

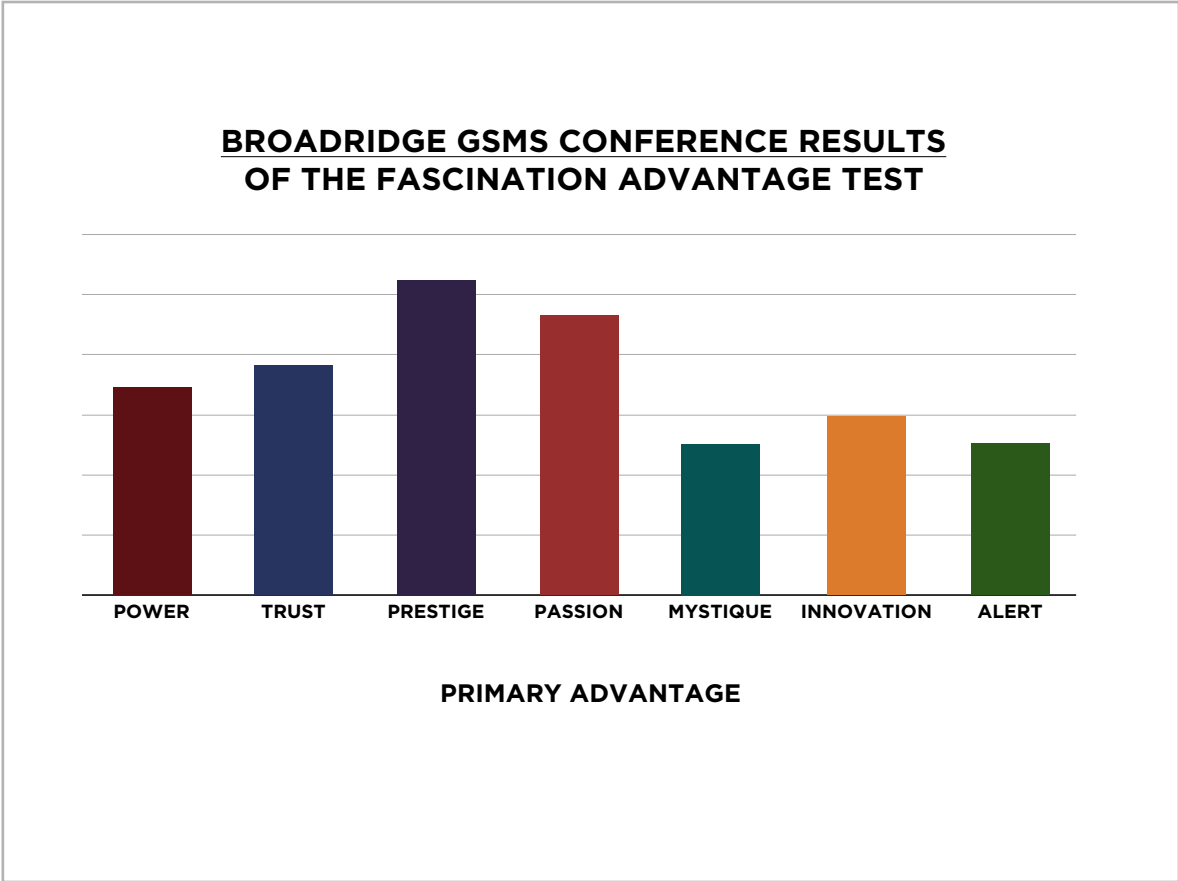
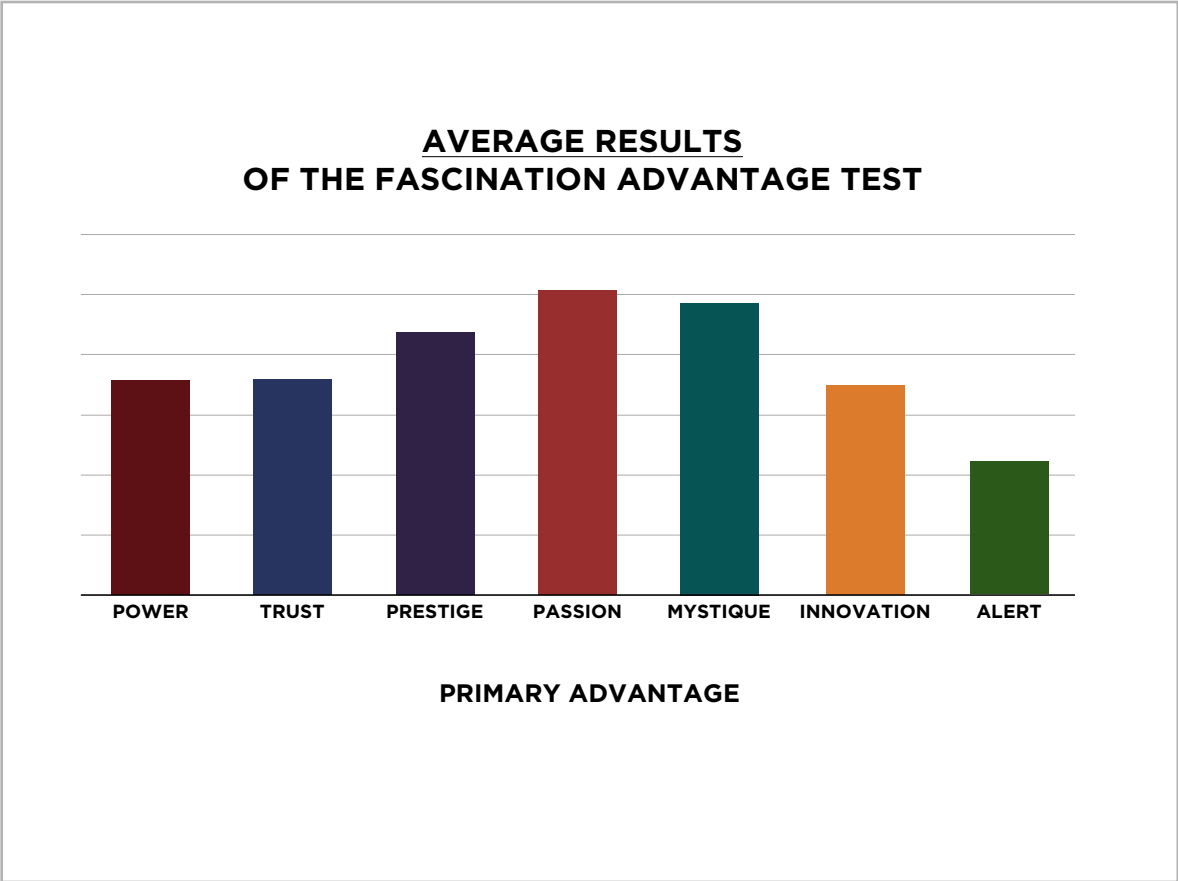
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
BROADRIDGE GSMS CONFERENCE ON 07/27/16

