

# AN INSIDER'S *look* AT THE RESEARCH

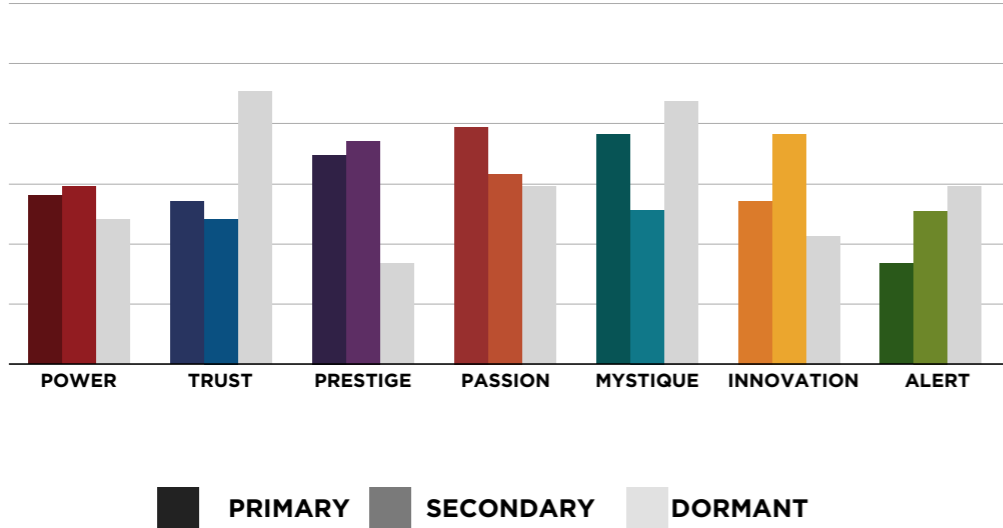
FROM SALLY HOGSHEAD'S PRESENTATION TO  
FINANCIAL AND INSURANCE CONFERENCE PLANNERS ON 11/17/15



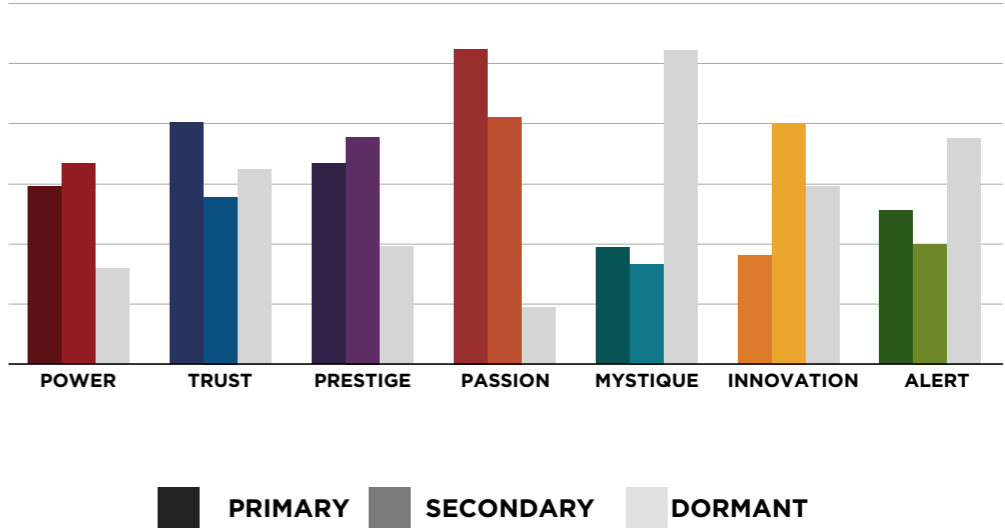
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

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**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**FICP RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

