

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
DUKE ALUMNI VOLUNTEER WEEKEND ON 09/15/17

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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

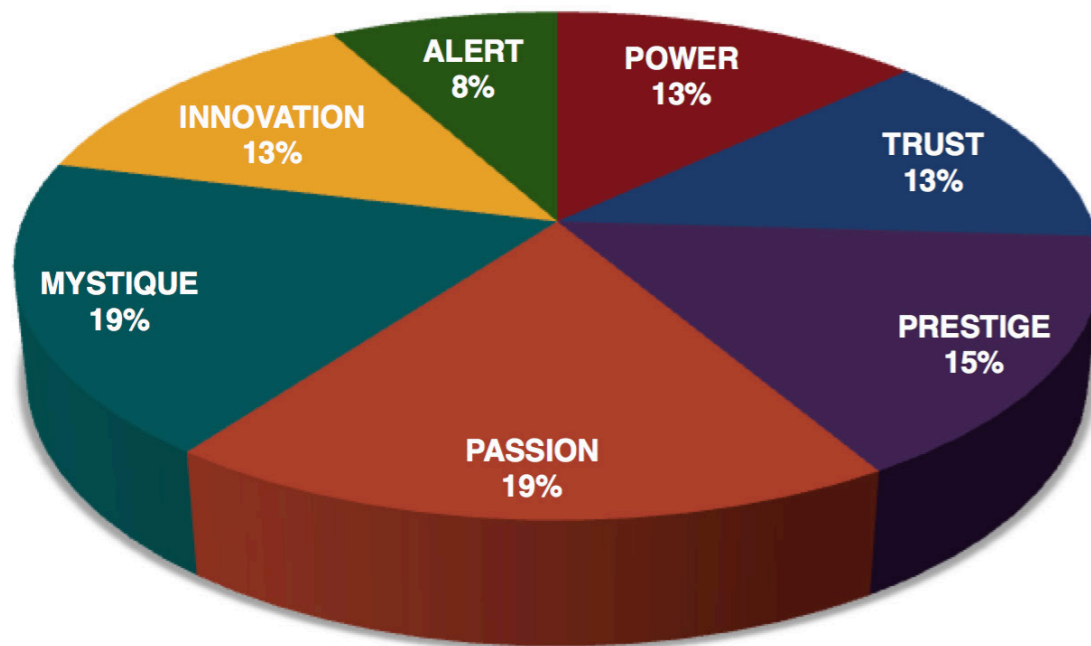
SOLO INTELLECT
BEHIND THE SCENES

ALERT

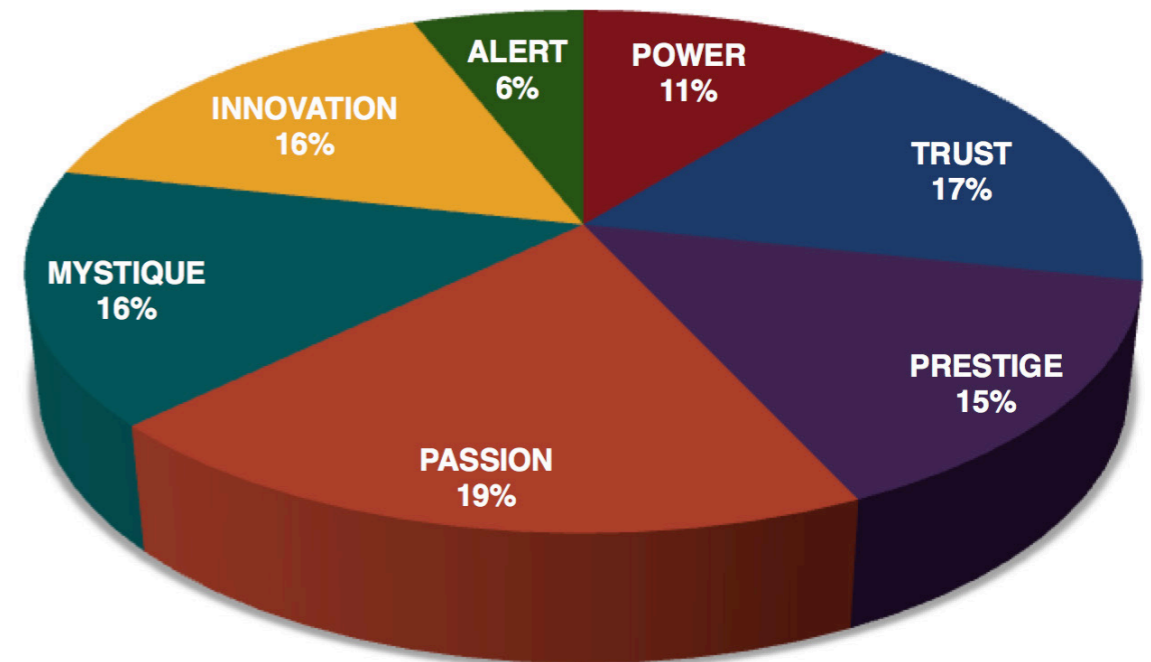
PRECISE DETAIL MANAGER

DUKE ALUMNI VOLUNTEER WEEKEND'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST

