

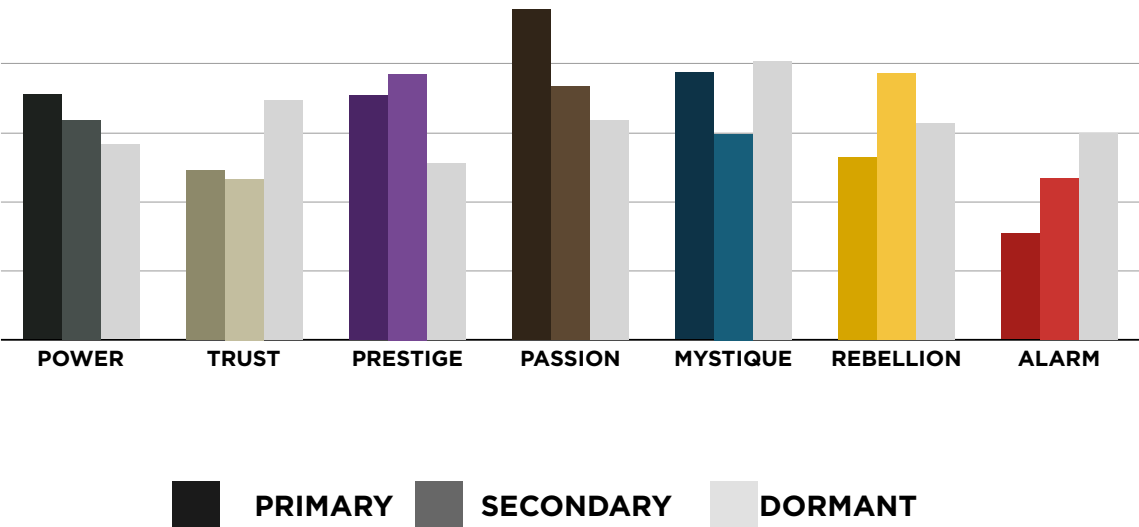
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
ELITE ON 02/07/14