BONUS GIFT:
GET YOUR FREE
GSMS-EXPRESS
CODE TO
SHARE!



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 700,000 PEOPLE.



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 700,000 PEOPLE.

| Primary | Secondary | Archetype | Sum | Percent | | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|----------------------|-----|---------|------------|------------|---------|-------|----------|-------|----------|-------|
| Prestige | Innovation | The Avant-Garde | 25 | 8.50% | INNOVATION | | 4 | 5 | 11 | 4 | 2 | 5 |
| Power | Prestige | The Maestro | 20 | 6.80% | PASSION | 15 | | 5 | 6 | 4 | 13 | 7 |
| Prestige | Power | The Victor | 19 | 6.46% | POWER | 2 | 4 | | 20 | 8 | 3 | |
| Prestige | Passion | The Connoisseur | 17 | 5.78% | PRESTIGE | 25 | 17 | 19 | | 5 | 7 | 8 |
| Passion | Innovation | The Catalyst | 15 | 5.10% | TRUST | 1 | 5 | 3 | 15 | | 8 | 9 |
| Trust | Prestige | The Diplomat | 15 | 5.10% | MYSTIQUE | 7 | | 3 | 3 | 7 | | 7 |
| Passion | Mystique | The Intrigue | 13 | 4.42% | ALERT | 2 | 5 | 3 | 4 | 9 | 4 | |
| Innovation | Prestige | The Trendsetter | 11 | 3.74% | | | | | | | | |
| Alert | Trust | The Mediator | 9 | 3.06% | | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
| Trust | Alert | The Good Citizen | 9 | 3.06% | INNOVATION | | 1.4% | 1.7% | 3.7% | 1.4% | 0.7% | 1.7% |
| Power | Trust | The Guardian | 8 | 2.72% | PASSION | 5.1% | | 1.7% | 2.0% | 1.4% | 4.4% | 2.4% |
| Prestige | Alert | The Scholar | 8 | 2.72% | POWER | 0.7% | 1.4% | | 6.8% | 2.7% | 1.0% | |
| Trust | Mystique | The Anchor | 8 | 2.72% | PRESTIGE | 8.5% | 5.8% | 6.5% | | 1.7% | 2.4% | 2.7% |
| Mystique | Alert | The Archer | 7 | 2.38% | TRUST | 0.3% | 1.7% | 1.0% | 5.1% | | 2.7% | 3.1% |
| Mystique | Innovation | The Secret Weapon | 7 | 2.38% | MYSTIQUE | 2.4% | | 1.0% | 1.0% | 2.4% | | 2.4% |
| Mystique | Trust | The Wise Owl | 7 | 2.38% | ALERT | 0.7% | 1.7% | 1.0% | 1.4% | 3.1% | 1.4% | |
| Passion | Alert | The Orchestrator | 7 | 2.38% | | | | | | | | |
| Prestige | Mystique | The Architect | 7 | 2.38% | | | | | | | | |
| Passion | Prestige | The Talent | 6 | 2.04% | | | | | | | | |
| Alert | Passion | The Coordinator | 5 | 1.70% | | | | | | | | |
| Innovation | Alert | The Quick-Start | 5 | 1.70% | | | | | | | | |
| Innovation | Power | The Maverick Leader | 5 | 1.70% | | | | | | | | |
| Passion | Power | The Peoples Champion | 5 | 1.70% | | | | | | | | |
| Prestige | Trust | The Blue Chip | 5 | 1.70% | | | | | | | | |
| Trust | Passion | The Authentic | 5 | 1.70% | | | | | | | | |
| Alert | Mystique | The Detective | 4 | 1.36% | | | | | | | | |
| Alert | Prestige | The Editor-in-Chief | 4 | 1.36% | | | | | | | | |
| Innovation | Passion | The Rockstar | 4 | 1.36% | | | | | | | | |
| Innovation | Trust | The Artisan | 4 | 1.36% | | | | | | | | |
| Passion | Trust | The Beloved | 4 | 1.36% | | | | | | | | |
| Power | Passion | The Ringleader | 4 | 1.36% | | | | | | | | |

As we prepared for the event, here’s our spreadsheet, organized by “personal brand Archetype”



WE CAN HELP EVERY PERSON BECOME A HIGH-PERFORMER

What if you could inspire every single person on your team to perform at their best?

1

Discover how the world sees you - www.howtofascinate.com/you:

Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value using the code **GSMS-EXPRESS**.

2

Click here to grab your copy of Best Team Ever™ Kit:

Using the Best Team Ever kit in tandem with your Fascination Advantage results, every one of your team members will understand how he or she contributes to the team.

3

Learn your team's patterns:

Click here to download and fill out the DIY “Heat Map” to see your team's top Advantages and pattern of communication. (A copy of the DIY “Heat Map” is included on the last page for you to print).

4

Schedule a team meeting:

Lead a short group discussion to synthesize these insights, and to reinforce the Advantages of the group.

5

Building a culture of engagement:

When employees feel engaged, they communicate with co-workers and customers in a way that creates intense focus and makes meaningful connections so they can offer a positive and powerful communication experience.