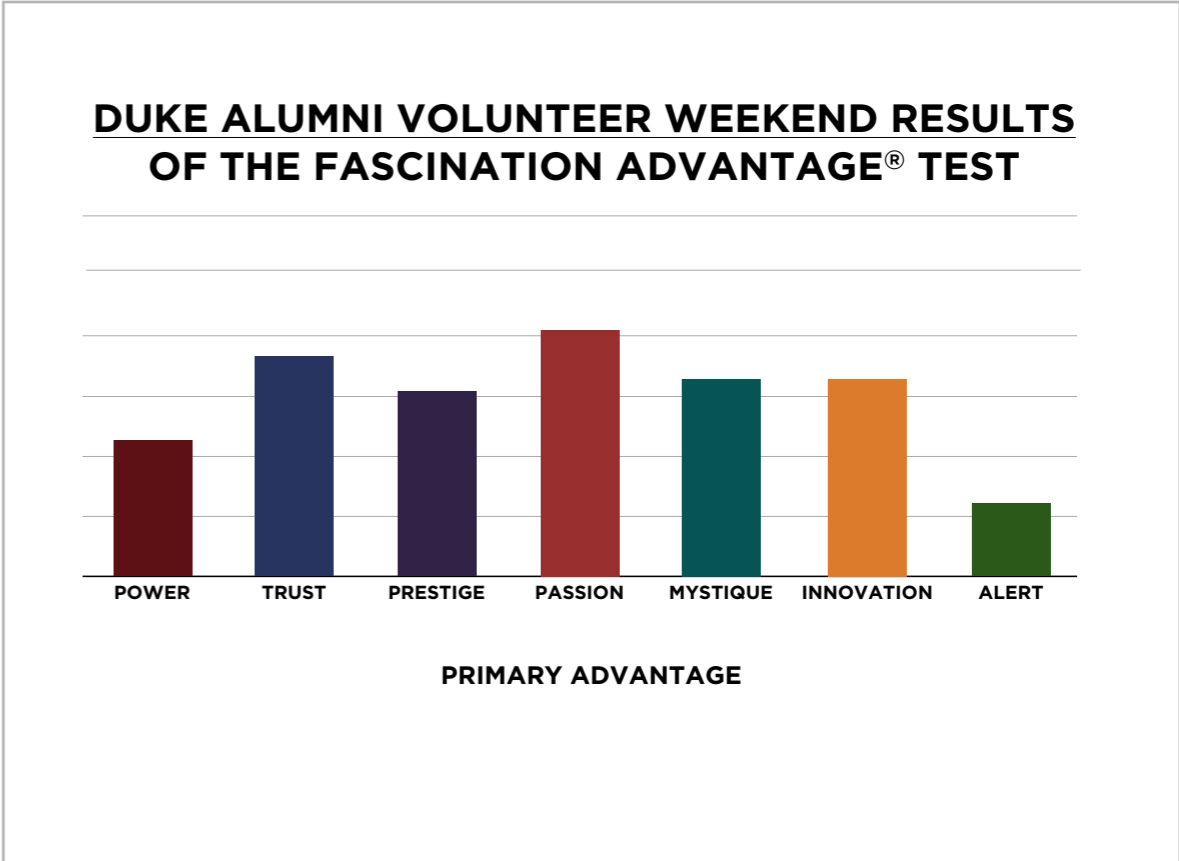
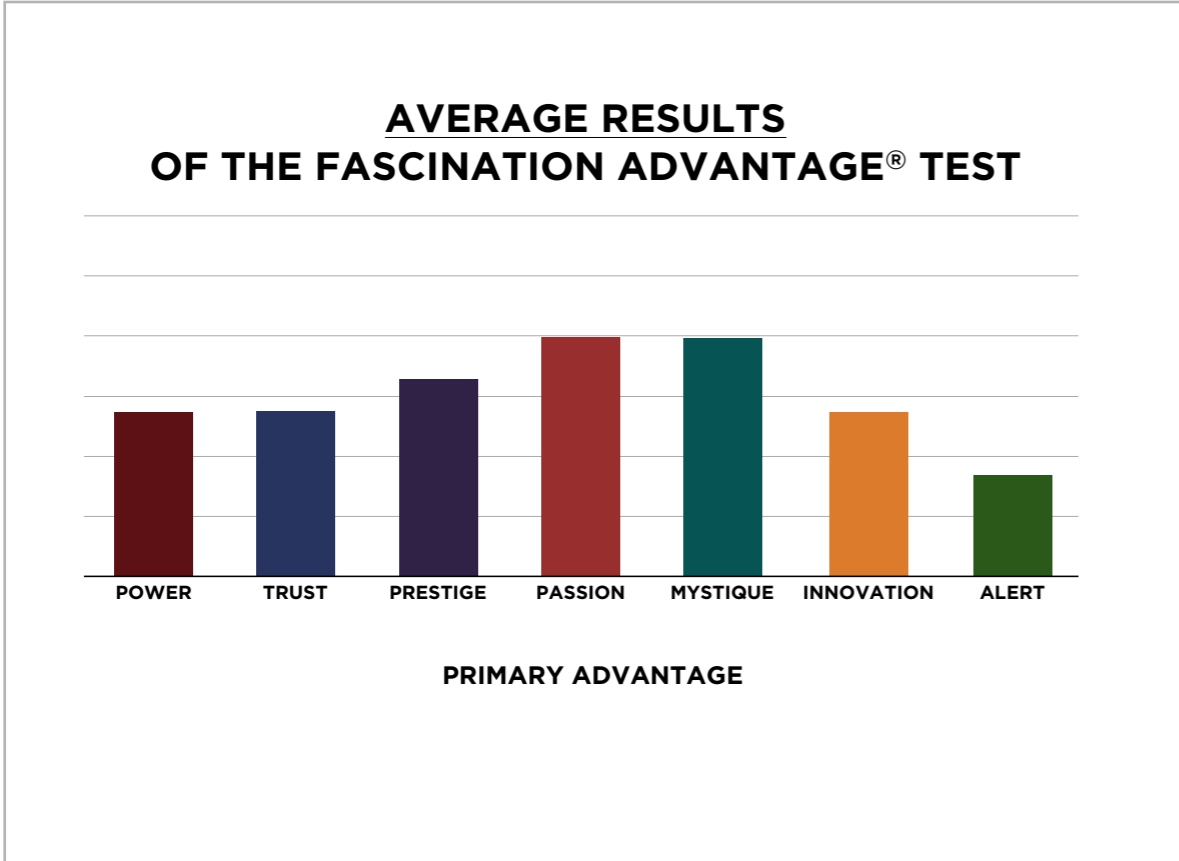