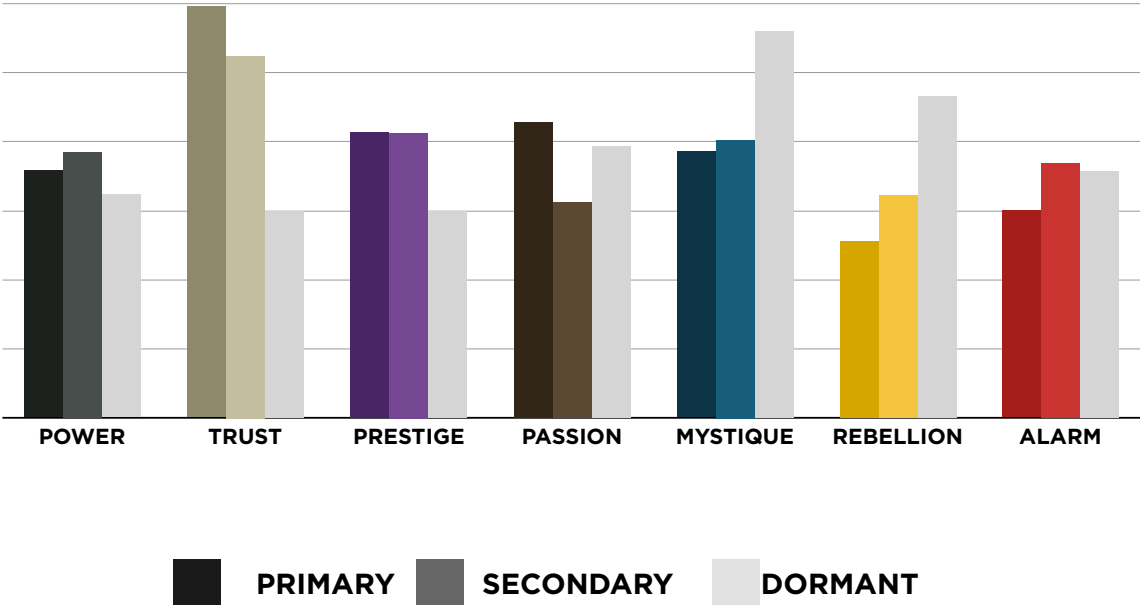


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



ELITE RESULTS OF THE FASCINATION ADVANTAGE TEST

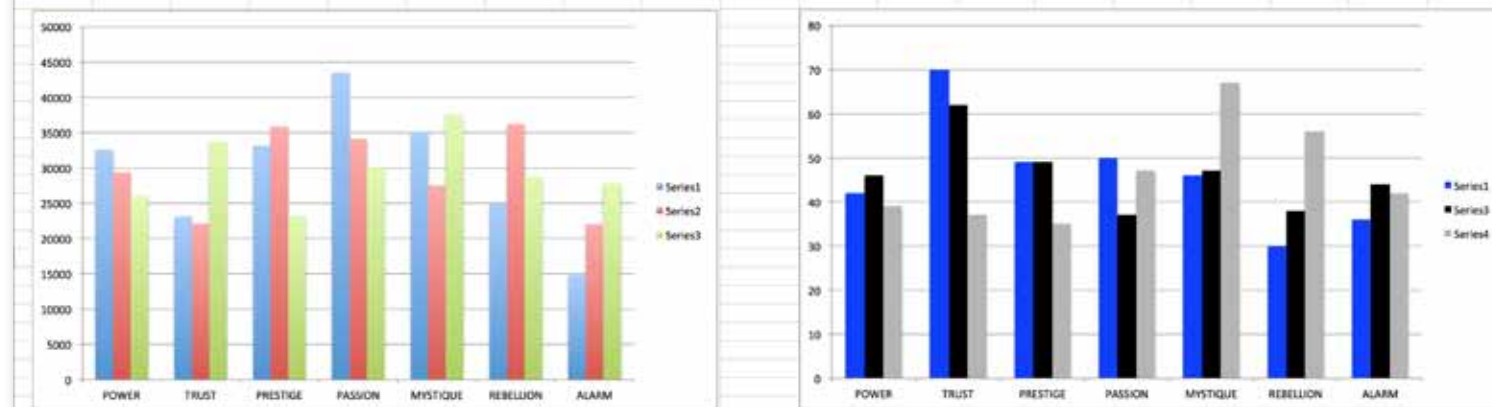


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Primary	Secondary	Archetype	Sum	Percent		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Trust	Mystique	The Vault	24	7.43%	PASSION		7	9	6	5	8	15
Power	Prestige	The Maestro	20	6.19%	TRUST	3		24	10	8	20	5
Trust	Alarm	The Good Citizen	20	6.19%	MYSTIQUE	3	18		2	6	9	8
Alarm	Trust	The Sustainer	19	5.88%	PRESTIGE	13	4	6		15	4	7
Mystique	Trust	The Wise Owl	18	5.57%	POWER	5	12	2	20		1	2
Passion	Rebellion	The Catalyst	15	4.64%	ALARM	1	19	5	5	5		1
Prestige	Power	The Victor	15	4.64%	REBELLION	12	2	1	6	7	2	
Prestige	Passion	The Connoisseur	13	4.02%								
Power	Trust	The Guardian	12	3.72%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Rebellion	Passion	The Rockstar	12	3.72%	PASSION		2.2%	2.8%	1.9%	1.5%	2.5%	4.6%
Trust	Prestige	The Diplomat	10	3.10%	TRUST	0.9%		7.4%	3.1%	2.5%	6.2%	1.5%
Mystique	Alarm	The Bullseye	9	2.79%	MYSTIQUE	0.9%	5.6%		0.6%	1.9%	2.8%	2.5%
Passion	Mystique	The Intrigue	9	2.79%	PRESTIGE	4.0%	1.2%	1.9%		4.6%	1.2%	2.2%
Mystique	Rebellion	The Secret Weapon	8	2.48%	POWER	1.5%	3.7%	0.6%	6.2%		0.3%	0.6%
Passion	Alarm	The Orchestrator	8	2.48%	ALARM	0.3%	5.9%	1.5%	1.5%	1.5%		0.3%
Trust	Power	The Gravitas	8	2.48%	REBELLION	3.7%	0.6%	0.3%	1.9%	2.2%	0.6%	
Passion	Trust	The Beloved	7	2.17%								
Prestige	Rebellion	The Avant-Garde	7	2.17%								
Rebellion	Power	The Maverick Leader	7	2.17%								
Mystique	Power	The Veiled Strength	6	1.86%								
Passion	Prestige	The Talent	6	1.86%								
Prestige	Mystique	The Architect	6	1.86%								
Rebellion	Prestige	The Trendsetter	6	1.86%								
Alarm	Mystique	The Inspector	5	1.55%								
Alarm	Power	The Sheriff	5	1.55%								
Alarm	Prestige	The Editor-in-Chief	5	1.55%								
Passion	Power	The Advocate	5	1.55%								
Power	Passion	The Ringleader	5	1.55%								
Trust	Rebellion	The Evolutionary	5	1.55%								
Prestige	Alarm	The Perfectionist	4	1.24%								