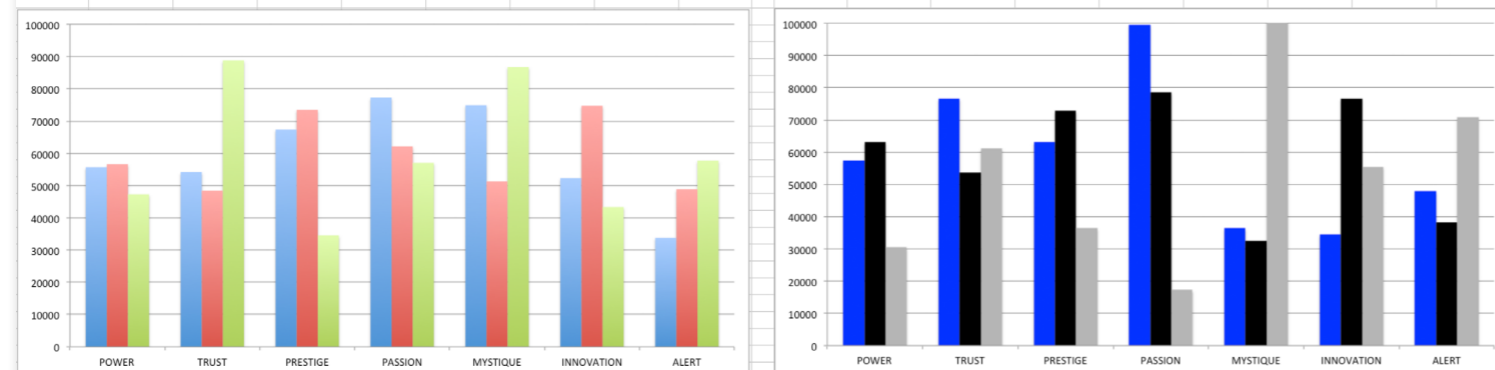


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	20	9.22%	INNOVATION	6	4	7	1		
Prestige	Passion	The Connoisseur	15	6.91%	PASSION	20	9	7	5	5	6
Power	Prestige	The Maestro	11	5.07%	POWER	5	4	11	8	2	
Alert	Trust	The Mediator	10	4.61%	PRESTIGE	8	15	5	1		4
Trust	Passion	The Authentic	10	4.61%	TRUST	3	10	3	9	7	8
Passion	Power	The Peoples Champion	9	4.15%	MYSTIQUE	3	5	1	3		2
Trust	Prestige	The Diplomat	9	4.15%	ALERT	1	1	7	3	10	3
Power	Trust	The Guardian	8	3.69%							
Prestige	Innovation	The Avant-Garde	8	3.69%	INNOVATION	2.8%	1.8%	3.2%	0.5%		
Trust	Alert	The Good Citizen	8	3.69%	PASSION	9.2%	4.1%	3.2%	2.3%	2.3%	2.8%
Alert	Power	The Ace	7	3.23%	POWER	2.3%	1.8%	5.1%	3.7%	0.9%	
Innovation	Prestige	The Trendsetter	7	3.23%	PRESTIGE	3.7%	6.9%	2.3%	0.5%		1.8%
Passion	Prestige	The Talent	7	3.23%	TRUST	1.4%	4.6%	1.4%	4.1%	3.2%	3.7%
Trust	Mystique	The Anchor	7	3.23%	MYSTIQUE	1.4%	2.3%	2.3%	0.5%	1.4%	0.9%
Innovation	Passion	The Rockstar	6	2.76%	ALERT	0.5%	0.5%	3.2%	1.4%	4.6%	
Passion	Alert	The Orchestrator	6	2.76%							
Mystique	Passion	The Subtle Touch	5	2.30%							
Mystique	Power	The Veiled Strength	5	2.30%							
Passion	Mystique	The Intrigue	5	2.30%							
Passion	Trust	The Beloved	5	2.30%							
Power	Innovation	The Change Agent	5	2.30%							
Prestige	Power	The Victor	5	2.30%							
Innovation	Power	The Maverick Leader	4	1.84%							
Power	Passion	The Ringleader	4	1.84%							
Prestige	Alert	The Scholar	4	1.84%							
Alert	Mystique	The Detective	3	1.38%							
Alert	Prestige	The Editor-in-Chief	3	1.38%							
Mystique	Innovation	The Secret Weapon	3	1.38%							
Mystique	Trust	The Wise Owl	3	1.38%							
Trust	Innovation	The Evolutionary	3	1.38%							
Trust	Power	The Gravitas	3	1.38%							