RESULTS FROM DUKE ALUMNI VOLUNTEER WEEKEND FOR THE FASCINATION ADVANTAGE® TEST

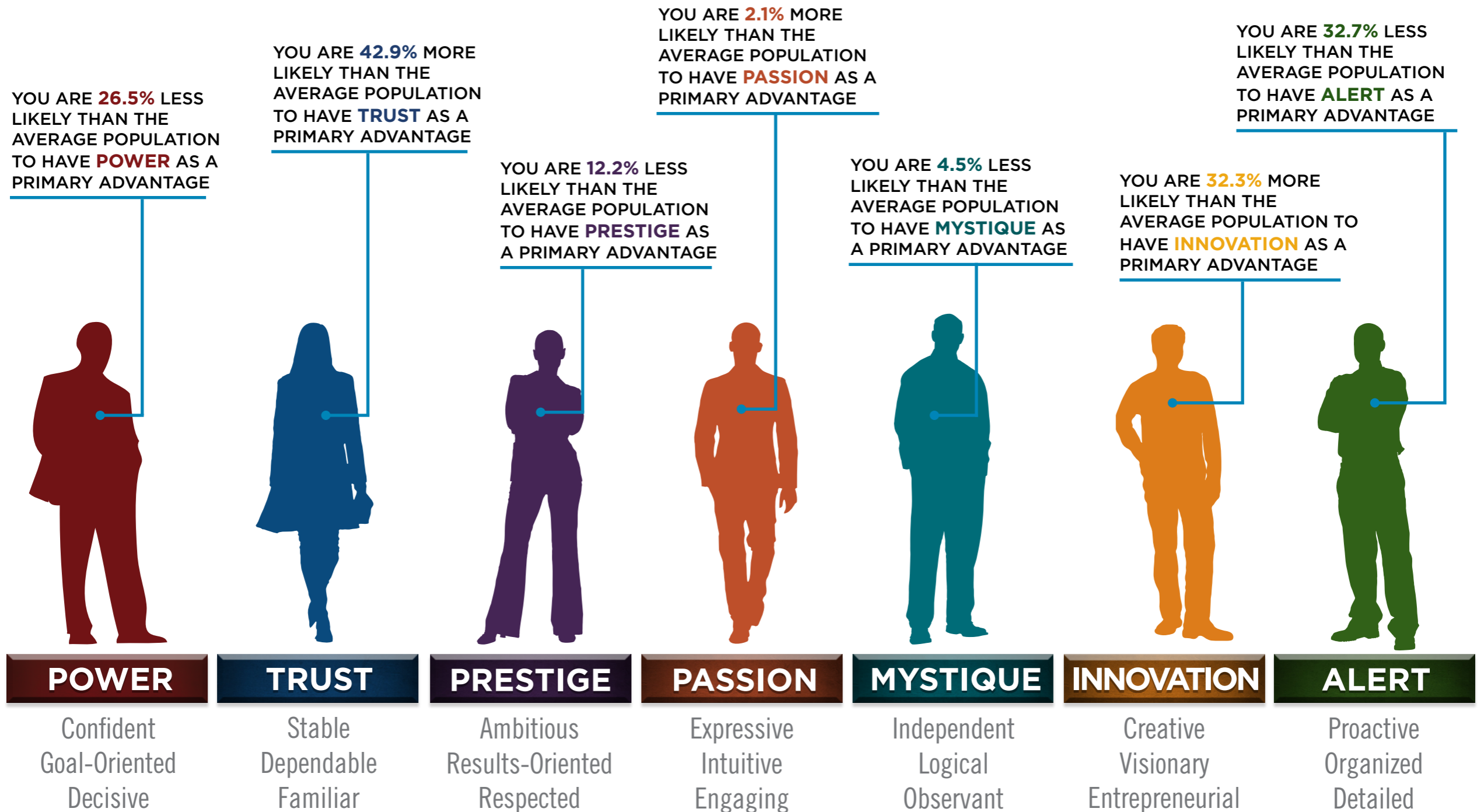


Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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



