

AN INSIDER'S *look* AT THE RESEARCH

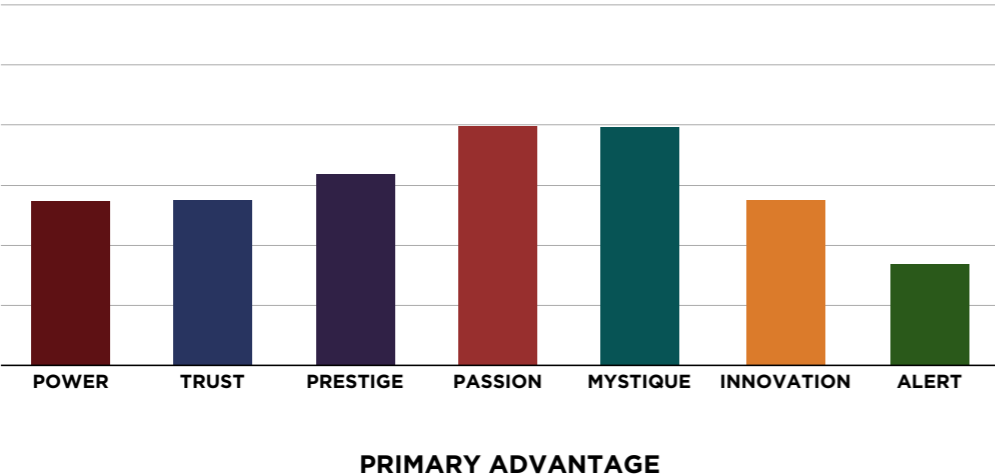
FROM SALLY HOGSHEAD'S PRESENTATION TO
getAwareLive! 2017 ON 07/27/17

BONUS GIFT:
CLICK HERE TO
SHARE YOUR
BONUS GIFT WITH
YOUR COMMUNITY
GetAwareLiveShare

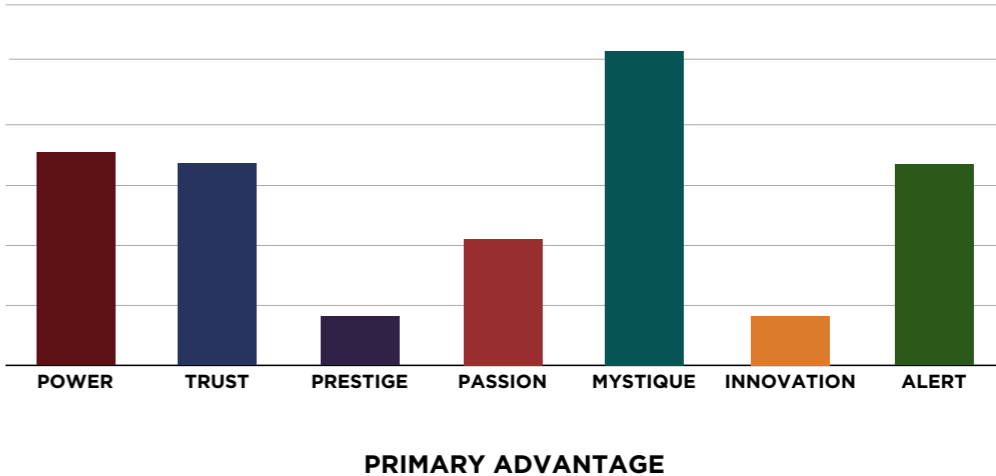


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**getAwareLive! 2017 RESULTS
OF THE FASCINATION ADVANTAGE TEST**



