

AN INSIDER'S *look* AT THE RESEARCH

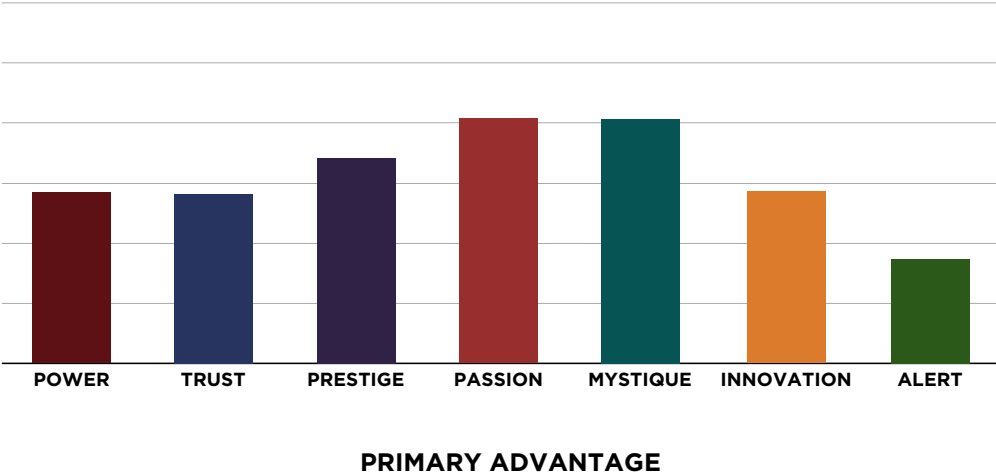
FROM SALLY HOGSHEAD'S PRESENTATION TO EDWARD JONES
FINANCIAL ADVISOR LEADERS CONFERENCE ON 05/11/17

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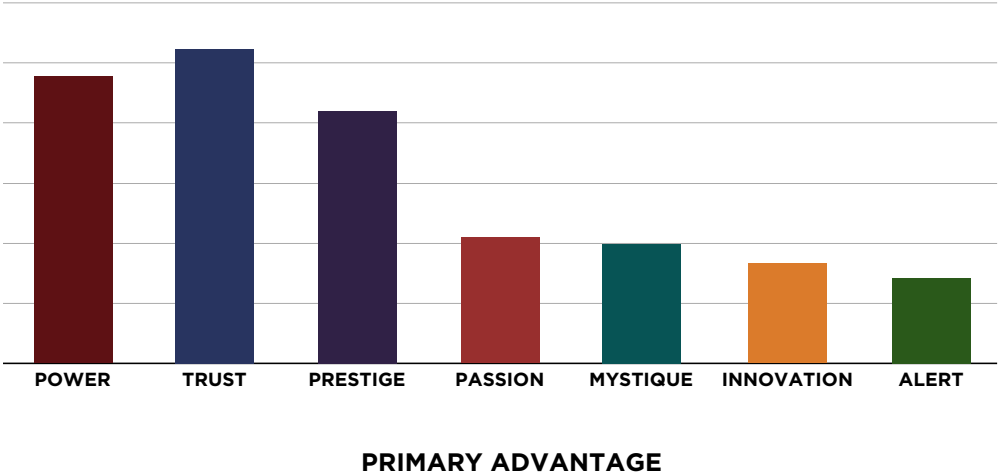


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**EDWARD JONES FINANCIAL ADVISOR LEADERS
CONFERENCE RESULTS OF THE FASCINATION
ADVANTAGE TEST**