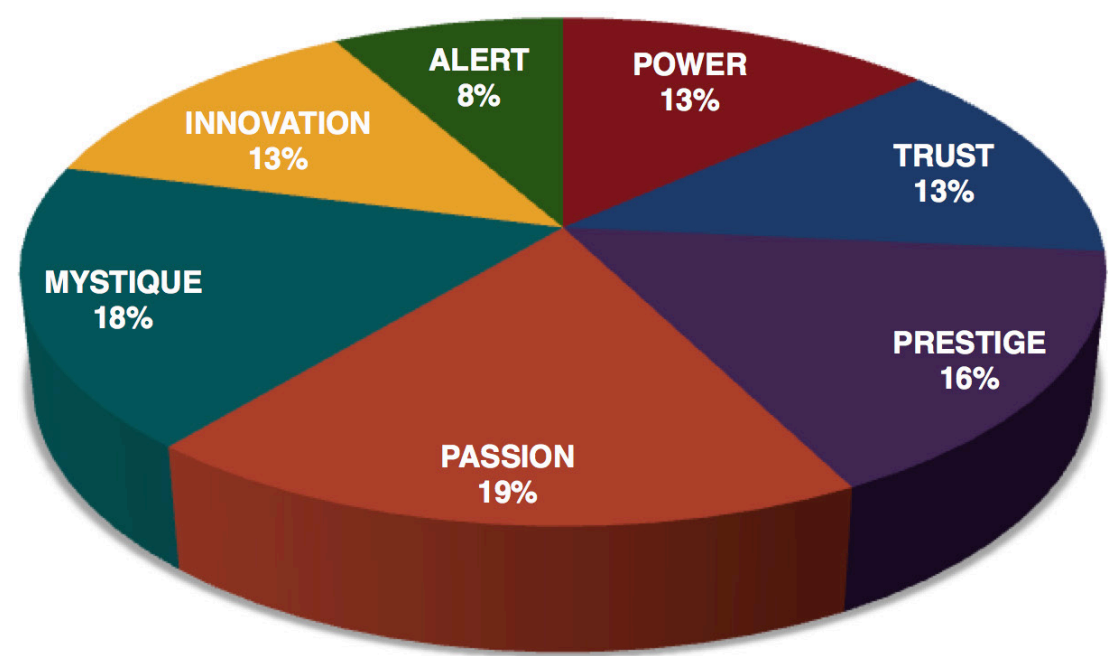
The greatest way to empower an employee is to focus on what makes them most valuable.



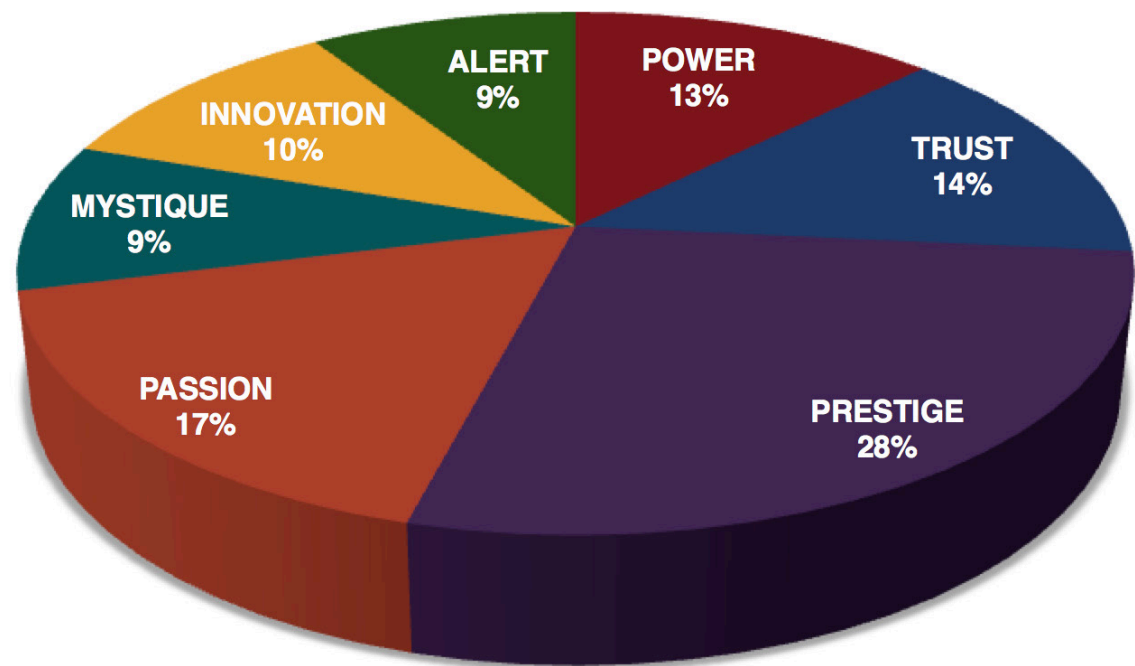
Questions? Contact us at:
HELLO@HOWTOFASCINATE.COM