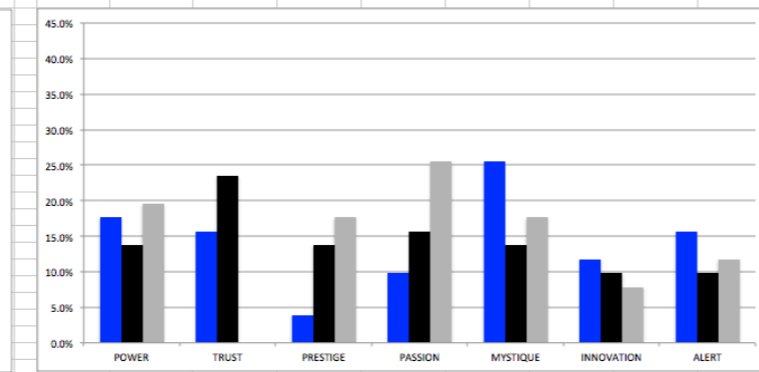
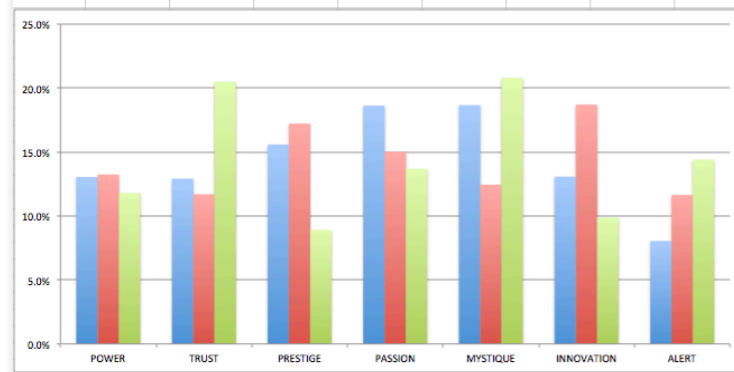
THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Trust	Mystique	The Anchor	4	7.84%	INNOVATION		3	1		1	1	
Alert	Trust	The Mediator	4	7.84%	PASSION	2		1	1			1
Mystique	Trust	The Wise Owl	4	7.84%	POWER	1	1		3	3		1
Mystique	Alert	The Archer	3	5.88%	PRESTIGE						2	
Innovation	Passion	The Rockstar	3	5.88%	TRUST	1	1	2			4	
Mystique	Prestige	The Royal Guard	3	5.88%	MYSTIQUE	1	1	1	3	4		3
Power	Prestige	The Maestro	3	5.88%	ALERT		2	2		4		
Power	Trust	The Guardian	3	5.88%								
Passion	Innovation	The Catalyst	2	3.92%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Mystique	The Architect	2	3.92%	INNOVATION		5.9%	2.0%		2.0%	2.0%	
Alert	Passion	The Coordinator	2	3.92%	PASSION	3.9%		2.0%	2.0%			2.0%
Alert	Power	The Ace	2	3.92%	POWER	2.0%	2.0%		5.9%	5.9%		2.0%
Trust	Power	The Gravitas	2	3.92%	PRESTIGE						3.9%	
Passion	Alert	The Orchestrator	1	1.96%	TRUST	2.0%	2.0%	3.9%			7.8%	
Power	Alert	The Defender	1	1.96%	MYSTIQUE	2.0%	2.0%	2.0%	5.9%	7.8%		5.9%
Mystique	Innovation	The Secret Weapon	1	1.96%	ALERT		3.9%	3.9%		7.8%		
Power	Innovation	The Change Agent	1	1.96%								
Trust	Innovation	The Evolutionary	1	1.96%								
Innovation	Mystique	The Provocateur	1	1.96%								
Mystique	Passion	The Subtle Touch	1	1.96%								
Power	Passion	The Ringleader	1	1.96%								
Trust	Passion	The Authentic	1	1.96%								
Innovation	Power	The Maverick Leader	1	1.96%								
Mystique	Power	The Veiled Strength	1	1.96%								
Passion	Power	The Peoples Champion	1	1.96%								
Passion	Prestige	The Talent	1	1.96%								
Innovation	Trust	The Artisan	1	1.96%								