CUSTOMIZED INSIGHT: DUKE ALUMNI VOLUNTEER WEEKEND'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



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

BUILDS CONSENSUS IN GROUPS
RATHER THAN COMPETITION

TRUST

SEEKS TO EXPLORE AND EXPERIMENT,
DISLIKES RIDGID STRUCTURES

MYSTIQUE

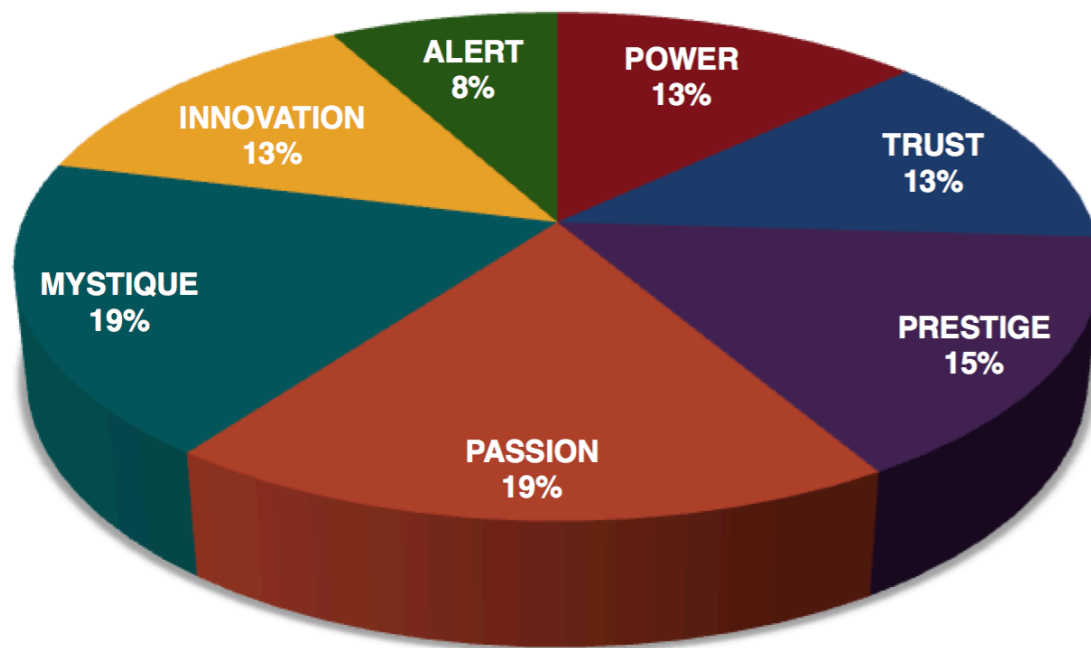
WANTS CLEAR, OPEN,
CANDID DISCUSSION

ALERT

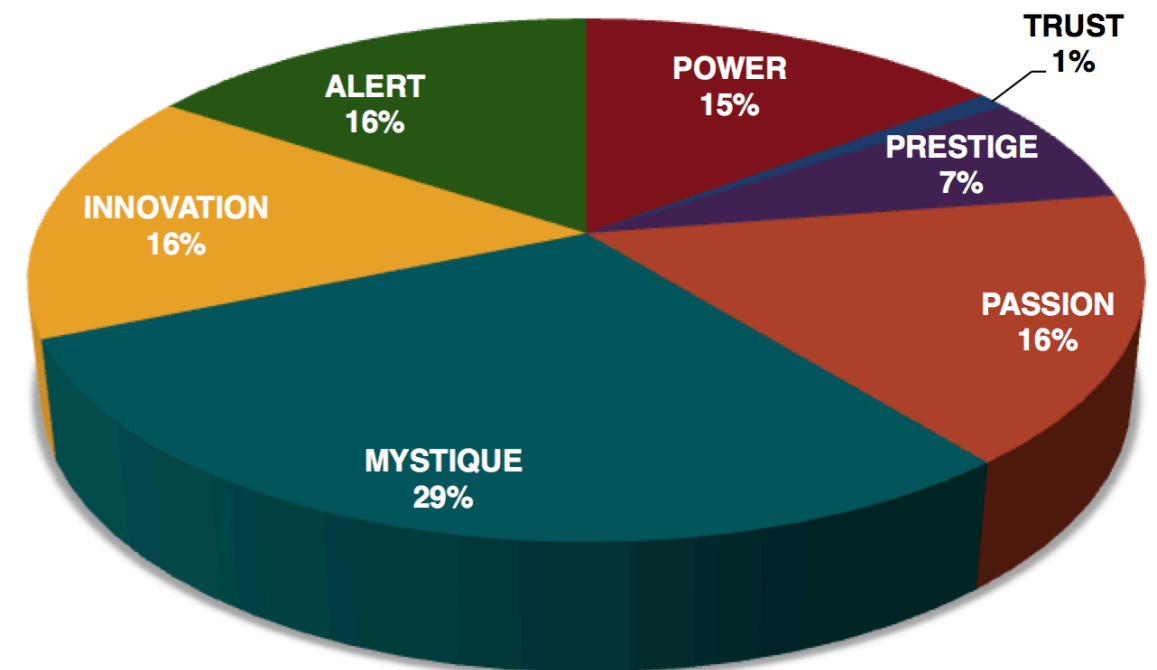
EXHAUSTED BY DETAILS; THRIVES WHEN
