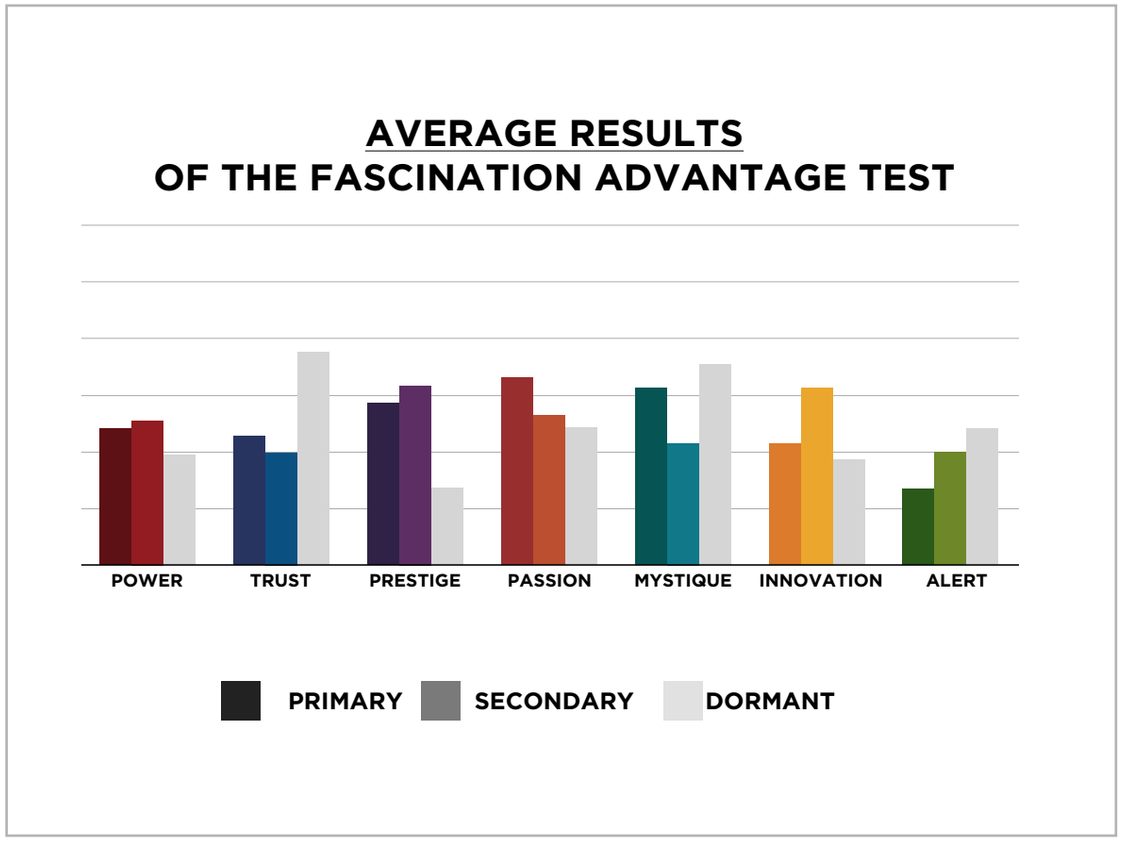
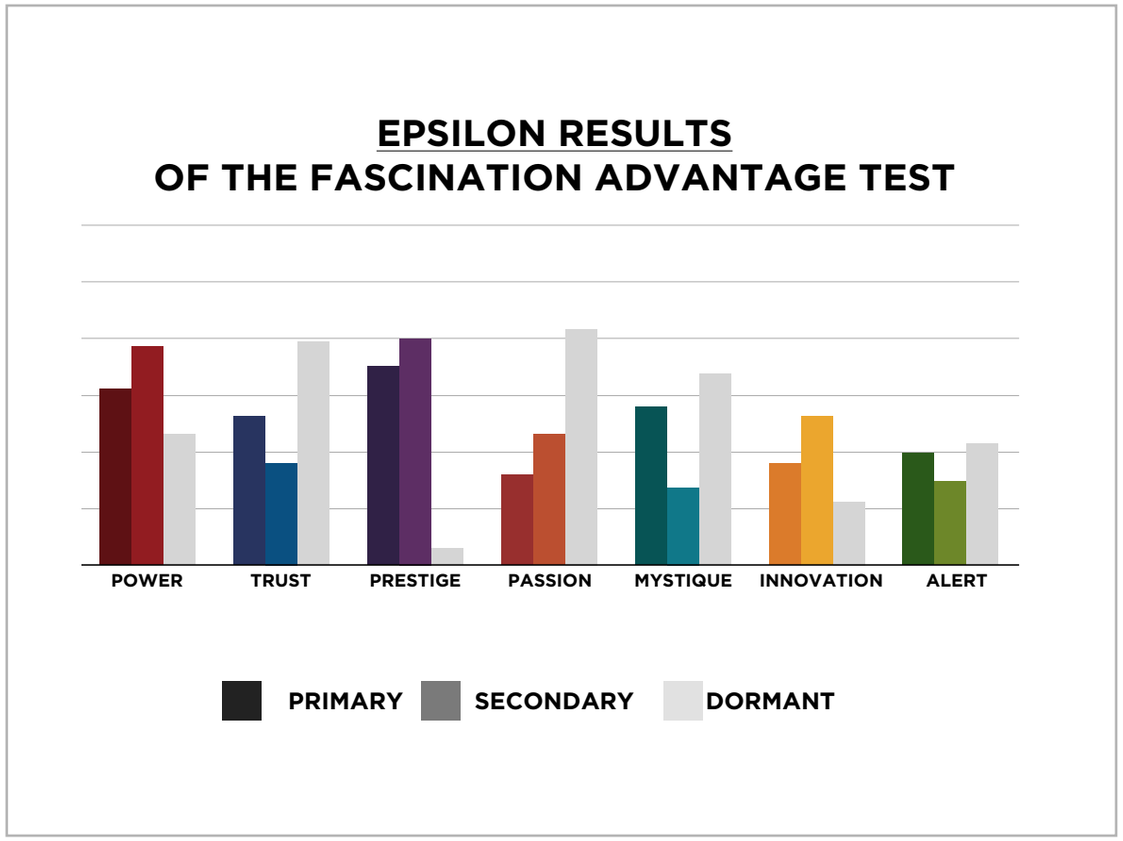
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO EPSILON 2015 ON 4/23/15