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

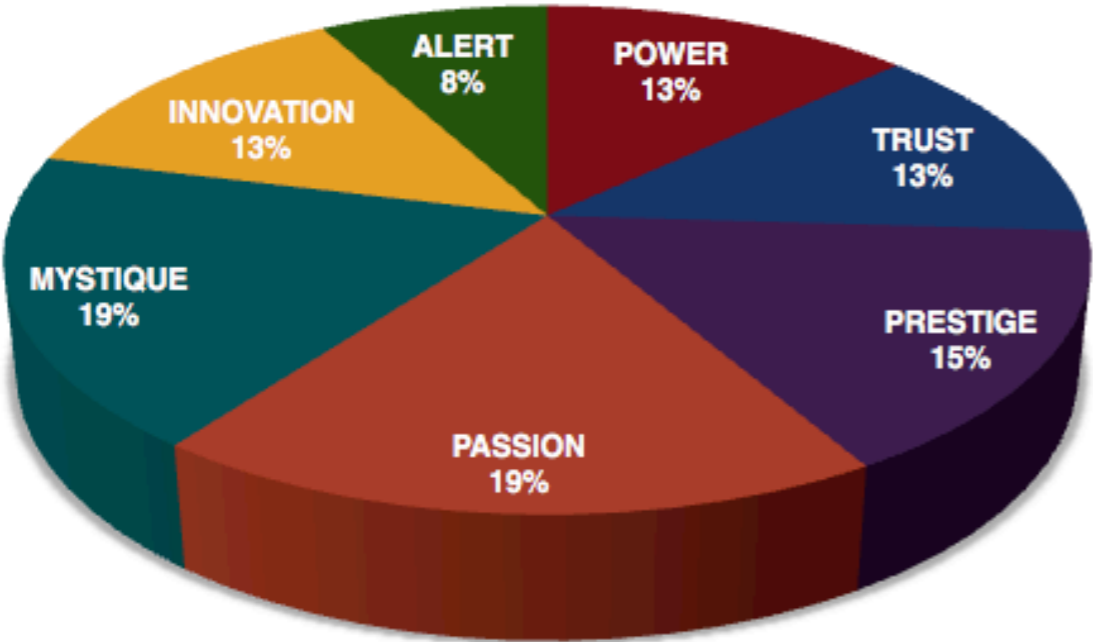
AVERAGE POPULATION									getAwareLive! 2017								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	85371	84524	102005	121885	122118	85542	52666	654111	Primary	9	8	2	5	13	6	8	51
Secondary	86654	76532	112649	98322	81422	122361	76171	654111	Secondary	7	12	7	8	7	5	5	51
Dormant	77132	134098	58367	89564	136063	64579	94308	654111	Dormant	10	0	9	13	9	4	6	51

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.1%	12.9%	15.6%	18.6%	18.7%	13.1%	8.1%	100.0%
Secondary	13.2%	11.7%	17.2%	15.0%	12.4%	18.7%	11.6%	100.0%
Dormant	11.8%	20.5%	8.9%	13.7%	20.8%	9.9%	14.4%	100.0%