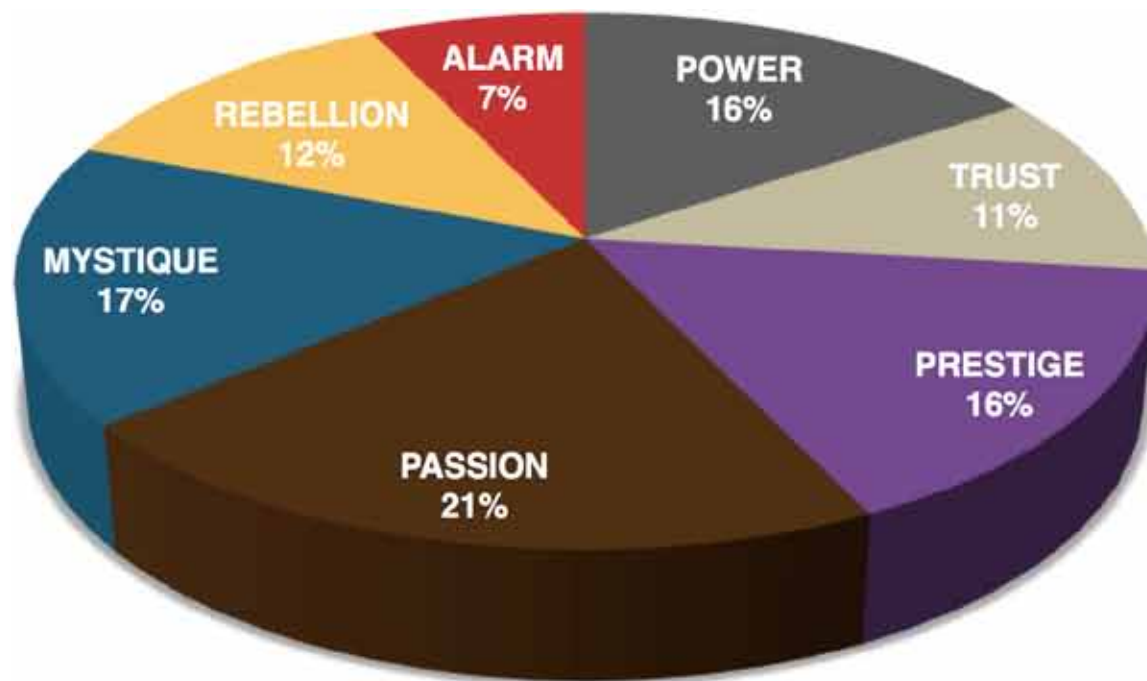
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									ELITE								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	32555	21074	31133	43467	35115	24860	14777	206981	Primary	42	70	49	50	46	30	36	323
Secondary	29371	22065	35846	34066	27460	36180	21993	206981	Secondary	46	62	49	37	47	38	44	323
Dormant	26013	33680	23180	29977	37616	28747	27768	206981	Dormant	39	37	35	47	67	56	42	323
Primary	15.7%	11.1%	16.0%	21.0%	17.0%	12.0%	7.1%	100.0%	Primary	13.0%	21.7%	15.2%	15.5%	14.2%	9.3%	11.1%	100.0%
Secondary	14.2%	10.7%	17.3%	16.5%	13.3%	17.5%	10.6%	100.0%	Secondary	14.2%	19.2%	15.2%	11.5%	14.6%	11.8%	13.6%	100.0%
Dormant	12.6%	16.3%	11.2%	14.5%	18.2%	13.9%	13.4%	100.0%	Dormant	12.1%	11.5%	10.8%	14.6%	20.7%	17.3%	13.0%	100.0%