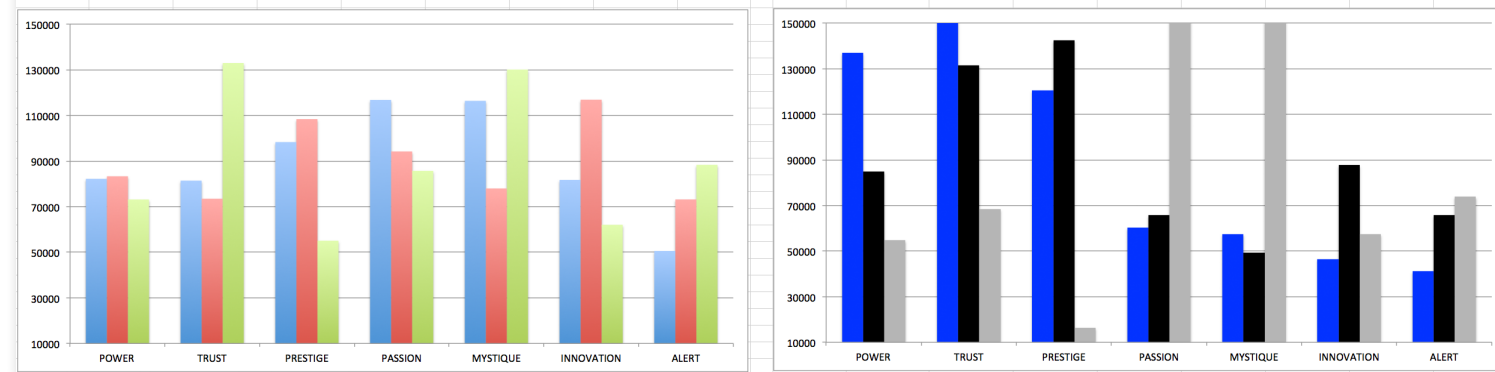


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| Primary | Secondary | Archetype | Sum | Percent | | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|---------------------|-----|---------|------------|------------|---------|-------|----------|-------|----------|-------|
| Power | Prestige | The Maestro | 21 | 9.17% | INNOVATION | | 3 | 5 | 4 | 3 | 1 | 1 |
| Trust | Prestige | The Diplomat | 20 | 8.73% | PASSION | 8 | | 2 | 6 | 3 | 1 | 2 |
| Power | Trust | The Guardian | 13 | 5.68% | POWER | 7 | 5 | | 21 | 13 | 3 | 1 |
| Prestige | Power | The Victor | 13 | 5.68% | PRESTIGE | 9 | 6 | 13 | | 9 | 3 | 4 |
| Trust | Alert | The Good Citizen | 12 | 5.24% | TRUST | 4 | 8 | 7 | 20 | | 9 | 12 |
| Mystique | Trust | The Wise Owl | 11 | 4.80% | MYSTIQUE | 3 | 1 | 1 | 1 | 11 | | 4 |
| Alert | Trust | The Mediator | 9 | 3.93% | ALERT | 1 | 1 | 3 | | 9 | 1 | |
| Prestige | Innovation | The Avant-Garde | 9 | 3.93% | | | | | | | | |
| Prestige | Trust | The Blue Chip | 9 | 3.93% | | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
| Trust | Mystique | The Anchor | 9 | 3.93% | INNOVATION | | 1.3% | 2.2% | 1.7% | 1.3% | 0.4% | 0.4% |
| Passion | Innovation | The Catalyst | 8 | 3.49% | PASSION | 3.5% | | 0.9% | 2.6% | 1.3% | 0.4% | 0.9% |
| Trust | Passion | The Authentic | 8 | 3.49% | POWER | 3.1% | 2.2% | | 9.2% | 5.7% | 1.3% | 0.4% |
| Power | Innovation | The Change Agent | 7 | 3.06% | PRESTIGE | 3.9% | 2.6% | 5.7% | | 3.9% | 1.3% | 1.7% |
| Trust | Power | The Gravitas | 7 | 3.06% | TRUST | 1.7% | 3.5% | 3.1% | 8.7% | | 3.9% | 5.2% |
| Passion | Prestige | The Talent | 6 | 2.62% | MYSTIQUE | 1.3% | 0.4% | 0.4% | 0.4% | 4.8% | | 1.7% |
| Prestige | Passion | The Connoisseur | 6 | 2.62% | ALERT | 0.4% | 0.4% | 1.3% | | 3.9% | 0.4% | |
| Innovation | Power | The Maverick Leader | 5 | 2.18% | | | | | | | | |
| Power | Passion | The Ringleader | 5 | 2.18% | | | | | | | | |
| Innovation | Prestige | The Trendsetter | 4 | 1.75% | | | | | | | | |
| Mystique | Alert | The Archer | 4 | 1.75% | | | | | | | | |
| Prestige | Alert | The Scholar | 4 | 1.75% | | | | | | | | |
| Trust | Innovation | The Evolutionary | 4 | 1.75% | | | | | | | | |
| Alert | Power | The Ace | 3 | 1.31% | | | | | | | | |
| Innovation | Passion | The Rockstar | 3 | 1.31% | | | | | | | | |
| Innovation | Trust | The Artisan | 3 | 1.31% | | | | | | | | |
| Mystique | Innovation | The Secret Weapon | 3 | 1.31% | | | | | | | | |
| Passion | Trust | The Beloved | 3 | 1.31% | | | | | | | | |
| Power | Mystique | The Mastermind | 3 | 1.31% | | | | | | | | |