For information, visit HowToFascinate.com or contact Hello@HowToFascinate.com.

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.





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Primary	Secondary	Archetype	Sum	Percent
Power	Prestige	The Maestro	10	9.35%
Prestige	Power	The Victor	8	7.48%
Innovation	Power	The Maverick Leader	7	6.54%
Mystique	Prestige	The Royal Guard	6	5.61%
Trust	Alert	The Good Citizen	6	5.61%
Prestige	Passion	The Connoisseur	5	4.67%
Trust	Prestige	The Diplomat	5	4.67%
Alert	Trust	The Mediator	4	3.74%
Prestige	Innovation	The Avant-Garde	4	3.74%
Prestige	Mystique	The Architect	4	3.74%
Alert	Innovation	The Composer	3	2.80%
Alert	Power	The Ace	3	2.80%
Mystique	Innovation	The Secret Weapon	3	2.80%
Mystique	Passion	The Subtle Touch	3	2.80%
Mystique	Power	The Veiled Strength	3	2.80%
Passion	Innovation	The Catalyst	3	2.80%
Power	Passion	The Ringleader	3	2.80%
Power	Trust	The Guardian	3	2.80%
Innovation	Prestige	The Trendsetter	2	1.87%
Mystique	Trust	The Wise Owl	2	1.87%
Passion	Alert	The Orchestrator	2	1.87%
Passion	Power	The Peoples Champion	2	1.87%
Power	Innovation	The Change Agent	2	1.87%
Trust	Mystique	The Anchor	2	1.87%
Alert	Passion	The Coordinator	1	0.93%
Alert	Prestige	The Editor-in-Chief	1	0.93%
Innovation	Alert	The Quick-Start	1	0.93%
Innovation	Passion	The Rockstar	1	0.93%
Passion	Mystique	The Intrigue	1	0.93%

	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
INNOVATION		1	7	2			1
PASSION	3		2	1	1	1	2
POWER	2	3		10	3	1	
PRESTIGE	4	5	8		1	4	
TRUST	1	1	1	5		2	6
MYSTIQUE	3	3	3	6	2		
ALERT	3	1	3	1	4		