Missing Archetypes  
Most Prevalent Archetypes

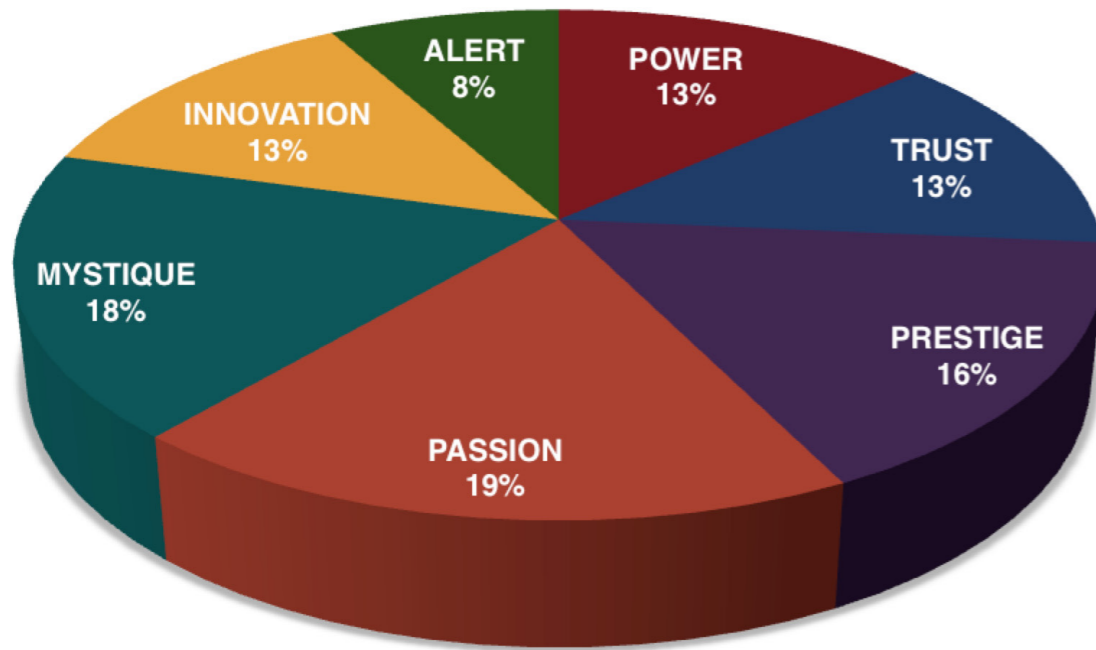
AVERAGE POPULATION									Financial & Insurance Planners								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	55726	54188	67400	77311	74930	52324	33800	415679	Primary	30	40	33	52	19	18	25	217
Secondary	56616	48431	73524	62171	51291	74770	48876	415679	Secondary	33	28	38	41	17	40	20	217
Dormant	47315	88834	34546	57055	86813	43357	57759	415679	Dormant	16	32	19	9	75	29	37	217