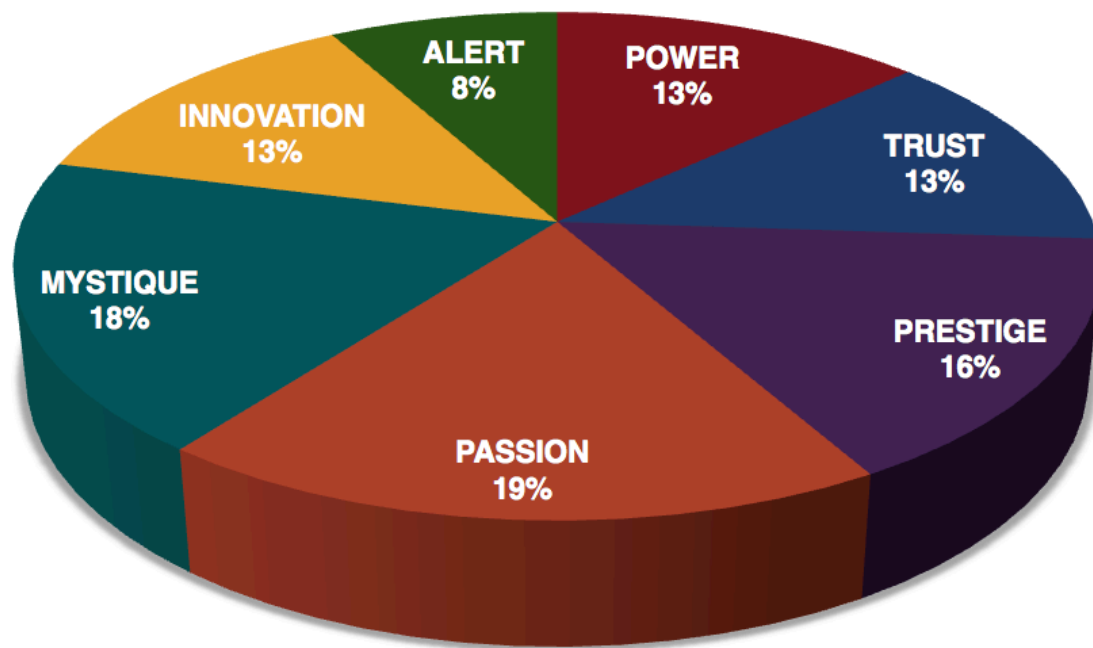
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

| AVERAGE POPULATION | | | | | | | | | | Edward Jones Financial Advisor Leaders Conference | | | | | | | | | |
|--------------------|-------|--------|----------|---------|----------|------------|-------|--------|-----------|---|-------|----------|---------|----------|------------|-------|-------|--|--|
| | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total | | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total | | |
| Primary | 82210 | 81418 | 98332 | 116822 | 116419 | 81736 | 50565 | 627502 | Primary | 50 | 60 | 44 | 22 | 21 | 17 | 15 | 229 | | |
| Secondary | 83328 | 73485 | 108397 | 94212 | 77983 | 116919 | 73178 | 627502 | Secondary | 31 | 48 | 52 | 24 | 18 | 32 | 24 | 229 | | |
| Dormant | 73157 | 133016 | 55072 | 85702 | 130141 | 62054 | 88360 | 627502 | Dormant | 20 | 25 | 6 | 61 | 69 | 21 | 27 | 229 | | |