	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
INNOVATION		0.9%	6.5%	1.9%			0.9%
PASSION	2.8%		1.9%	0.9%	0.9%	0.9%	1.9%
POWER	1.9%	2.8%		9.3%	2.8%	0.9%	
PRESTIGE	3.7%	4.7%	7.5%		0.9%	3.7%	
TRUST	0.9%	0.9%	0.9%	4.7%		1.9%	5.6%
MYSTIQUE	2.8%	2.8%	2.8%	5.6%	1.9%		
ALERT	2.8%	0.9%	2.8%	0.9%	3.7%		

: Missing Archetypes

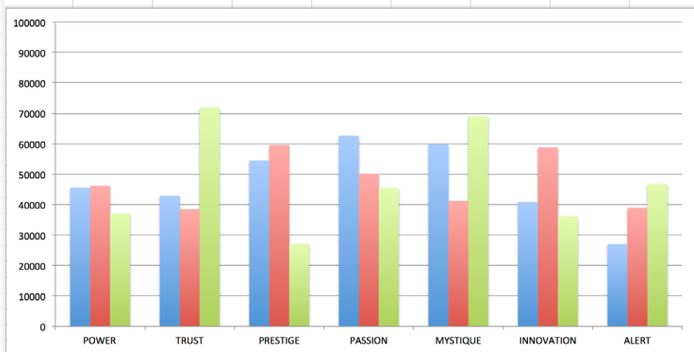
: Most Prevalent Archetypes

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

AVERAGE POPULATION

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	45548	42938	54485	62613	59803	40886	27010	333283
Secondary	46178	38456	59555	50080	41228	58800	38986	333283
Dormant	37059	71914	27098	45437	68925	36110	46740	333283

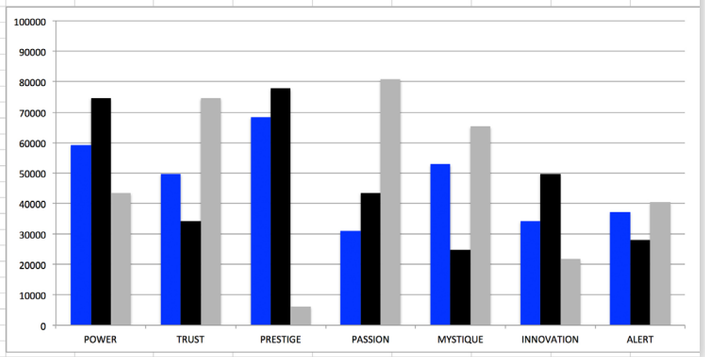
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.7%	12.9%	16.3%	18.8%	17.9%	12.3%	8.1%	100.0%
Secondary	13.9%	11.5%	17.9%	15.0%	12.4%	17.6%	11.7%	100.0%
Dormant	11.1%	21.6%	8.1%	13.6%	20.7%	10.8%	14.0%	100.0%



EPSILON15

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	19	16	22	10	17	11	12	107
Secondary	24	11	25	14	8	16	9	107
Dormant	14	24	2	26	21	7	13	107

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	17.8%	15.0%	20.6%	9.3%	15.9%	10.3%	11.2%	100.0%
Secondary	22.4%	10.3%	23.4%	13.1%	7.5%	15.0%	8.4%	100.0%
Dormant	13.1%	22.4%	1.9%	24.3%	19.6%	6.5%	12.1%	100.0%