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 700,000 PEOPLE.

AVERAGE RESULTS FROM THE
FASCINATION ADVANTAGE TEST



BROADRIDGE GSMS CONFERENCE
RESULTS FROM THE FASCINATION
ADVANTAGE TEST



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

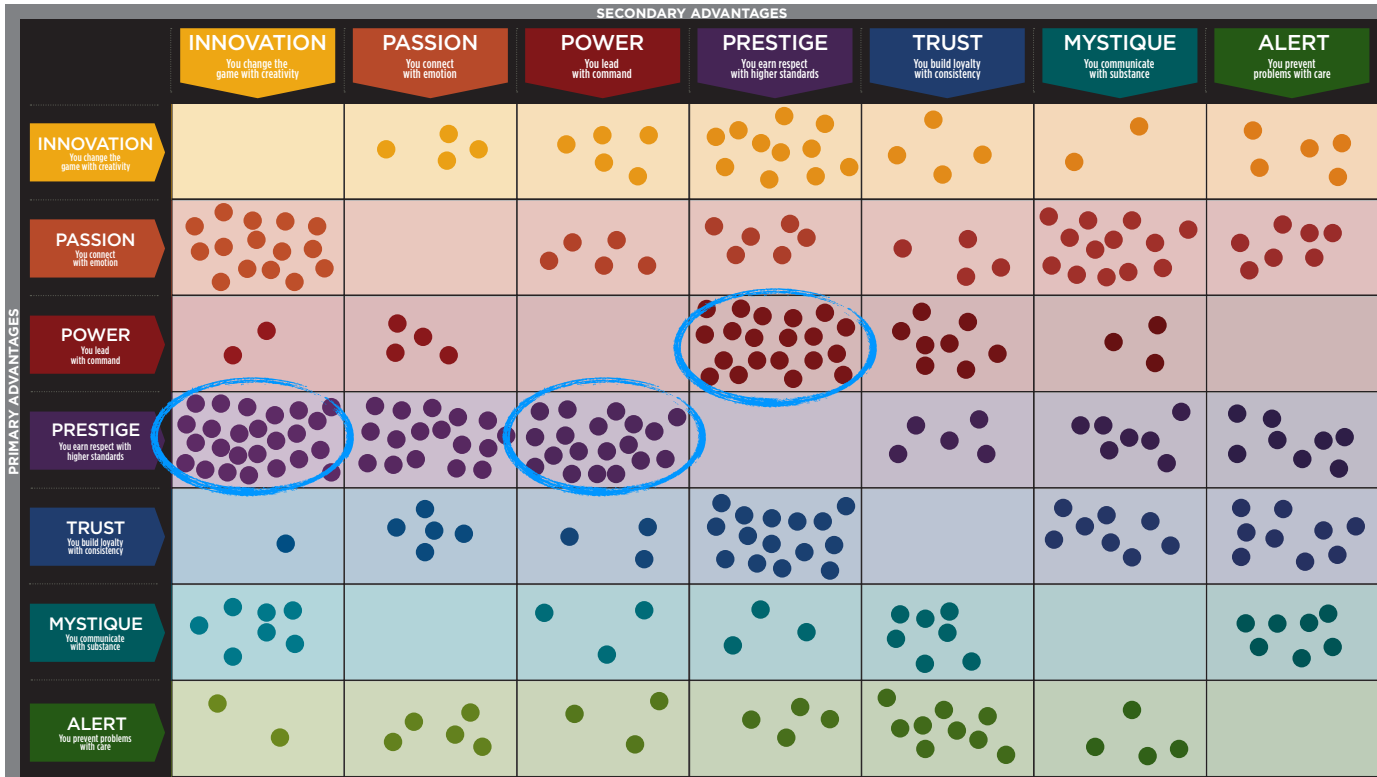