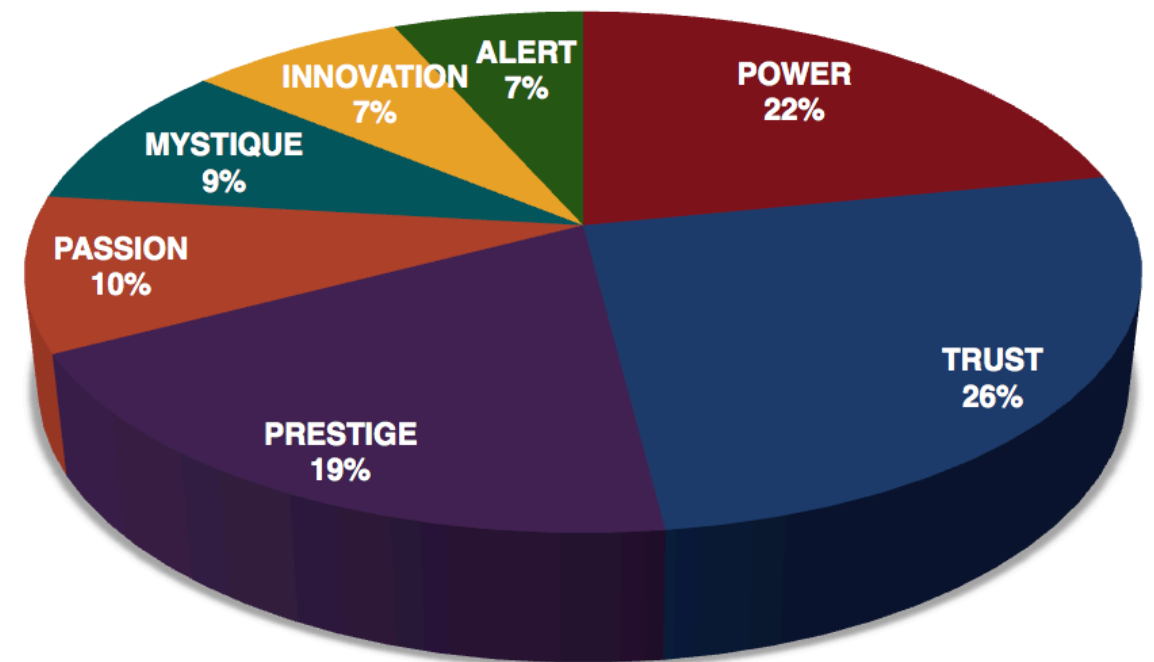


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



EDWARD JONES FINANCIAL ADVISOR LEADERS CONFERENCE RESULTS FROM THE FASCINATION ADVANTAGE TEST



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 |