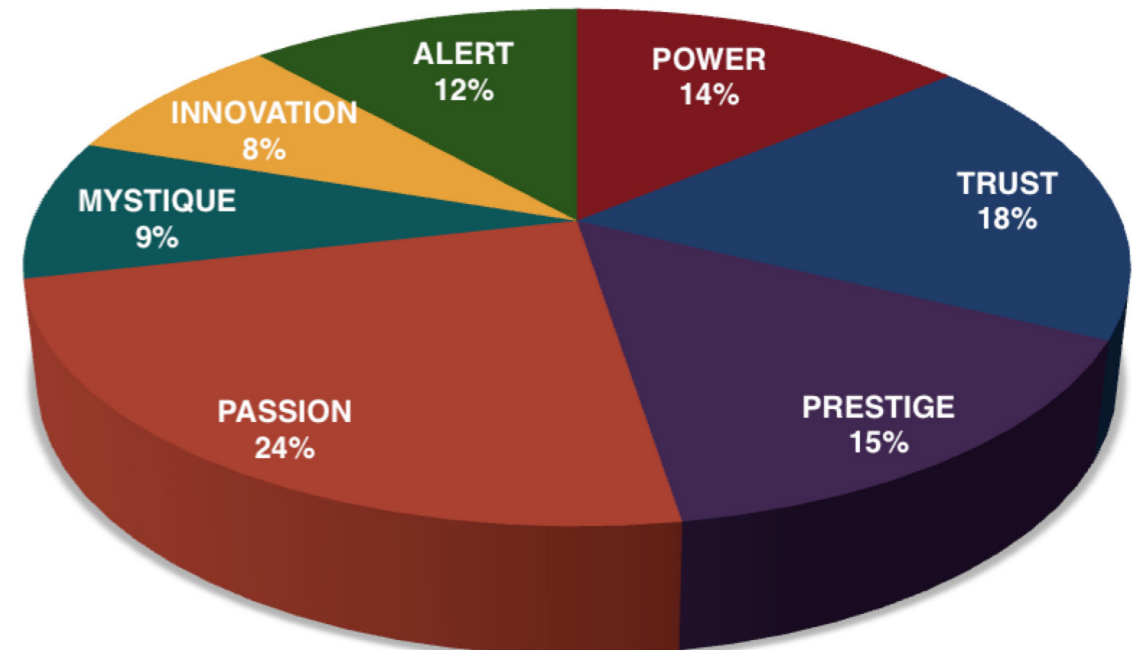
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**FINANCIAL AND INSURANCE CONFERENCE PLANNERS 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  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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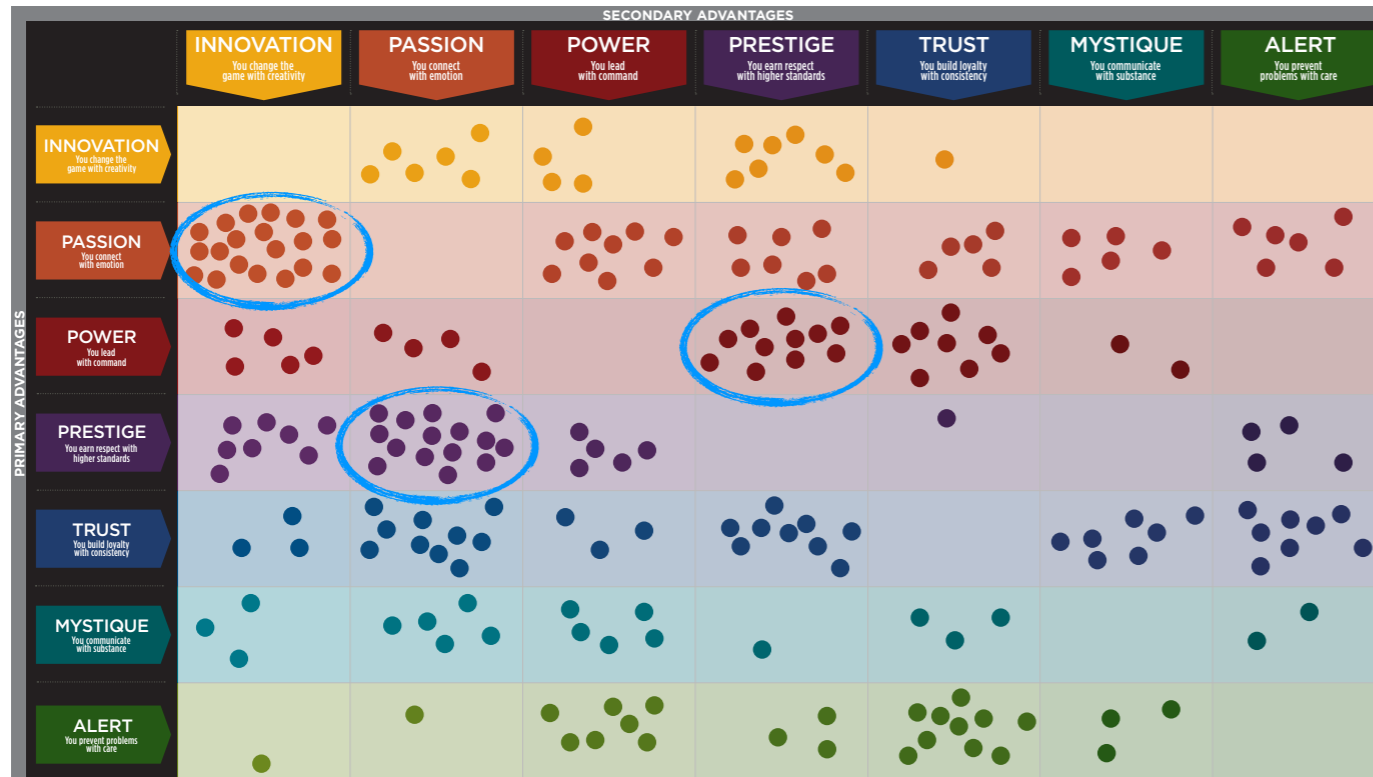
### SECONDARY FASCINATION ADVANTAGE®