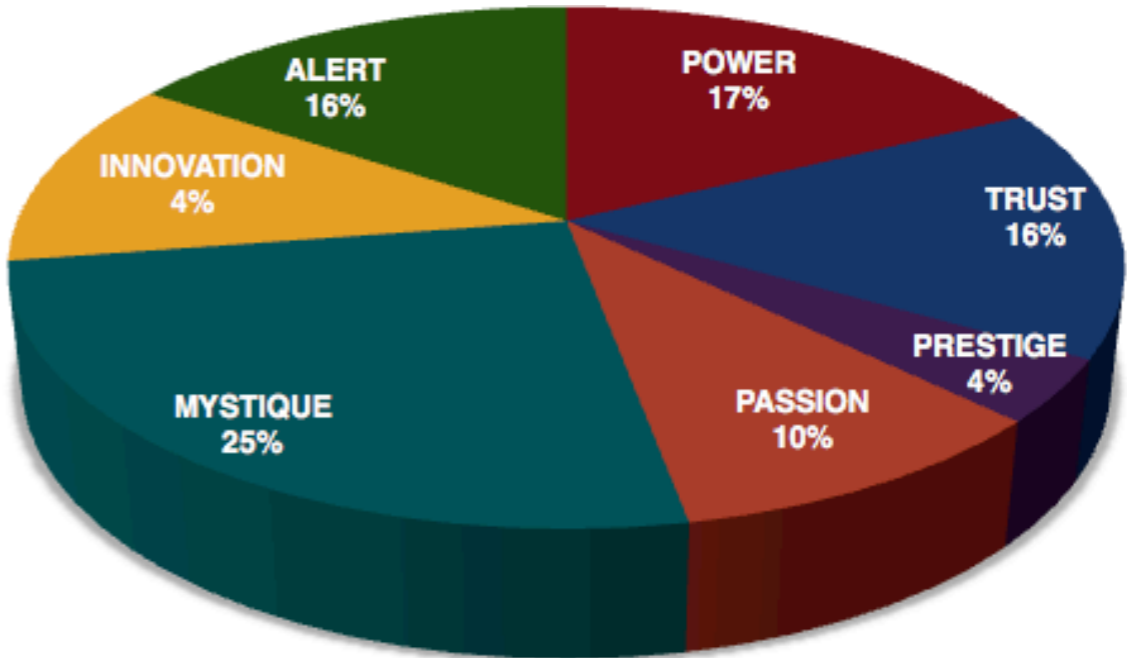


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST

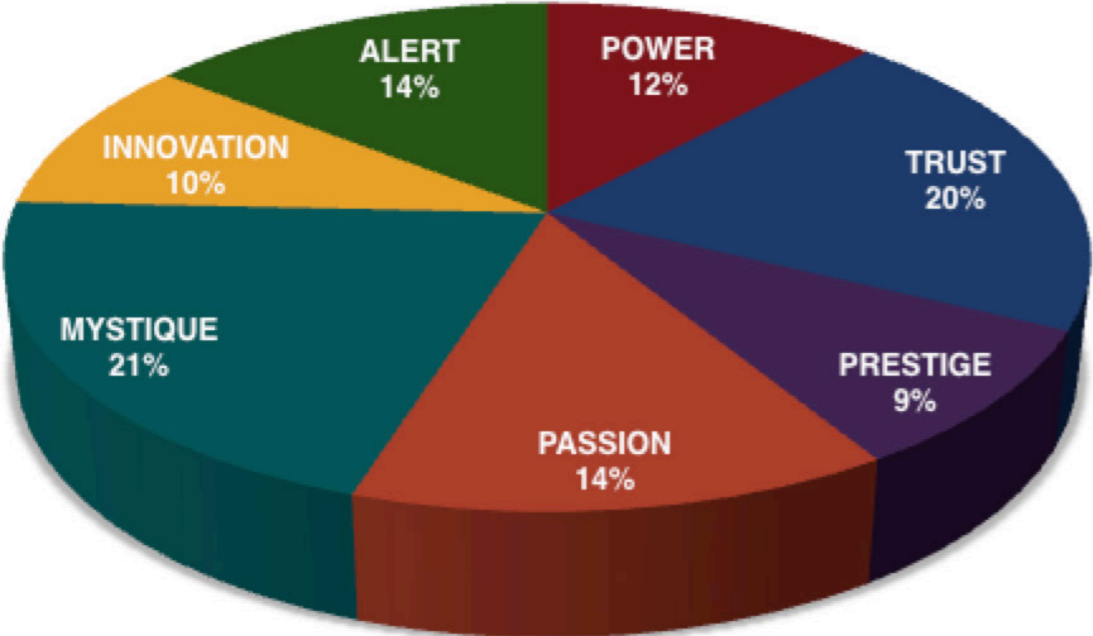


getAwareLive! 2017 RESULTS FROM THE FASCINATION ADVANTAGE TEST

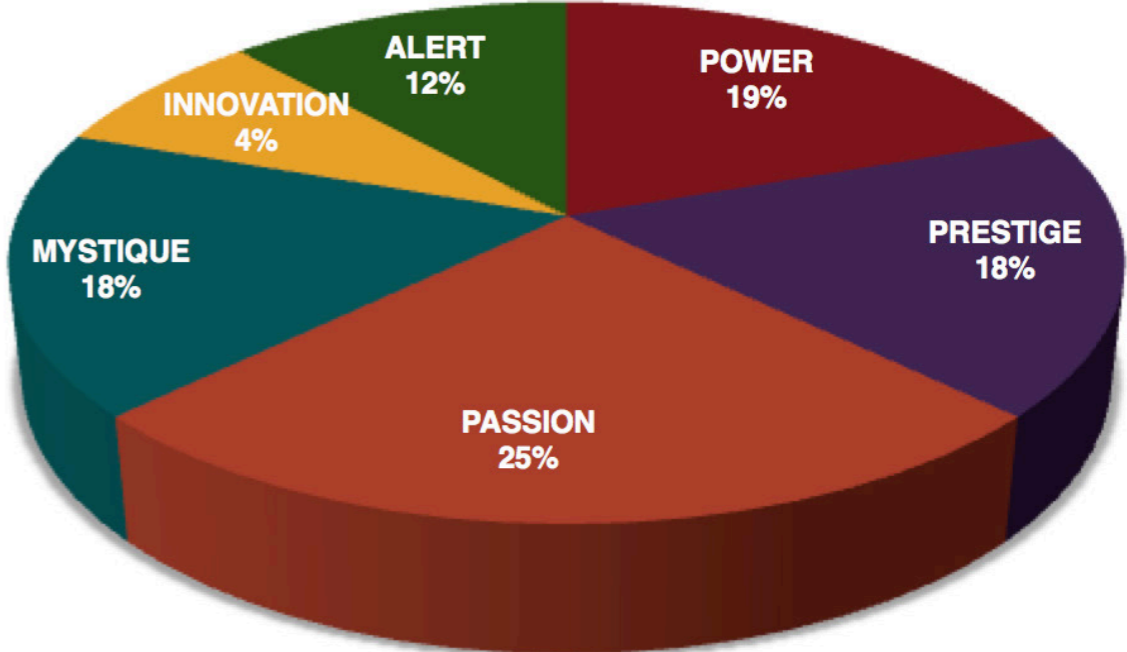


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE DORMANT ADVANTAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



getAwareLive! 2017 DORMANT ADVANTAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



TRAITS FOR DORMANT ADVANTAGES

INNOVATION

FRUSTRATED BY CHAOS
OR AMBIGUITY.

PASSION

PERSUADED BY FACTS, NOT EMOTION.

POWER

UNLIKELY TO FORCE OPINIONS OR
“BULLY” TEAMS.

PRESTIGE

BUILD CONSENSUS IN GROUPS RATHER
THAN COMPETITION.

TRUST

SEEKS TO EXPLORE AND EXPERIMENT,
DISLIKE RIDGID STRUCTURES.

MYSTIQUE

WANTS CLEAR, OPEN,
CANDID DISCUSSION.

ALERT

EXHAUSTED BY DETAILS. THRIVES IN
LOOKING AT THE BIGGER PICTURE.

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
	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

