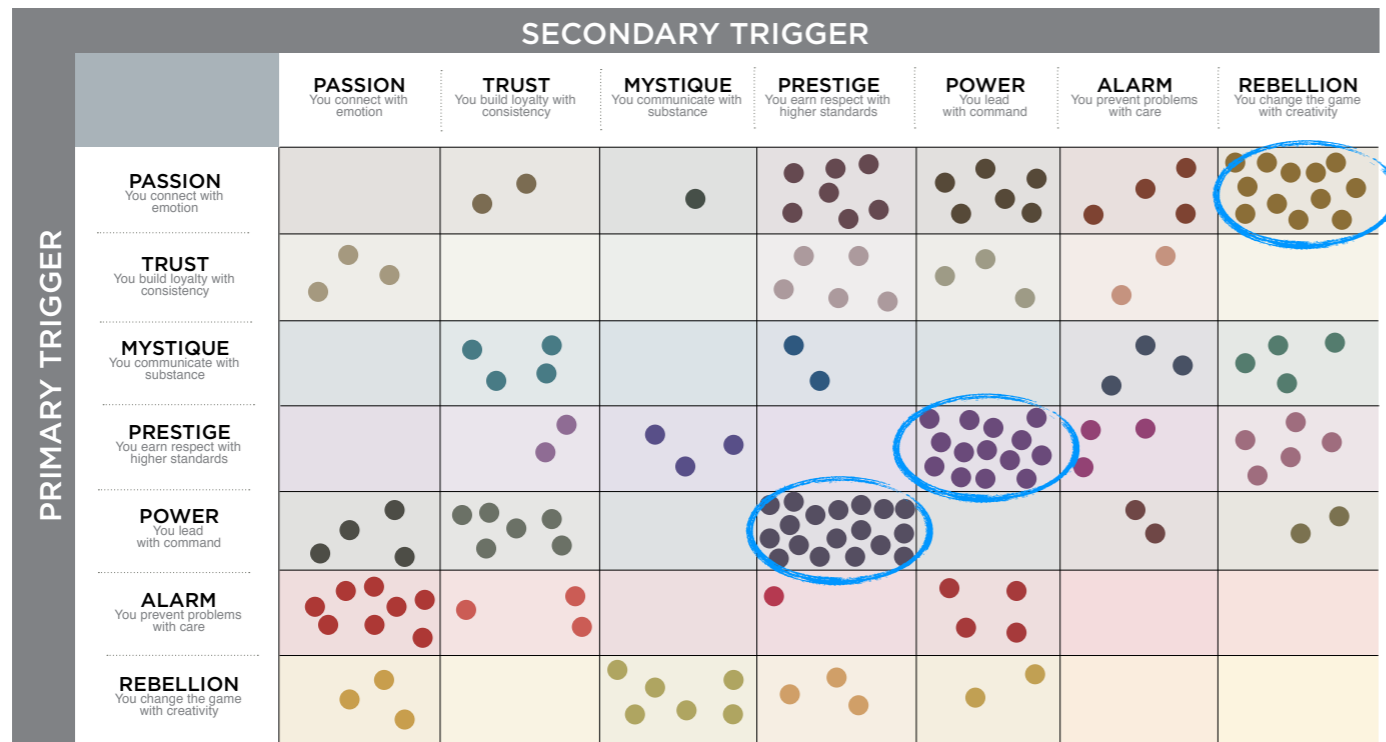


WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless "Best-in-Class"	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

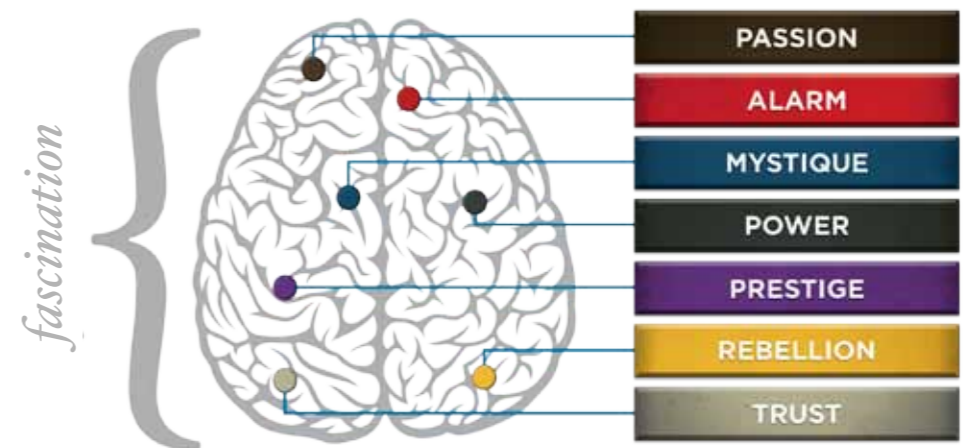
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

This diagram shows the concentration of Personality Archetypes of the organization.



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

		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		1.4%	0.7%	4.8%	4.1%	2.7%	8.2%
	TRUST <small>You build loyalty with consistency</small>	2.0%			3.4%	2.0%	1.4%	
	MYSTIQUE <small>You communicate with substance</small>		2.7%		1.4%		2.0%	2.7%
	PRESTIGE <small>You earn respect with higher standards</small>		1.4%	2.0%		9.5%	2.0%	3.4%
	POWER <small>You lead with command</small>	2.7%	4.1%		12.2%		1.4%	1.4%
	ALARM <small>You prevent problems with care</small>	5.4%	2.0%		0.7%	2.7%		
	REBELLION <small>You change the game with creativity</small>	2.0%			4.1%	2.0%	1.4%	



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

YOU ARE **48.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER

YOU ARE **38.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

YOU ARE **46.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **13.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **30%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **19.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **28.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



POWER

PRESTIGE

MYSTIQUE

PASSION

ALARM

REBELLION

TRUST

Confident
Driven
Influential

Ambitious
Discerning
Goal-Oriented

Observant
Independent
Astute

Expressive
Intuitive
Social

Productive
Reliable
Careful

Innovative
Clever
Entrepreneurial

Stable
Reliable
Familiar

HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's presentation, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

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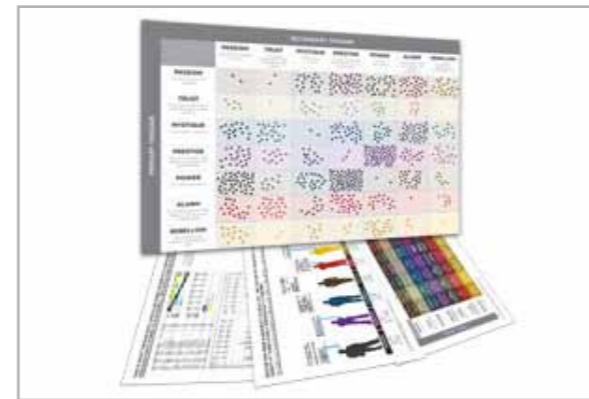
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