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> You change the game with creativity	<b>THE ANARCHY</b> Volatile • Startling Chaotic	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> Cutting-Edge • Elite Progressive	<b>THE ARTISAN</b> Deliberate • Thoughtful Flexible	<b>THE PROVOCATEUR</b> Clever • Adept Contemporary	<b>THE QUICK-START</b> Prolific • Thorough Diligent
<b>PASSION</b> You connect with emotion	<b>THE CATALYST</b> Out-of-the-Box • Social Energizing	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE PEOPLE'S CHAMPION</b> Dynamic • Inclusive Engaging	<b>THE TALENT</b> Expressive • Stylish Emotionally-Intelligent	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Discerning • Perceptive Considerate	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Efficient
<b>POWER</b> You lead with command	<b>THE CHANGE AGENT</b> Inventive • Untraditional Self-Propelled	<b>THE RINGLEADER</b> Motivating • Spirited Compelling	<b>THE AGGRESSOR</b> Dominant • Overbearing Dogmatic	<b>THE MAESTRO</b> Ambitious • Focused Confident	<b>THE GUARDIAN</b> Prominent • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE DEFENDER</b> Proactive • Cautionary Strong-Willed
<b>PRESTIGE</b> You earn respect with higher standards	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> Insightful • Distinguished In-the-Know	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE IMPERIAL</b> Arrogant • Cold Superior	<b>THE BLUE CHIP</b> Classic • Established Best-In-Class	<b>THE ARCHITECT</b> Skillful • Restrained Polished	<b>THE SCHOLAR</b> Intellectual • Disciplined Systematic
<b>TRUST</b> You build loyalty with consistency	<b>THE EVOLUTIONARY</b> Curious • Adaptable Open-Minded	<b>THE AUTHENTIC</b> Approachable • Dependable Trustworthy	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE DIPLOMAT</b> Levelheaded • Subtle Capable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE ANCHOR</b> Protective • Purposeful Analytical	<b>THE GOOD CITIZEN</b> Principled • Prepared Conscientious
<b>MYSTIQUE</b> You communicate with substance	<b>THE SECRET WEAPON</b> Nimble • Unassuming Independent	<b>THE SUBTLE TOUCH</b> Tactful • Self-Sufficient Mindful	<b>THE VEILED STRENGTH</b> Realistic • Intentional To-the-Point	<b>THE ROYAL GUARD</b> Elegant • Astute Discreet	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Unemotional • Introverted Concentrated	<b>THE ARCHER</b> On-Target • Reasoned Pragmatic
<b>ALERT</b> You prevent problems with care	<b>THE COMPOSER</b> Strategic • Fine-Tuned Judicious	<b>THE COORDINATOR</b> Constructive • Organized Practical	<b>THE ACE</b> Decisive • Tireless Forthright	<b>THE EDITOR-IN-CHIEF</b> Productive • Skilled Detailed	<b>THE MEDIATOR</b> Steadfast • Composed Structured	<b>THE DETECTIVE</b> Clear-Cut • Accurate Meticulous	<b>THE CONTROL FREAK</b> Compulsive • Driven Exacting