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| | 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 |
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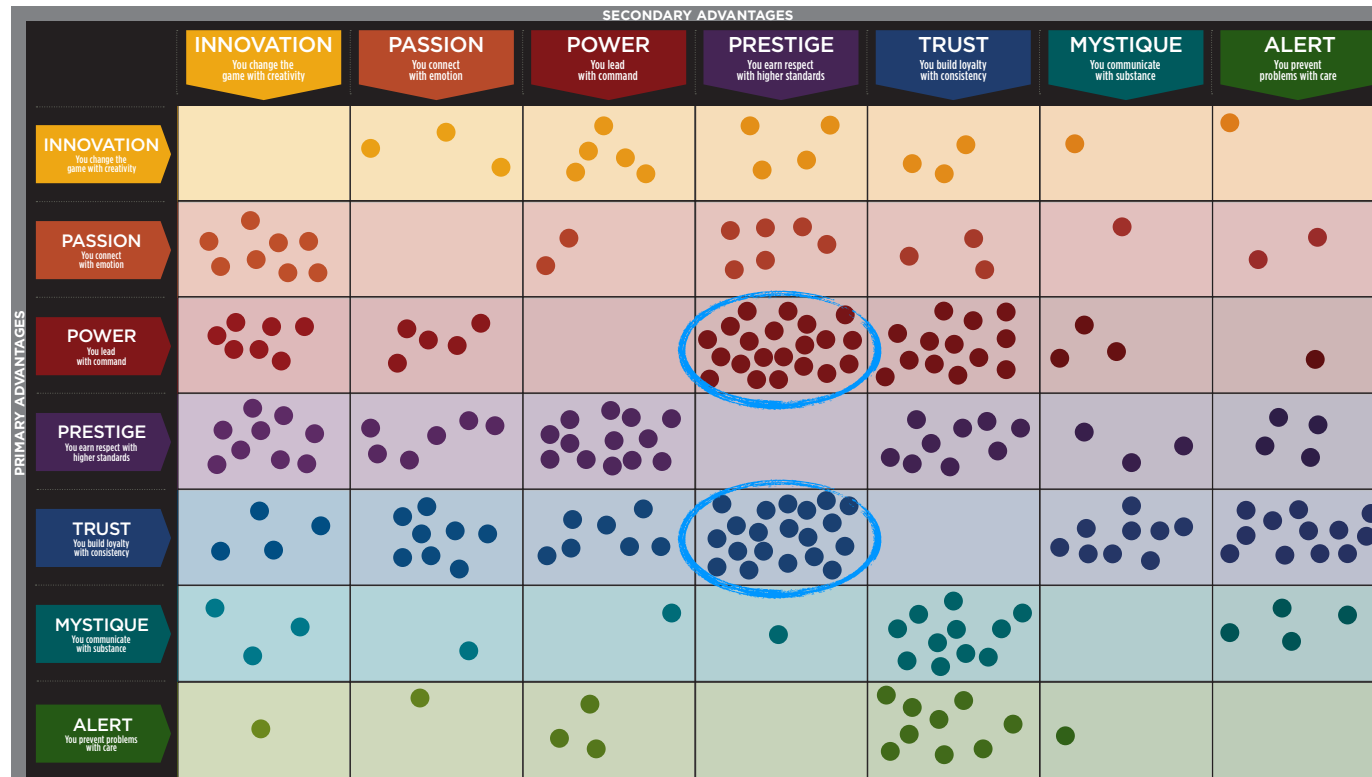
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