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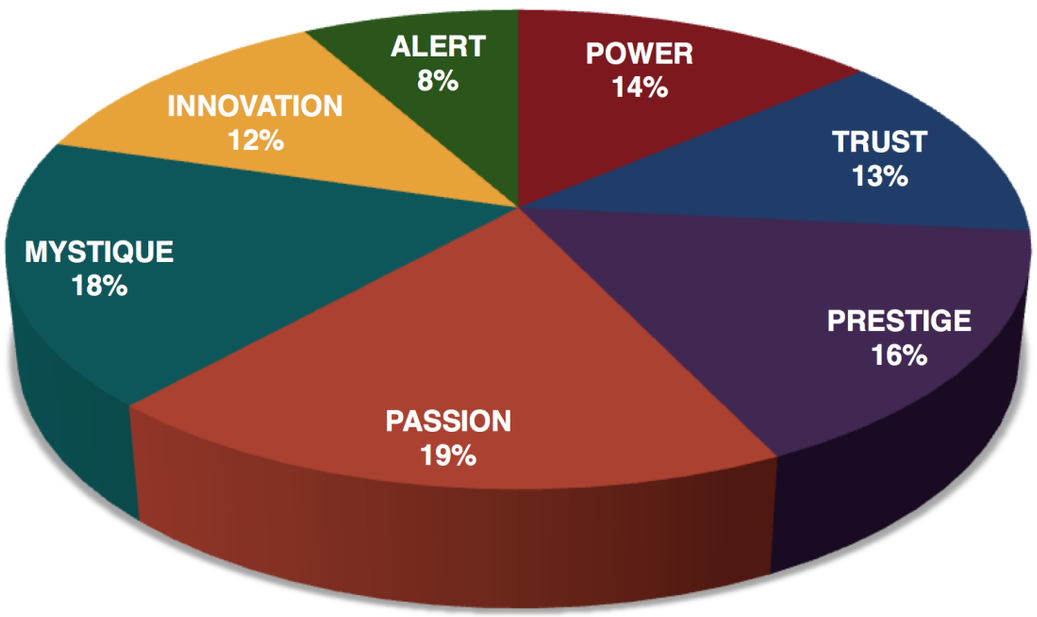
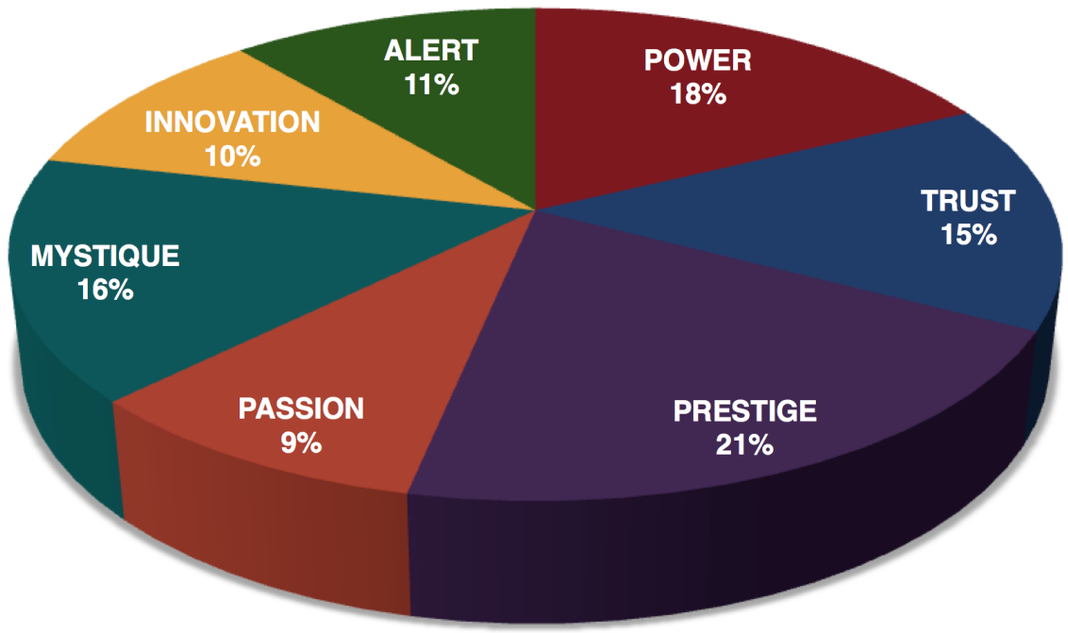
AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