PRIMARY FASCINATION ADVANTAGE®

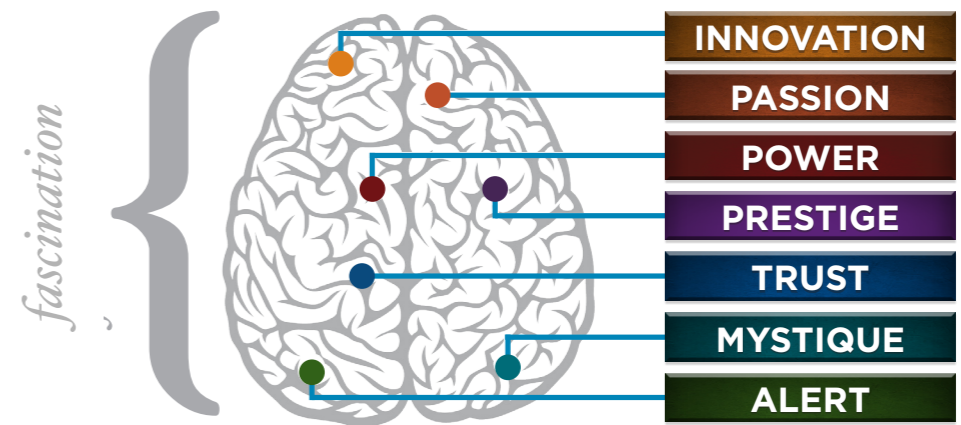
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

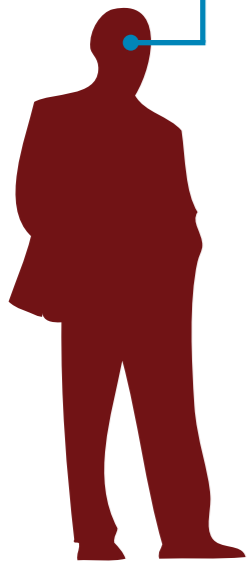
	SECONDARY ADVANTAGES						
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity		2.8%	1.8%	3.2%	0.5%		
PASSION You connect with emotion	9.2%		4.1%	3.2%	2.3%	2.3%	2.8%
POWER You lead with command	2.3%	1.8%		5.1%	3.7%	0.9%	
PRESTIGE You earn respect with higher standards	3.7%	6.9%	2.3%		0.5%		1.8%
TRUST You build loyalty with consistency	1.4%	4.6%	1.4%	4.1%		3.2%	3.7%
MYSTIQUE You communicate with substance	1.4%	2.3%	2.3%	0.5%	1.4%		0.9%
ALERT You prevent problems with care	0.5%	0.5%	3.2%	1.4%	4.6%	1.4%	



# 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.

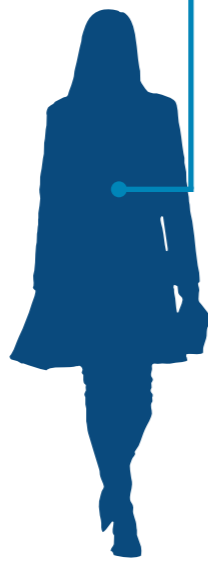
YOU ARE **5.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **49.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **9.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **24.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **46.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

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



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **31.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed

## 7 WAYS HIGH-PERFORMERS ADD VALUE

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**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