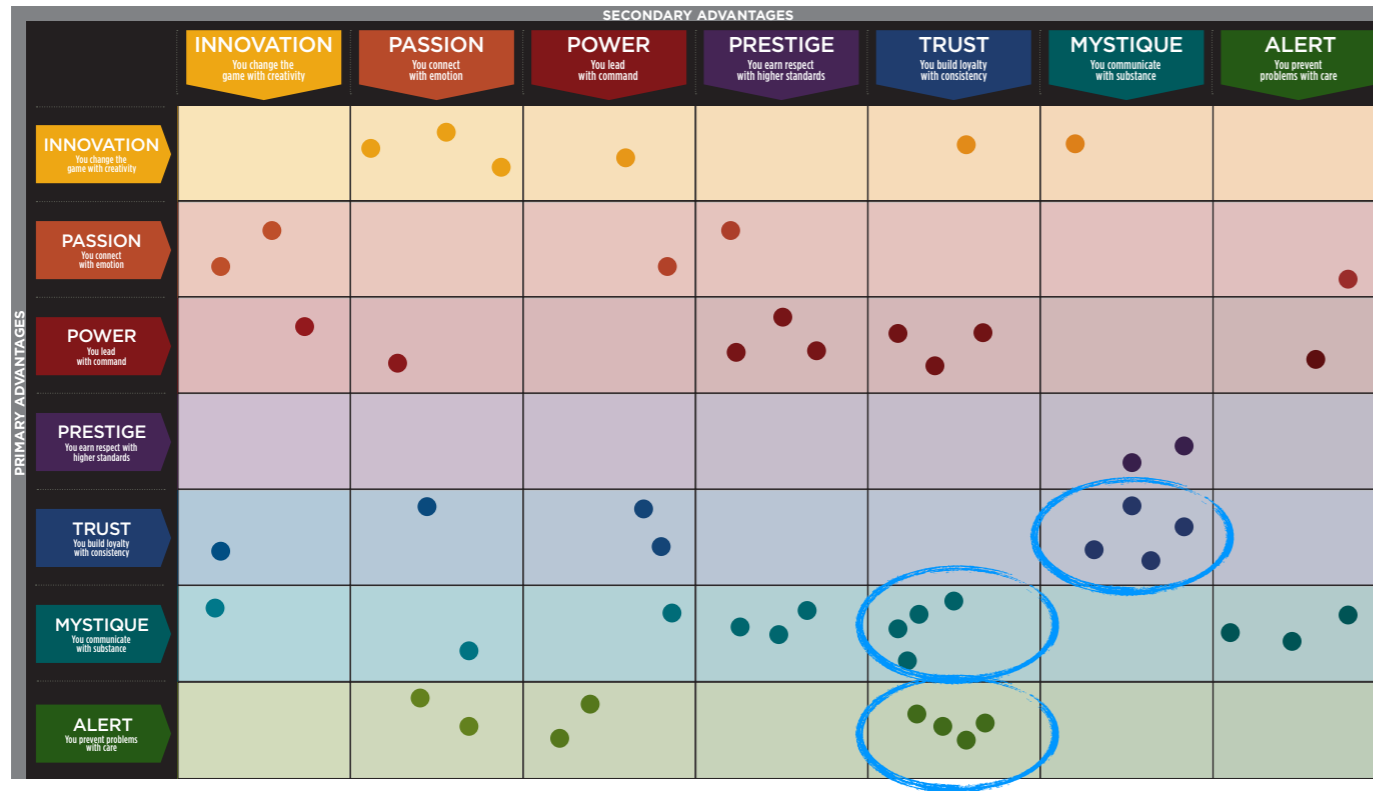
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