LOOKING AT THE BIGGER PICTURE

DUKE ALUMNI VOLUNTEER WEEKEND'S DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM DUKE ALUMNI VOLUNTEER WEEKEND FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONAL BRAND ARCHETYPES.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

HOWTOFASCINATE.COM

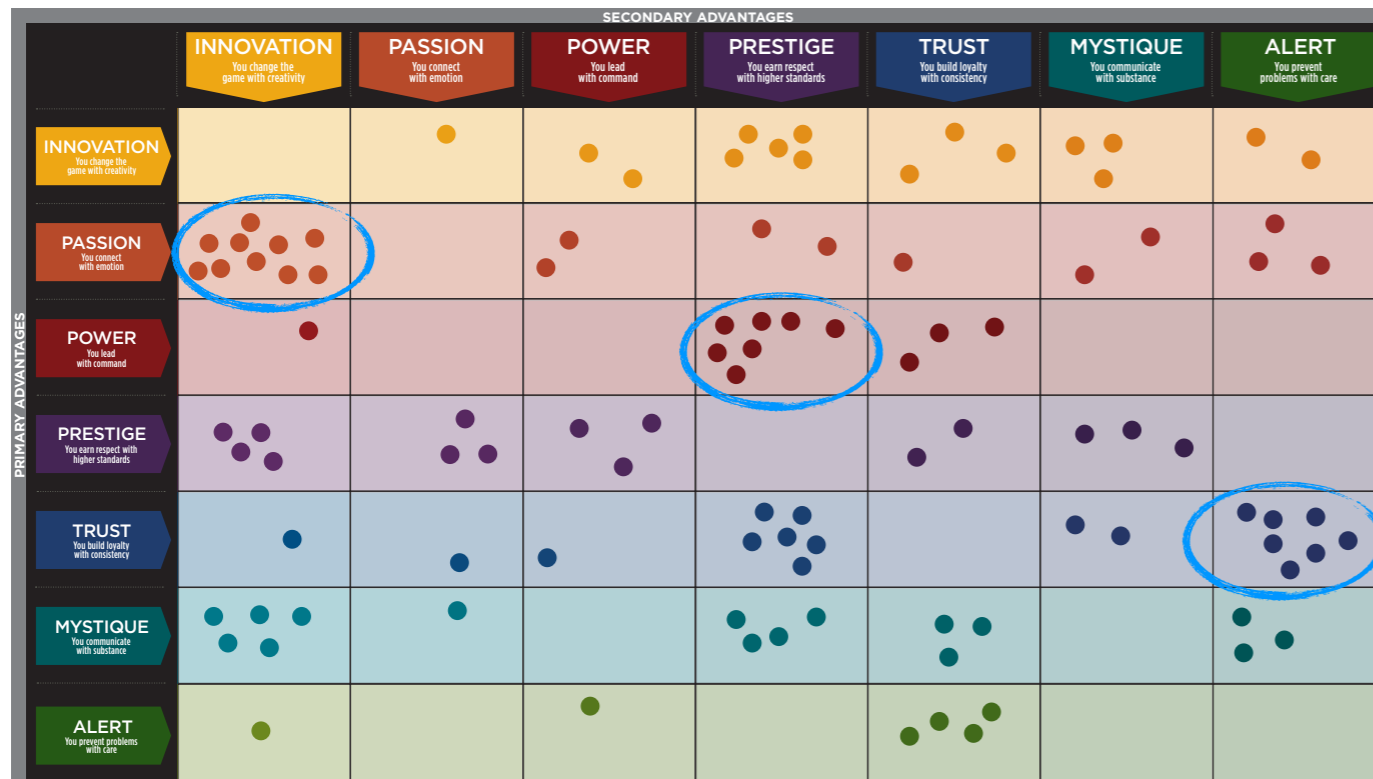
		SECONDARY ADVANTAGE						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
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