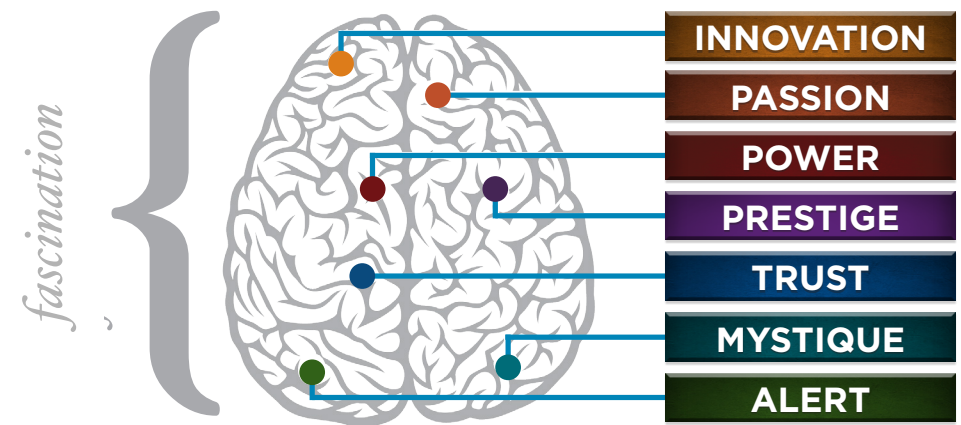
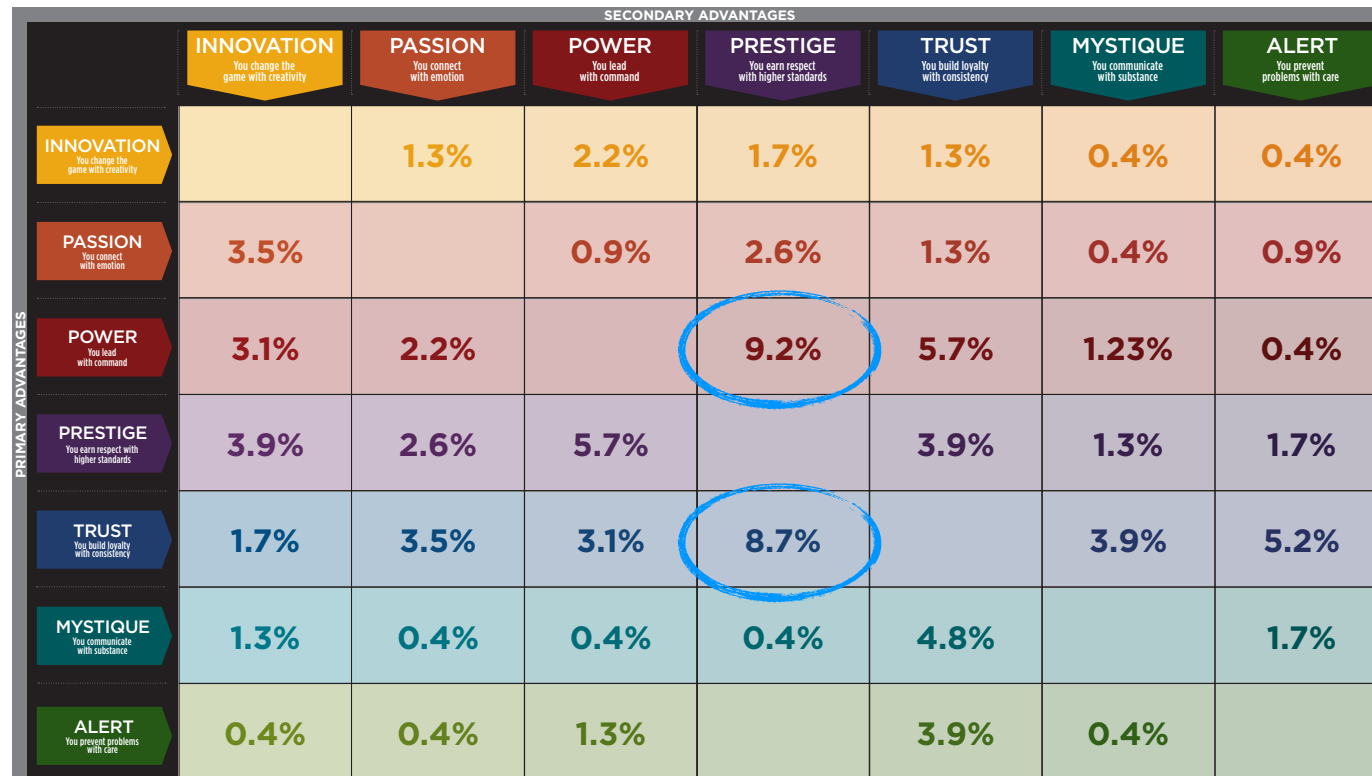
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THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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