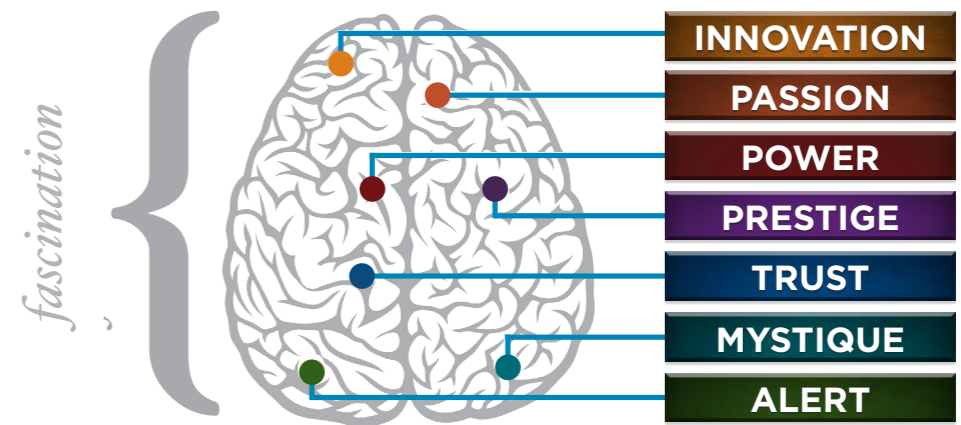
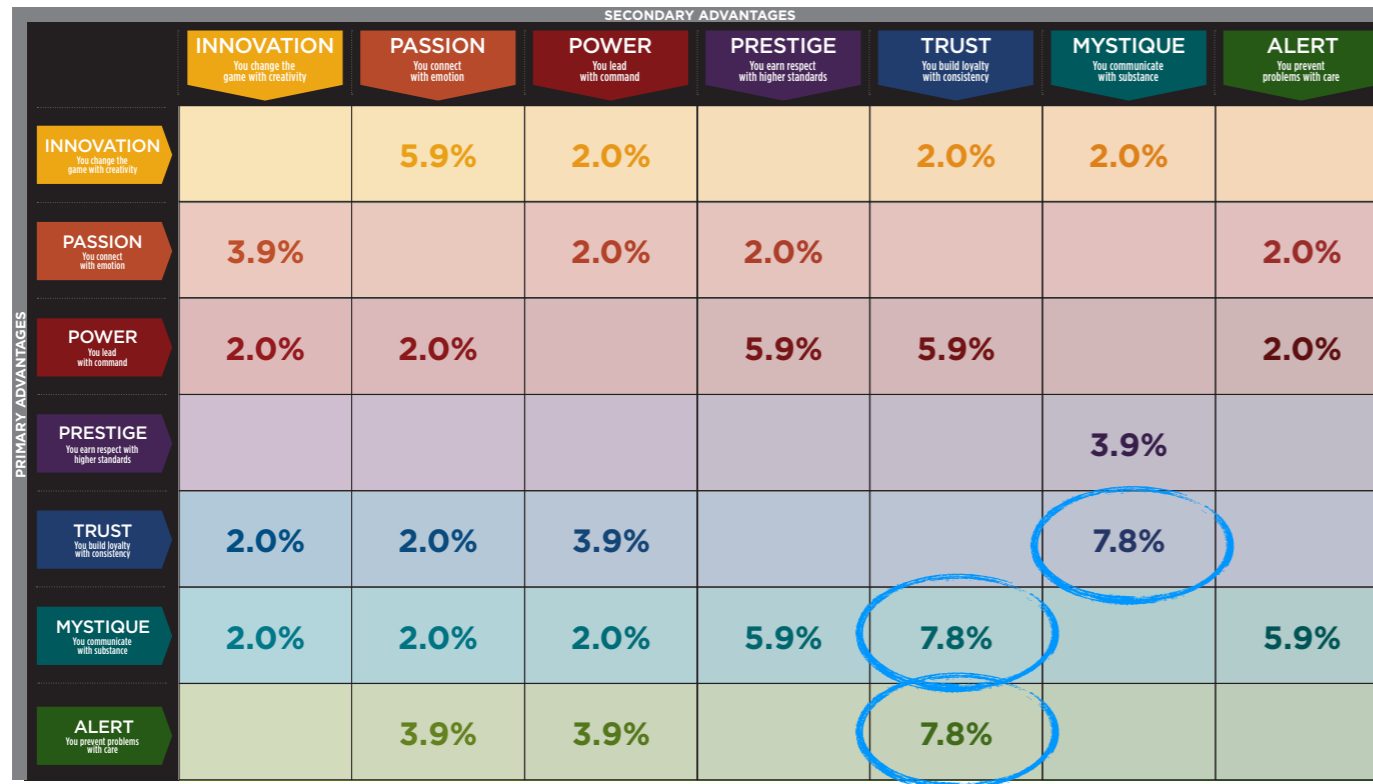
©2015 SALLY HOGSHEAD

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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