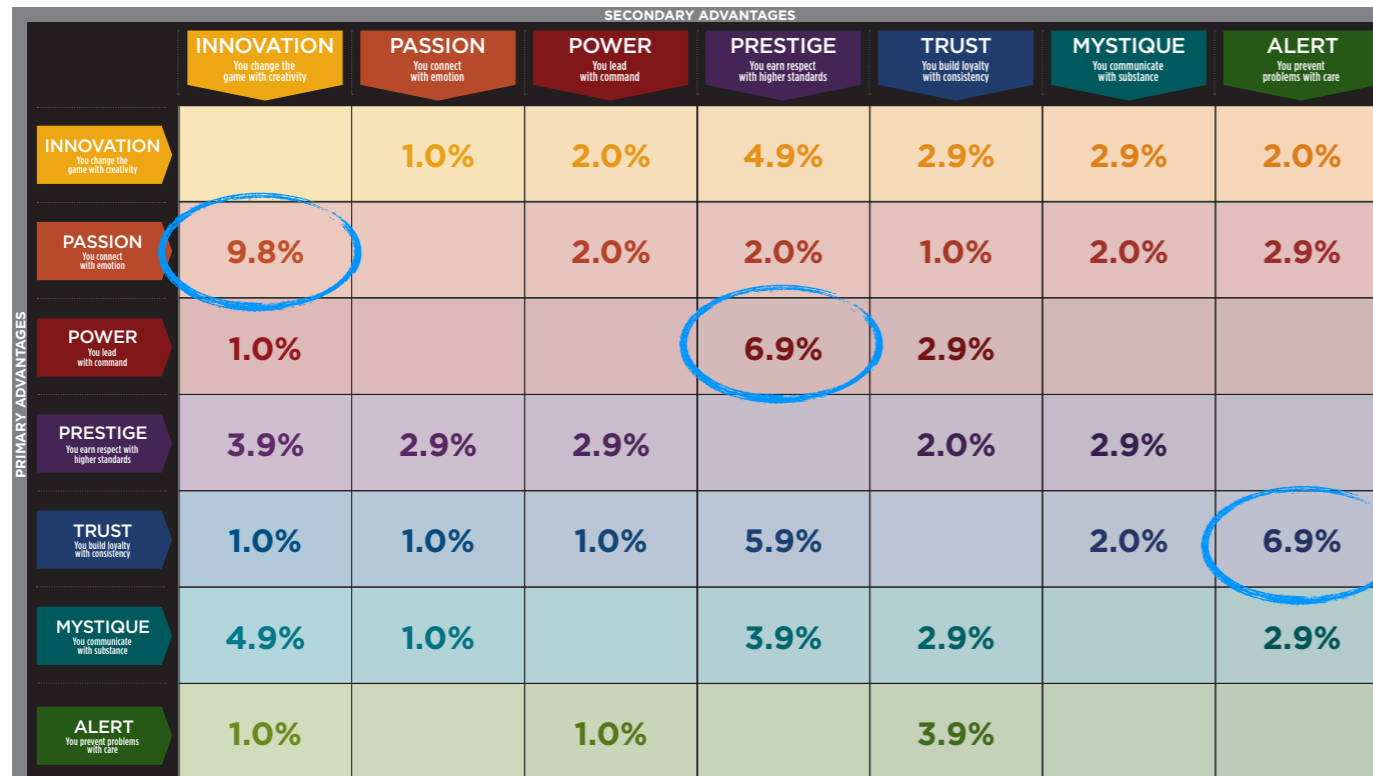
WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