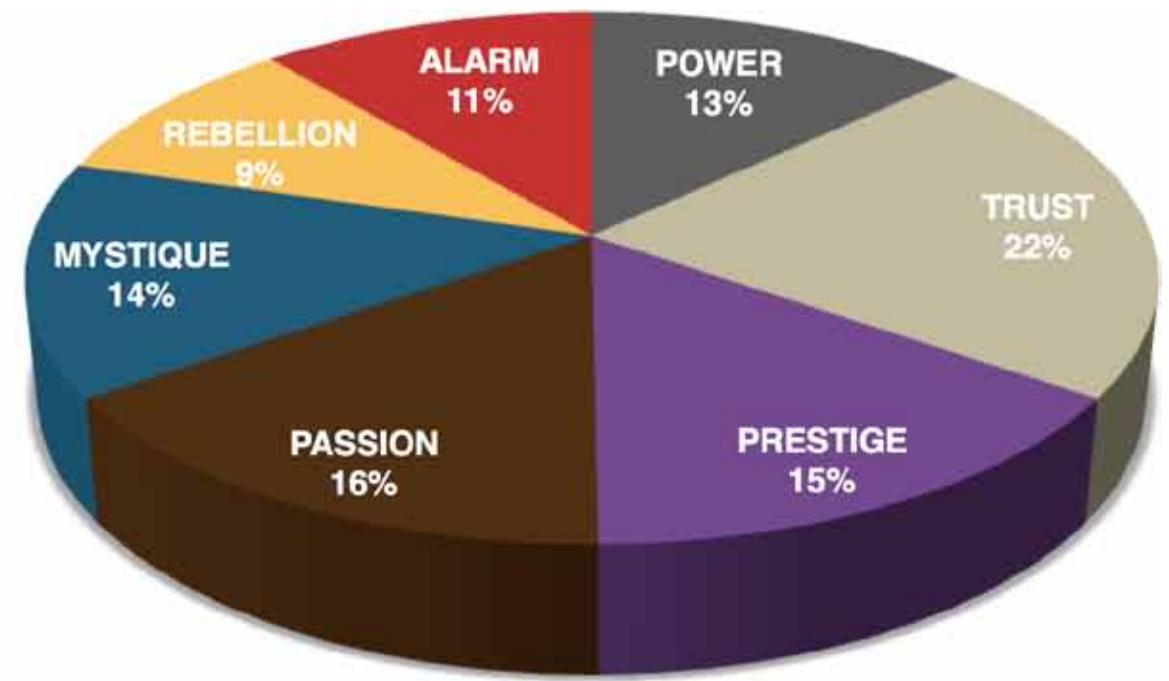


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



ELITE RESULTS FROM THE FASCINATION ADVANTAGE TEST

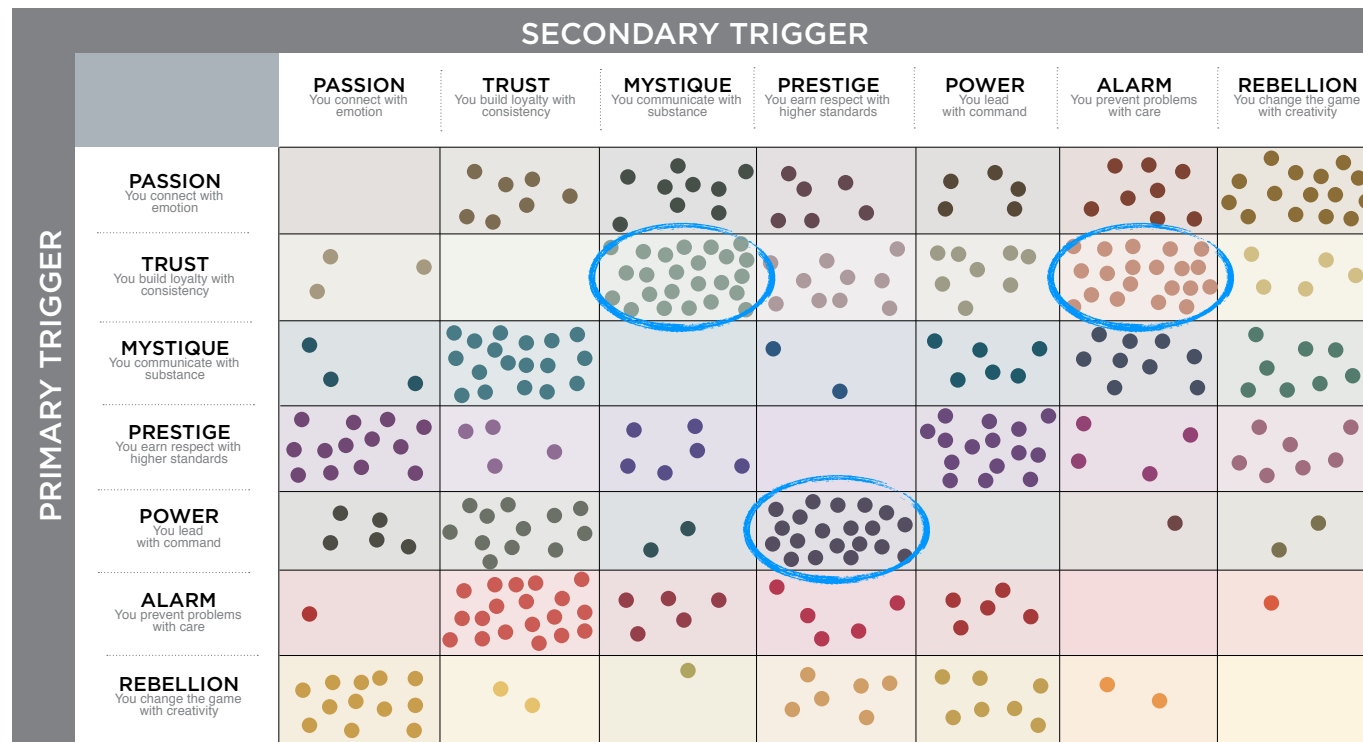


WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