THE 49 PERSONAL BRAND ARCHETYPES

CREATED BY SALLY HOGSHEAD
DISCOVER MORE AT HOWTOFASCINATE.COM
EMAIL: HELLO@HOWTOFASCINATE.COM
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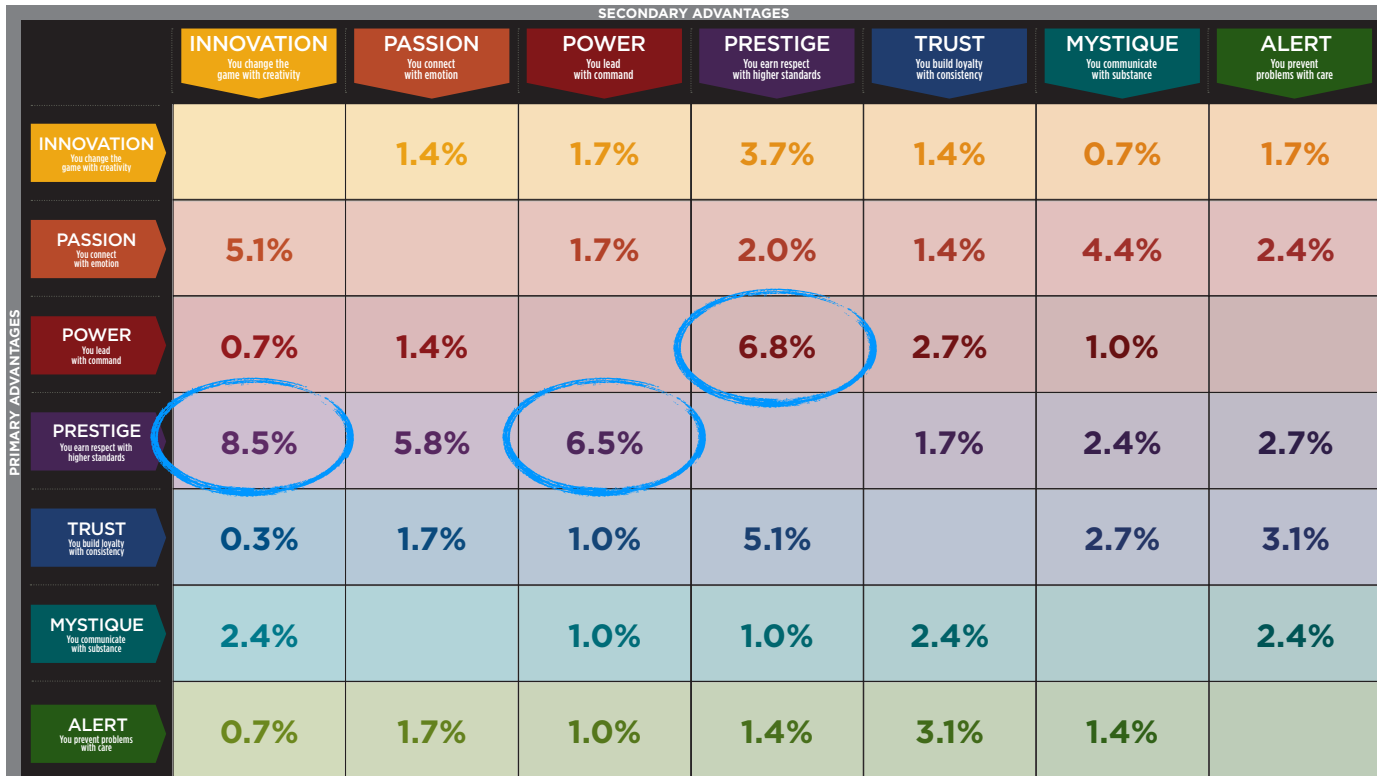
SECONDARY FASCINATION ADVANTAGE®