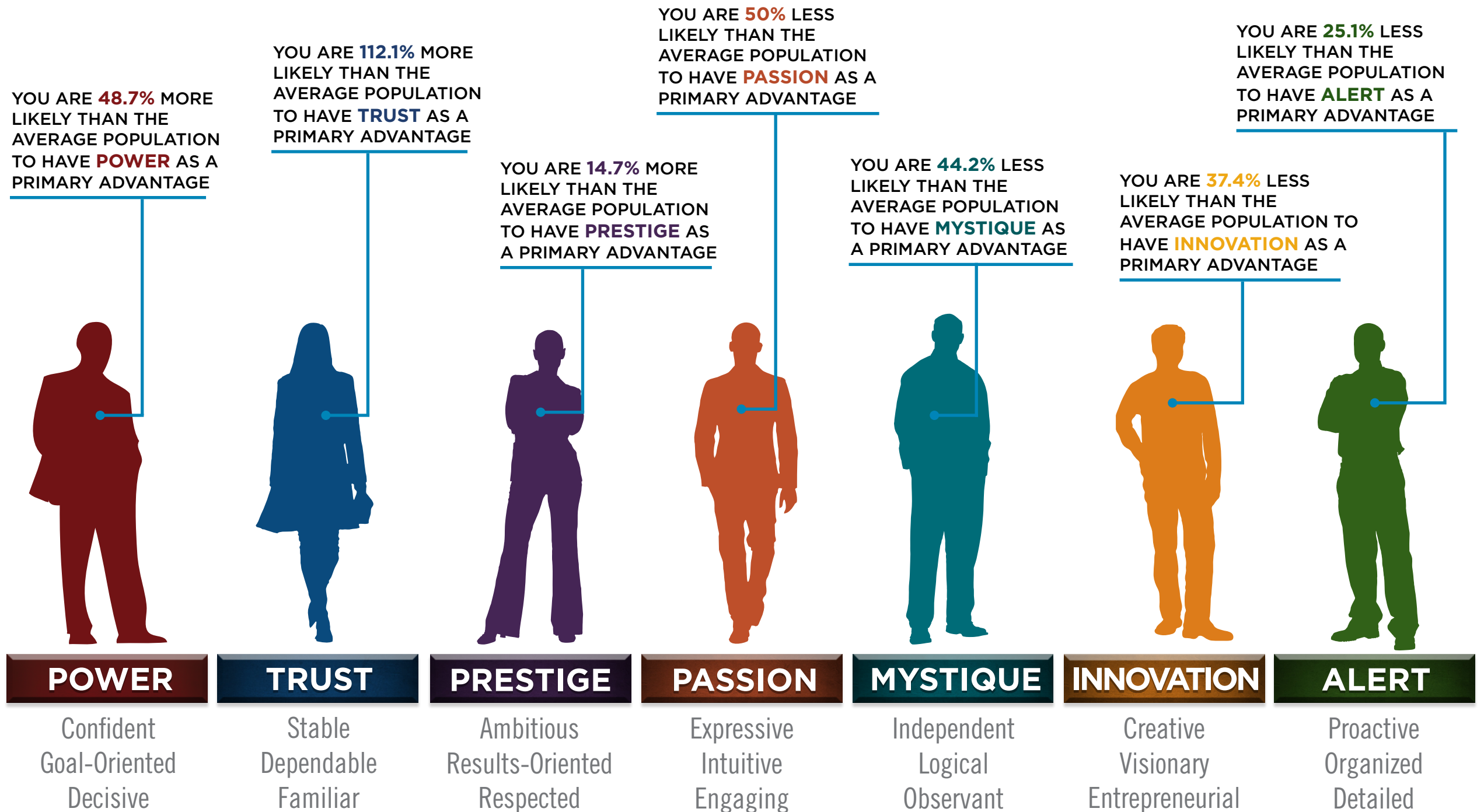


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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.



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 \$19.99 each)

1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **FAL17-EXPRESS**

3 THIS OFFER EXPIRES ON **06/15/17**

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.

YOUR FASCINATION ADVANTAGE® REPORT
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE CONNOISSEUR
PRESTIGE + PASSION

CUSTOM REPORT FOR **EMMA MILLS**

THE CONNOISSEUR'S TOP 5 SPECIALTY ADJECTIVES
1. **INSIGHTFUL**
They communicate their ideas with clarity and conviction. You'll find that they quickly obtain buy in from their audience – whether they're "selling" their idea for a new project in a board meeting or launching a new loyalty program at a huge dealer conference. They're confident, articulate, and sharp.