EPSILON 2015 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
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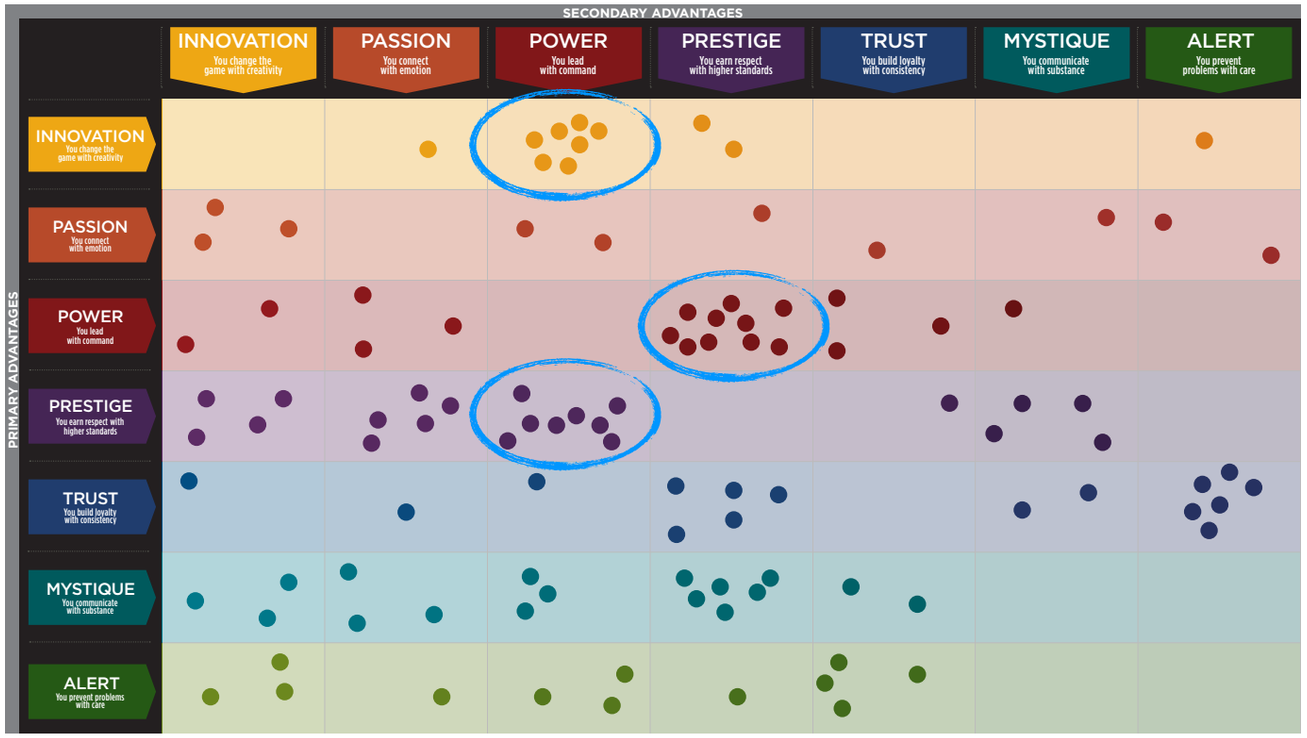
SECONDARY FASCINATION ADVANTAGE®

PRIMARY 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

THIS IS YOUR CUSTOM "FASCINATION FINGERPRINT."

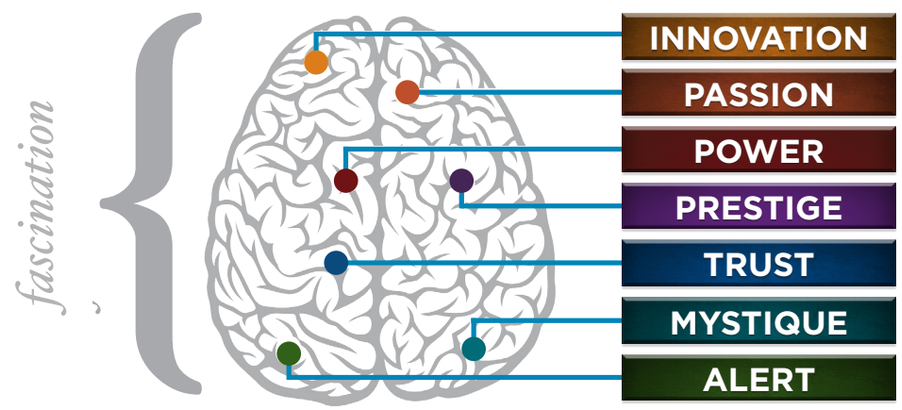


This diagram shows the concentration of Personality Archetypes of the organization.