| | 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 |

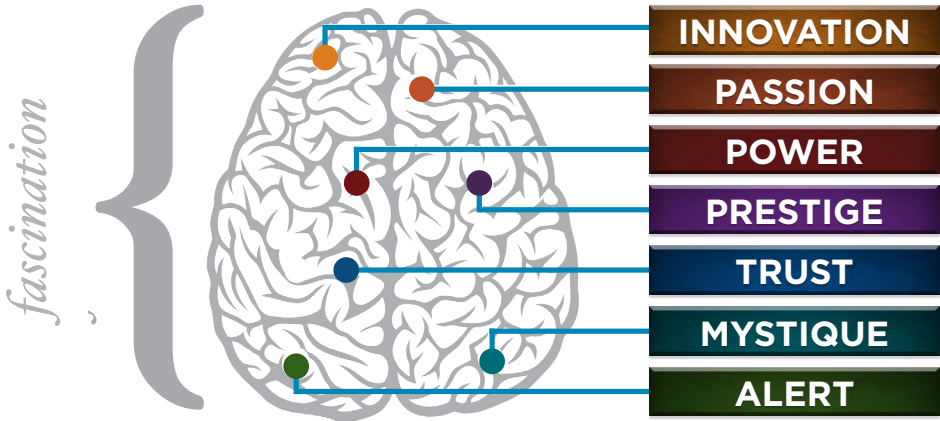
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