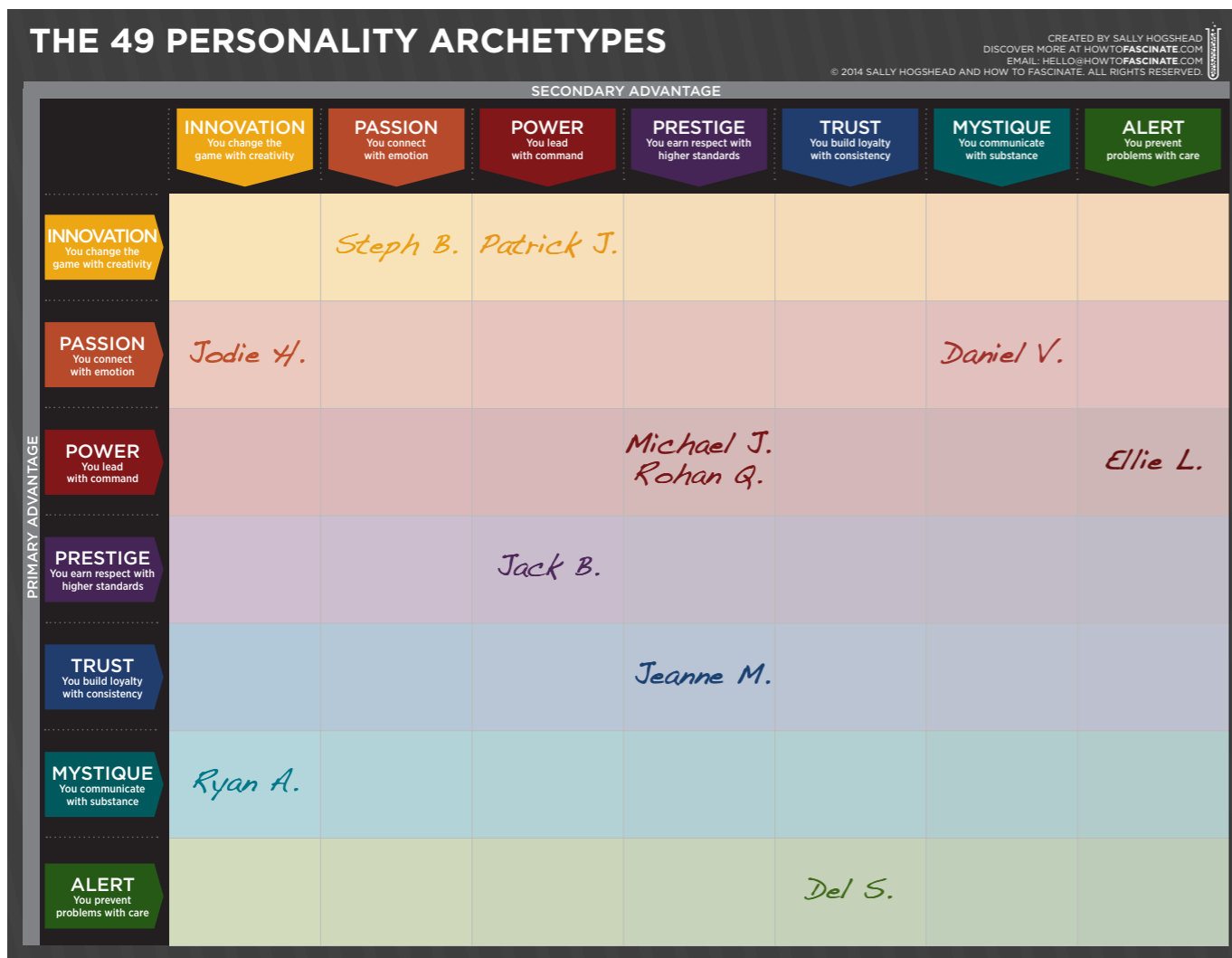
**ALERT**

PRECISE DETAIL MANAGER



# TEAM DIY HEAT MAP

Put the full power of Fascination to work for you and your team.



- + Use the Fascination Advantage for better communication and productivity
- + Use this over and over to study your different teams advantages
- + Understand each person's communication Advantages to increase efficiency and reduce friction
- + Predict how your team is most likely to solve problems, deal with conflict, and bond as a group

Questions? [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com)

*The following pages contain your DIY Heat Map and instructions to see how your team communicates*

# THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)

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## 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