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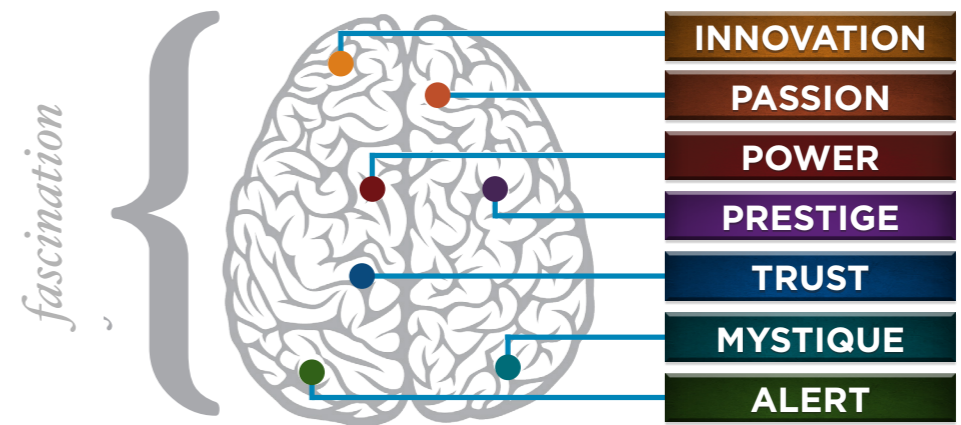
DUKE ALUMNI VOLUNTEER WEEKEND'S "FASCINATION FINGERPRINT"



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



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



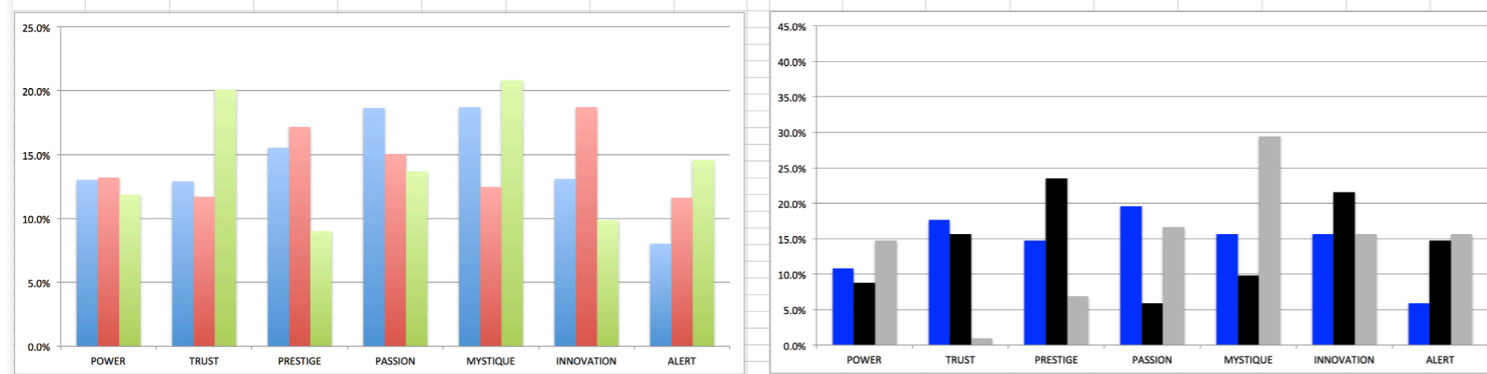
THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	10	9.80%	INNOVATION		1	2	5	3	3	2
Power	Prestige	The Maestro	7	6.86%	PASSION	10		2	2	1	2	3
Trust	Alert	The Good Citizen	7	6.86%	POWER	1			7	3		
Trust	Prestige	The Diplomat	6	5.88%	PRESTIGE	4	3	3		2	3	
Innovation	Prestige	The Trendsetter	5	4.90%	TRUST	1	1	1	6		2	7
Mystique	Innovation	The Secret Weapon	5	4.90%	MYSTIQUE	5	1		4	3		3
Alert	Trust	The Mediator	4	3.92%	ALERT	1		1		4		
Mystique	Prestige	The Royal Guard	4	3.92%								
Prestige	Innovation	The Avant-Garde	4	3.92%		INNOVATION						
Innovation	Mystique	The Provocateur	3	2.94%	INNOVATION		1.0%	2.0%	4.9%	2.9%	2.9%	2.0%
Innovation	Trust	The Artisan	3	2.94%	PASSION	9.8%		2.0%	2.0%	1.0%	2.0%	2.9%
Mystique	Alert	The Archer	3	2.94%	POWER	1.0%			6.9%	2.9%		
Mystique	Trust	The Wise Owl	3	2.94%	PRESTIGE	3.9%	2.9%	2.9%		2.0%	2.9%	
Passion	Alert	The Orchestrator	3	2.94%	TRUST	1.0%	1.0%	1.0%	5.9%		2.0%	6.9%
Power	Trust	The Guardian	3	2.94%	MYSTIQUE	4.9%	1.0%		3.9%	2.9%		2.9%
Prestige	Mystique	The Architect	3	2.94%	ALERT	1.0%		1.0%		3.9%		
Prestige	Passion	The Connoisseur	3	2.94%								
Prestige	Power	The Victor	3	2.94%								
Innovation	Alert	The Quick-Start	2	1.96%								
Innovation	Power	The Maverick Leader	2	1.96%								
Passion	Mystique	The Intrigue	2	1.96%								
Passion	Power	The Peoples Champion	2	1.96%								
Passion	Prestige	The Talent	2	1.96%								
Prestige	Trust	The Blue Chip	2	1.96%								
Trust	Mystique	The Anchor	2	1.96%								
Alert	Innovation	The Composer	1	0.98%								
Alert	Power	The Ace	1	0.98%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									Duke Alumni Volunteer Weekend								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	87012	86170	103866	124554	125093	87509	53700	667904	Primary	11	18	15	20	16	16	6	102
Secondary	88326	78190	114776	100504	83264	125146	77698	667904	Secondary	9	16	24	6	10	22	15	102
Dormant	79204	134362	60214	91533	139147	65986	97458	667904	Dormant	15	1	7	17	30	16	16	102