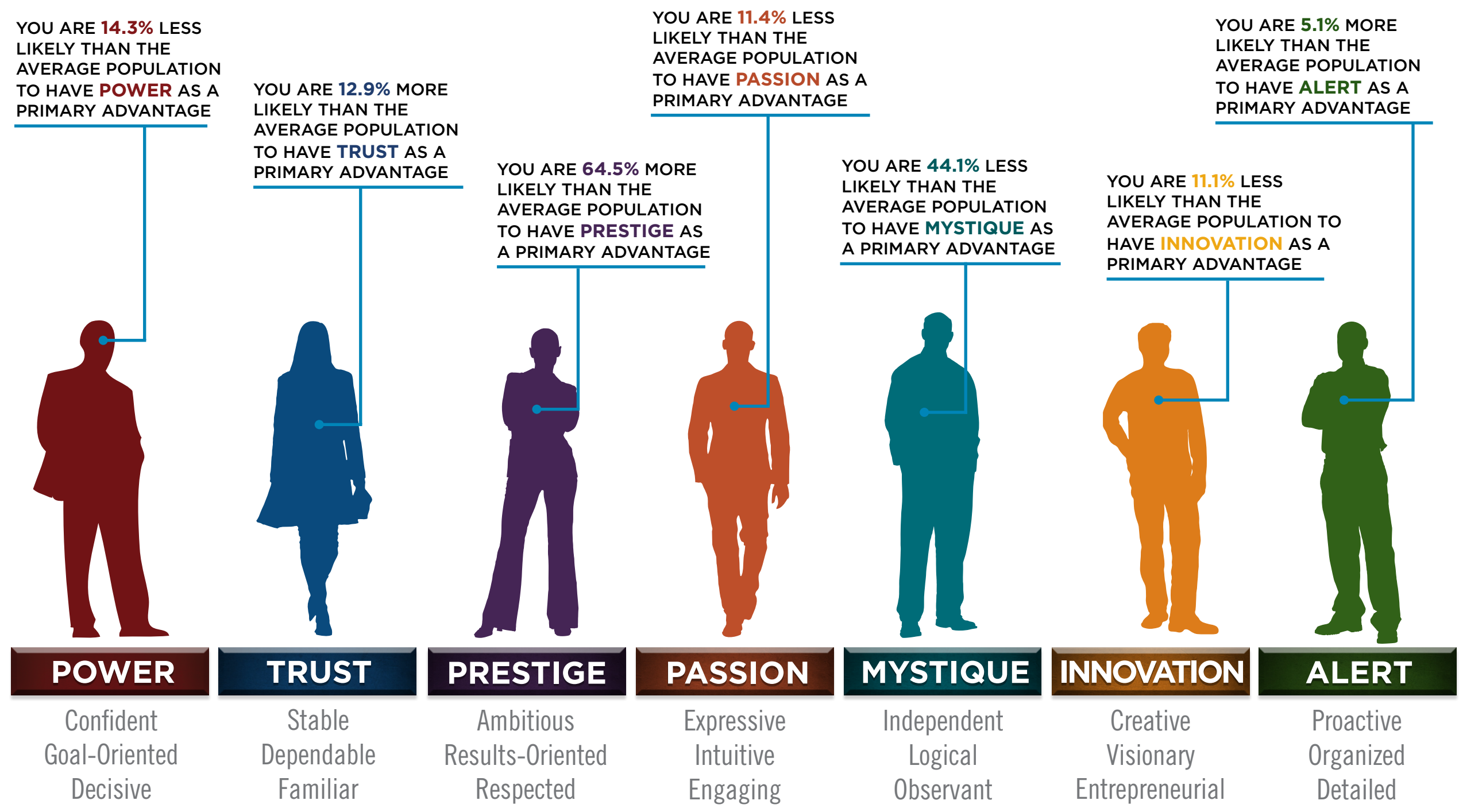


This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each personal brand Archetype within the organization.



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.



THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
DISCOVER MORE AT HOWTOFASCINATE.COM
EMAIL: HELLO@HOWTOFASCINATE.COM
©2014 SALLY HOGSHEAD

| SECONDARY ADVANTAGE | | | | | | | | |
|---------------------|--|-------------------------------------|--------------------------------|--|---|--|---|--|
| PRIMARY 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 | | | | | | | |
| | 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 | | | | | | | |

YOUR MOST FASCINATING MEETING EVER: TEAM DISCUSSION GUIDE

Click here to share this code for free (normally \$20 each):

1. Go to HowToFascinate.com/YOU
2. For the access code, enter **GSMS-EXPRESS**

*We want to help you make your next team training or off-site meeting a fantastic success!
Why? Because the greatest way to empower someone is to show them their highest value.*

1. Invite each team member to take the Fascination Advantage® assessment using your free code until 8/27/16.
2. Have them bring their primary & secondary Advantage and Archetype results to the meeting. (*Take a screen shot or write it down, or if upgraded, print it out.*)
3. Using the 49 Personality Archetype Matrix on page 5, go around and have each person select and discuss one of their top 3 adjectives and how it applies to them — *the adjective describes how they are different.* This is their specialty.
4. Each person gives an example from the past, highlighting how they have applied their natural “specialty” to improve results for the team.

For example, someone might say: “*My adjective is ‘confident.’ When I am are confident, the entire team becomes focused and goal-oriented. That’s how we hit the mark every time.*”

Want to build a culture of engagement? You can do it, and we’re here to help! Email our friendly customer service at hello@howfascinate.com.

THE SEVEN LANGUAGES OF FASCINATION

INNOVATION

*The LANGUAGE
of CREATIVITY*

PASSION

*The LANGUAGE
of RELATIONSHIP*

POWER

*The LANGUAGE
of CONFIDENCE*

PRESTIGE

*The LANGUAGE
of EXCELLENCE*

TRUST

*The LANGUAGE
of STABILITY*

MYSTIQUE

*The LANGUAGE
of LISTENING*

ALERT

*The LANGUAGE
of DETAILS*

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