**INNOVATION**  
 You change the game with creativity

*Steph B. Patrick J.*

**PASSION**  
 You connect with emotion

*Jodie H.*

*Daniel V.*

**POWER**  
 You lead with command

*Michael J.  
 Rohan Q.*

*Ellie L.*

**PRESTIGE**  
 You earn respect with higher standards

*Jack B.*

**TRUST**  
 You build loyalty with consistency

*Jeanne M.*

**MYSTIQUE**  
 You communicate with substance

*Ryan A.*

**ALERT**  
 You prevent problems with care

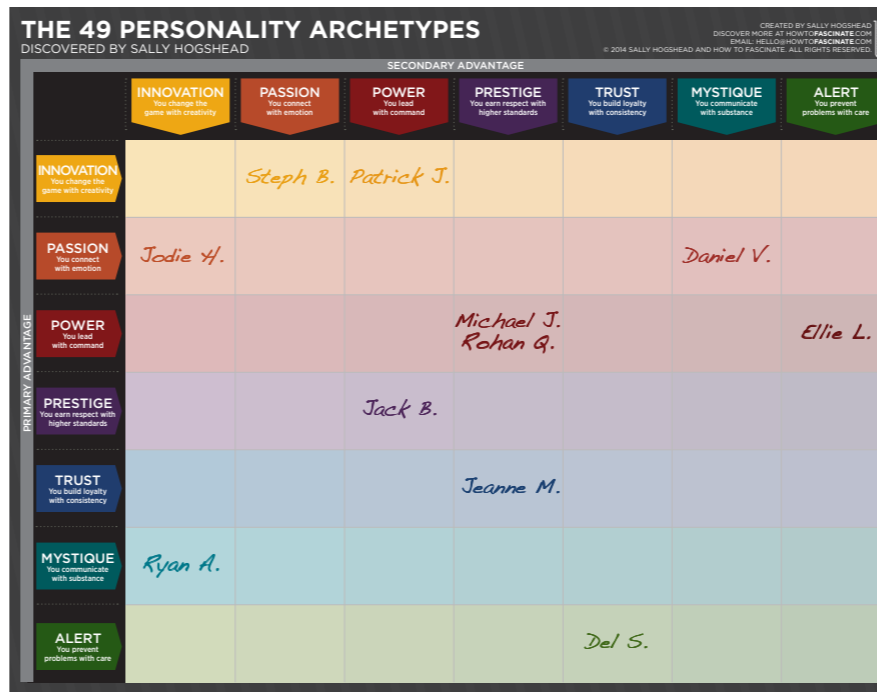
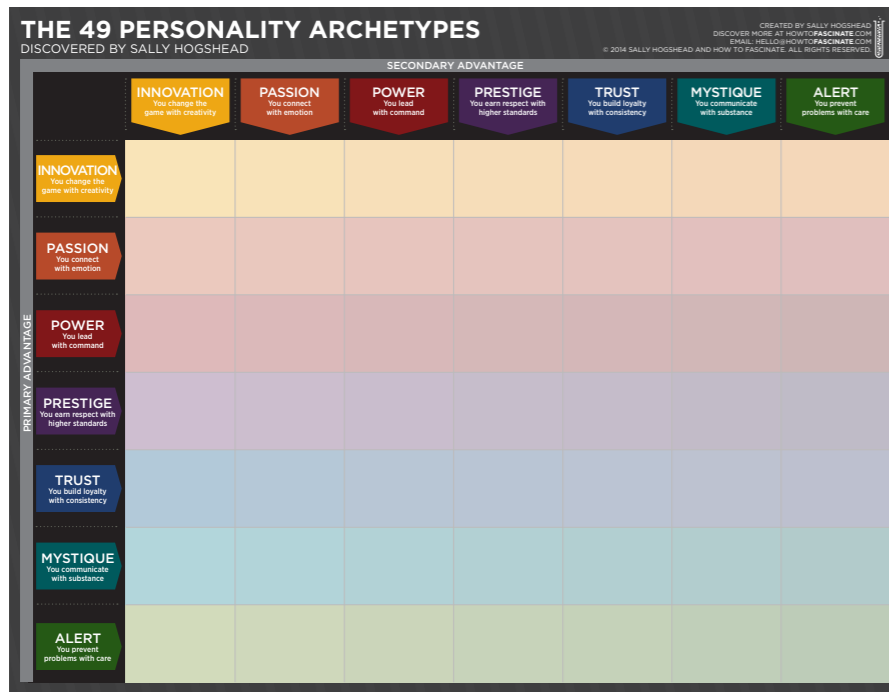
*Del S.*

PRIMARY ADVANTAGE



# HEAT MAP DIRECTIONS:

1. Need assessments? Simply [click here](#) or visit [howtofascinate.com/FAA](http://howtofascinate.com/FAA)
2. Print each person's Fascination Advantage report
3. Write the name of each team member in the box that corresponds to his primary and secondary Advantage



## TEAM DISCUSSION QUESTIONS

As a group, look at your completed Team Heat Map. Start by looking at the 7 horizontal rows— your team's top Advantages. What patterns do you notice right away?

- **Which row of Advantages includes the most people?** As an example, if 20% of your team members are in the primary Power row, your team communicates with a great deal of confidence. If you have 20% in the Passion row, then your team communicates with emotion to build relationships.
- **Which row has the fewest people?** In what ways does this create problems and pitfalls for your team? For instance, if you have few Alert personalities, you might struggle with the details.
- **Have each person describe one way in which she applies her top communication Advantages to improve team results.** This information is inside each team member's Fascination Advantage report.
- **How does this shape your overall communication as a team?**