THE CONNOISSEUR
INSIGHTFUL | DISTINGUISHED | IN-THE-KNOW | ADMIRER | WELL-GROOMED

HOW THE WORLD SEES YOU
■ Warmhearted and knowledgeable, you're highly appreciated by colleagues.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

| | | | | | | |
|---|--|---|--|--|---|---|
| INNOVATION You're the one who brings new ideas and methods. | PASSION You're driven by your love for your work. | POWER You're confident and assertive. | PRESTIGE You're respected and admired. | TRUST You're reliable and honest. | MYSTIQUE You're mysterious and intriguing. | ALERT You're quick-witted and observant. |
| THE ANARCHY You're the one who breaks the rules. | THE ROCKSTAR You're the one who stands out from the crowd. | THE MAVERICK LEADER You're the one who leads by example. | THE TRENDSSETTER You're the one who sets the direction. | THE ARTISAN You're the one who creates something beautiful. | THE PROVOCATEUR You're the one who challenges the status quo. | THE QUICK-START You're the one who gets things done quickly. |
| PASSION You're driven by your love for your work. | THE CATALYST You're the one who sparks change. | THE DESMAN You're the one who solves problems. | THE PEOPLE'S CHAMPION You're the one who stands up for the underdog. | THE TALENT You're the one who has a special skill. | THE RELOVED You're the one who has a second chance. | THE ORCHESTRATOR You're the one who brings everyone together. |
| POWER You're confident and assertive. | THE CHANGE AGENT You're the one who brings about change. | THE RINGLEADER You're the one who leads the group. | THE AGGRESSOR You're the one who is competitive. | THE MAESTRO You're the one who is in control. | THE GUARDIAN You're the one who protects the group. | THE MASTERMIND You're the one who has a plan. |
| PRESTIGE You're respected and admired. | THE AVANT-GARDE You're the one who is ahead of the curve. | THE CONNOISSEUR You're the one who knows what you're talking about. | THE VICTOR You're the one who wins. | THE IMPERIAL You're the one who is in charge. | THE BLUE CHIP You're the one who is a top performer. | THE ARCHITECT You're the one who builds things. |
| TRUST You're reliable and honest. | THE EVOLUTIONARY You're the one who is always improving. | THE AUTHENTIC You're the one who is genuine. | THE GRANULAR You're the one who is detail-oriented. | THE DIPLOMAT You're the one who is smooth-talking. | THE OILY GUARD You're the one who is shrewd. | THE ANCHOR You're the one who is steady. |
| MYSTIQUE You're mysterious and intriguing. | THE SECRET WEAPON You're the one who has hidden talents. | THE SUBTLE TOUCH You're the one who is subtle. | THE VEILED STRENGTH You're the one who is strong but quiet. | THE ROYAL GUARD You're the one who is loyal. | THE WISE OWL You're the one who is wise. | THE DEADBOLT You're the one who is hard to get through. |
| ALERT You're quick-witted and observant. | THE COMPOSER You're the one who creates harmony. | THE COORDINATOR You're the one who keeps things organized. | THE JACE You're the one who is a natural leader. | THE EDITOR-IN-CHIEF You're the one who is in charge of the news. | THE MEDIATOR You're the one who brings people together. | THE DETECTIVE You're the one who finds the truth. |

APPLY YOUR TOP 5 ADJECTIVES
You can use these adjectives to create your own personality. An Anthem is a very short, punchy advertising tagline, your Anthem pinpointing your unique brand of persuasion.

SAMPLE ANTHEM FOR THE CONNOISSEUR
HERE'S AN EXAMPLE: MEET JAIME
Among his friends, people look to Jaime to learn what to buy, where to go, what to do (and how to do it). People look to Jaime for recommendations on the best of everything. He intuitively identifies social cues. When he writes his Facebook status updates, Jaime shares his favorites in all areas: where to find the freshest kale at the local farmer's market, or which dry cleaner will offer speedy delivery in a pinch. He's tapped into trends, and has an innate ability to identify what's next.

He knows the best of the best. His insightful insights, coupled with the ability to see what others want, makes him valuable to his peers and co-workers.

OPINIONS
Learn more about creating your own Anthem on page 14 of your report.

LET'S START A CONVERSATION.



THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD HOWTOFASCINATE.COM

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

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