SECONDARY ADVANTAGES

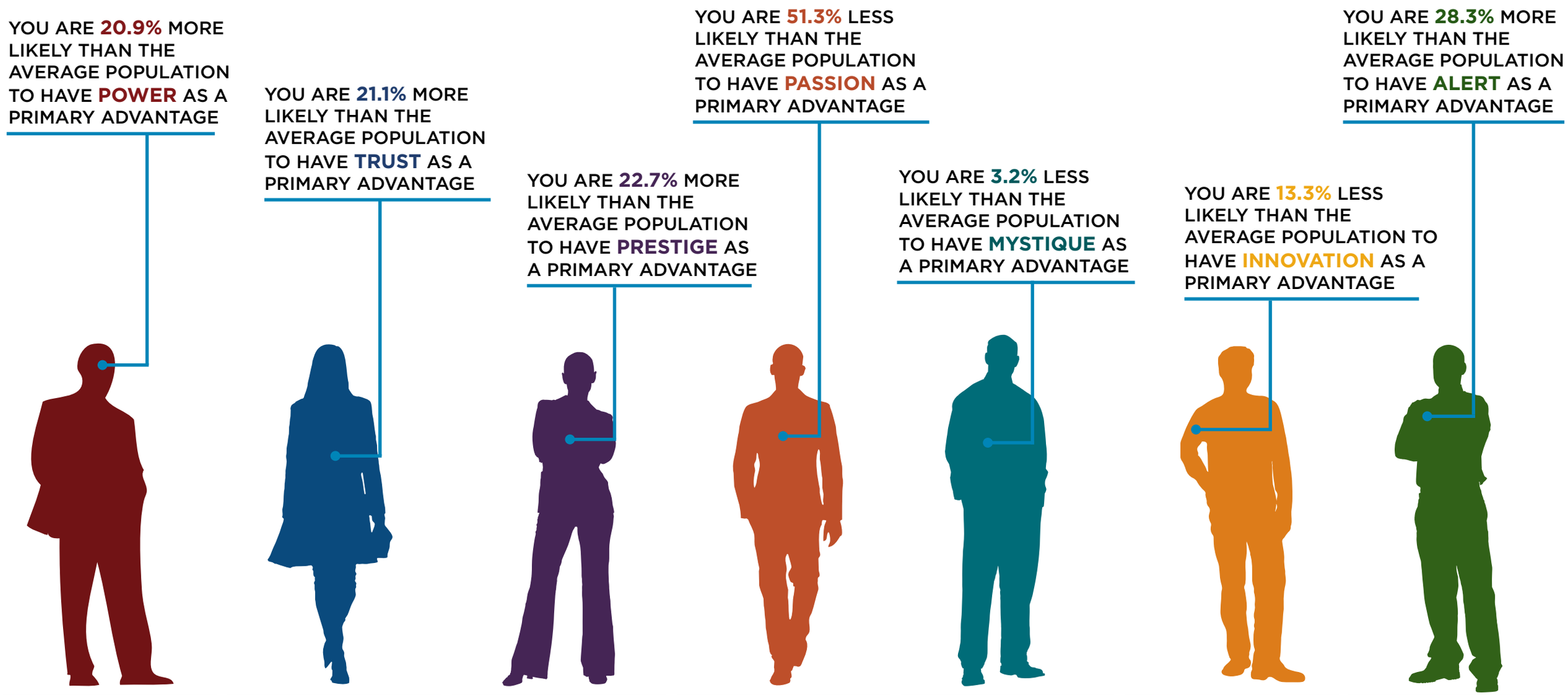
PRIMARY ADVANTAGES	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity		0.9%	6.5%	1.9%			0.9%
PASSION You connect with emotion	2.8%		1.9%	0.9%	0.9%	0.9%	1.9%
POWER You lead with command	1.9%	2.8%		9.3%	2.8%	0.9%	
PRESTIGE You earn respect with higher standards	3.7%	4.7%	7.5%		0.9%	3.7%	
TRUST You build loyalty with consistency	0.9%	0.9%	0.9%	4.7%		1.9%	5.6%
MYSTIQUE You communicate with substance	2.8%	2.8%	2.8%	5.6%	1.9%		
ALERT You prevent problems with care	2.8%	0.9%	2.8%	0.9%	3.7%		

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.



POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT
Confident	Stable	Ambitious	Expressive	Independent	Creative	Proactive
Goal-Oriented	Dependable	Results-Oriented	Intuitive	Logical	Visionary	Organized
Decisive	Familiar	Respected	Engaging	Observant	Entrepreneurial	Detailed

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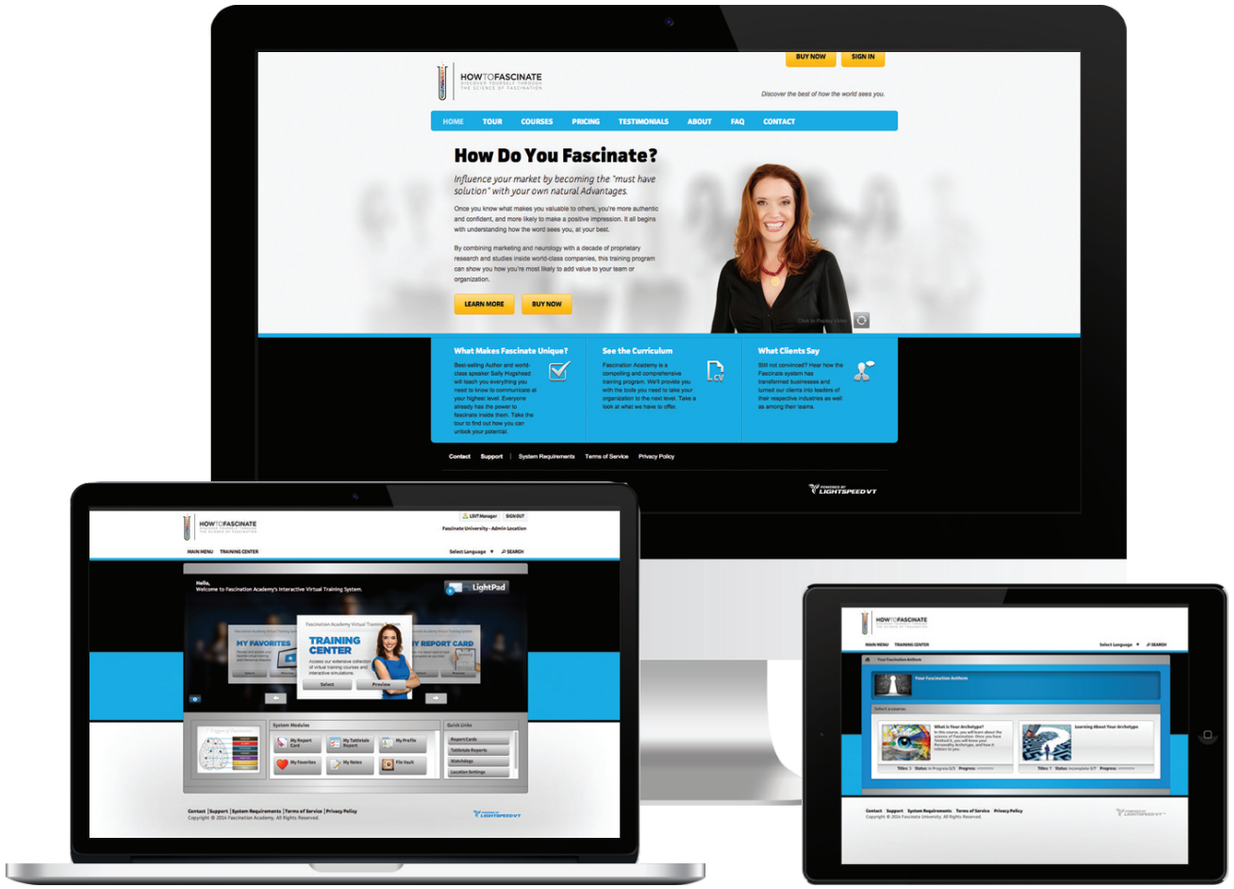
7 WAYS HIGH-PERFORMERS ADD VALUE

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

FASCINATION ACADEMY

Virtual training that's as individual as you are.



- **Inspire a culture of engagement** where you and your team all perform at your best
- **Combat distraction** and **build meaningful relationships** to **grow your revenue** and create unforgettable customer experiences
- **Achieve** excellence

ENROLL IN YOUR SNEAK PEEK NOW!

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