These graphs include data on Primary, Secondary and Dormant Advantages.



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 \$20 each)

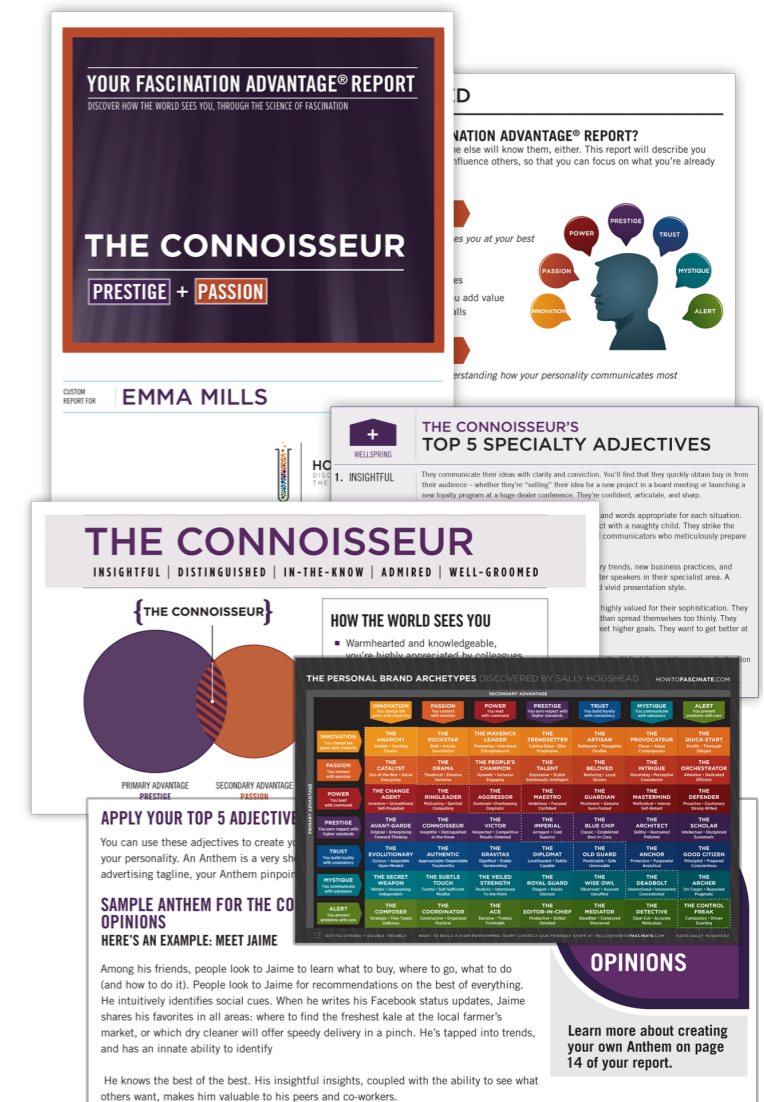
1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **DUKE17Share**

3 THIS OFFER EXPIRES ON **10/15/17**

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.



LET'S START A CONVERSATION.