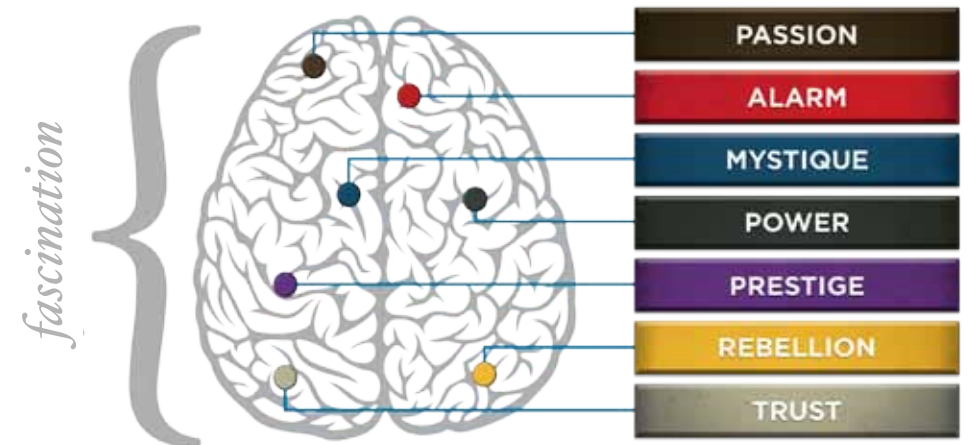
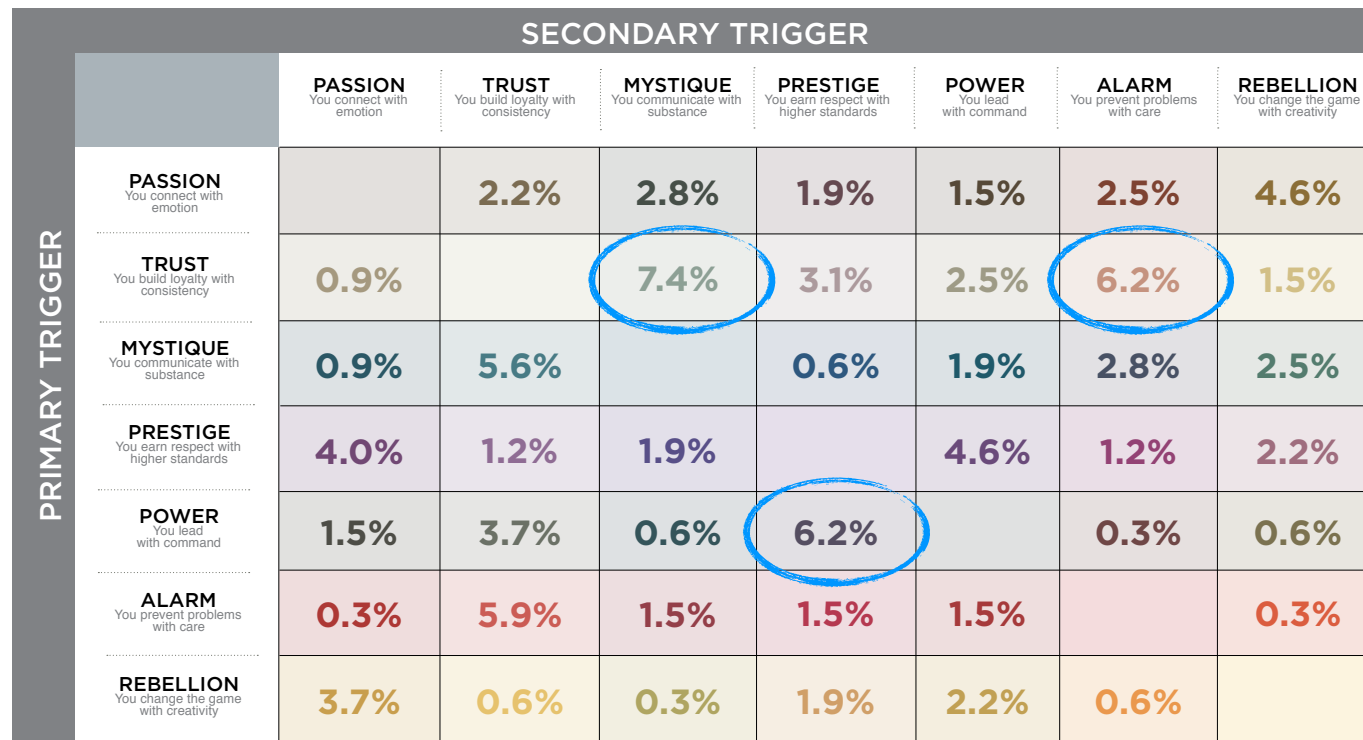
		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY 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.



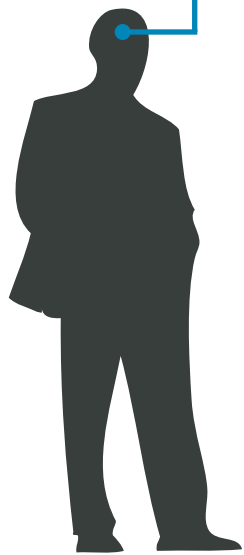
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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 **11.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER



POWER

Confident
Driven
Influential

YOU ARE **9.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER



PRESTIGE

Ambitious
Discerning
Strong-Willed

YOU ARE **13.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER



MYSTIQUE

Understated
Complex
Deliberate

YOU ARE **19.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER



PASSION

Expressive
Intuitive
Impulsive

YOU ARE **27.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER



ALARM

Perfectionist
Reliable
Careful

YOU ARE **22%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER



REBELLION

Innovative
Independent
Unpredictable

YOU ARE **76.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



TRUST

Stable
Reliable
Comforting

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.

Just click on the images below, and you'll see full details and pricing.

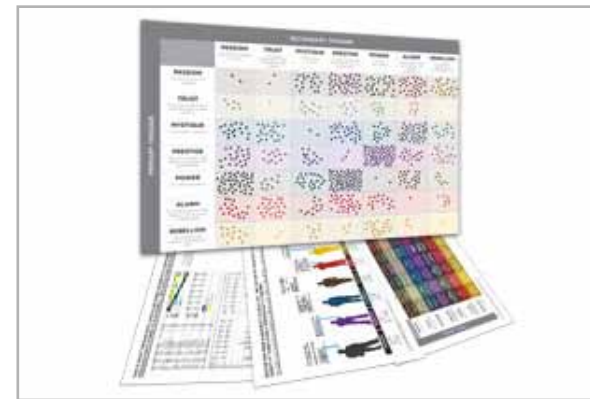
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Our flagship personal brand analysis



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Immediately communicate your highest value



Your Team Advantage
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



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