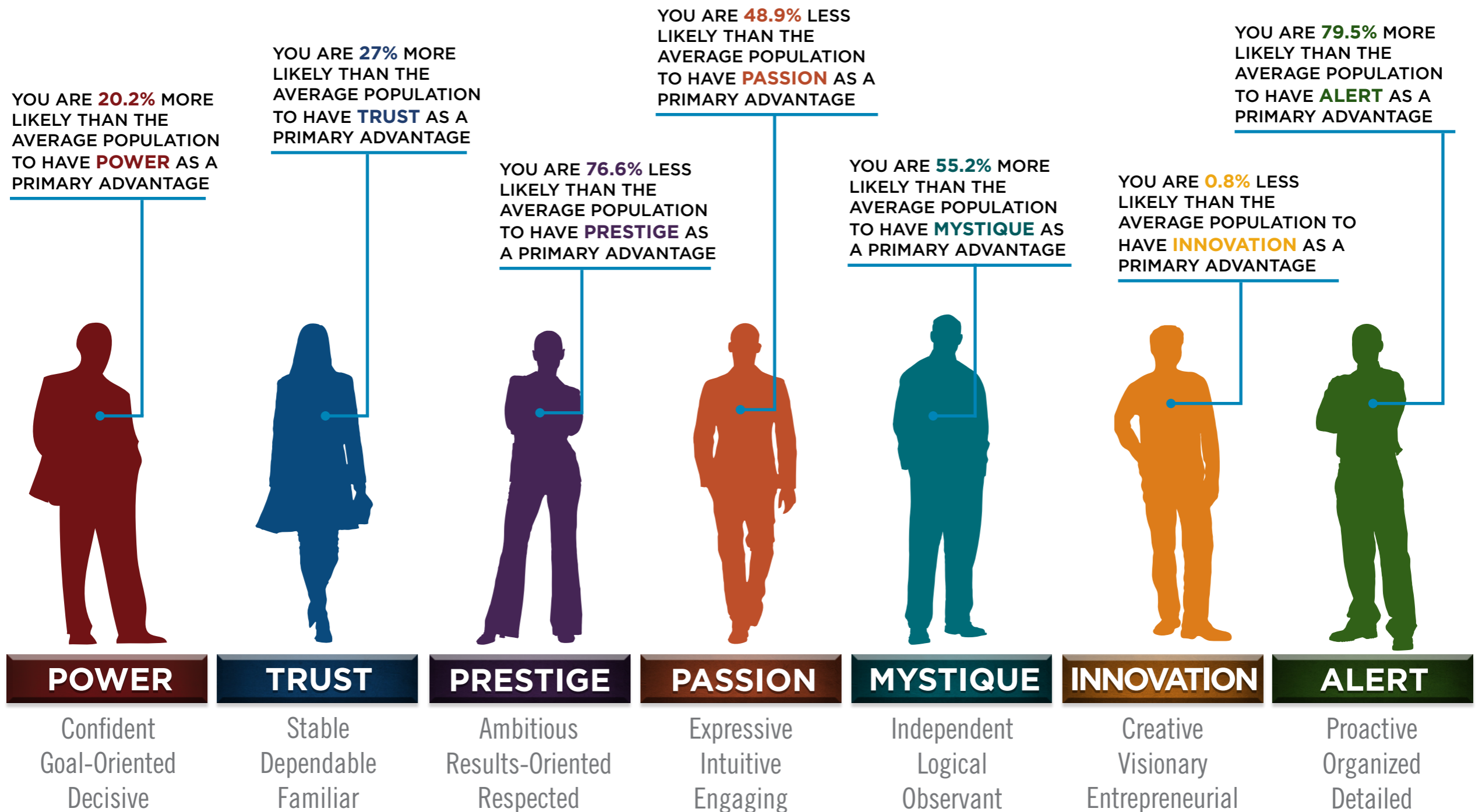


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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 \$9.99 each)

1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **GetAwareLiveShare**

3 THIS OFFER EXPIRES ON **08/31/17**

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 always has a new idea.	PASSION You're the one who's always full of energy.	POWER You're the one who's always in charge.	PRESTIGE You're the one who's always the first to know.	TRUST You're the one who's always the most reliable.	MYSTIQUE You're the one who's always the most intriguing.	ALERT You're the one who's always the most attentive.
THE ANARCHY You're the one who's always the most rebellious.	THE ROCKSTAR You're the one who's always the most popular.	THE MAVERICK LEADER You're the one who's always the most innovative.	THE TRENDSETTER You're the one who's always the most fashionable.	THE ARTISAN You're the one who's always the most creative.	THE PROVOCATEUR You're the one who's always the most controversial.	THE QUICK-START You're the one who's always the most energetic.
THE CATALYST You're the one who's always the most influential.	THE DESMAN You're the one who's always the most dramatic.	THE PEOPLE'S CHAMPION You're the one who's always the most popular.	THE TALENT You're the one who's always the most skilled.	THE RELOVED You're the one who's always the most loved.	THE INTROQUE You're the one who's always the most mysterious.	THE ORCHESTRATOR You're the one who's always the most organized.
THE CHANGE AGENT You're the one who's always the most transformative.	THE RINGLEADER You're the one who's always the most influential.	THE AGGRESSOR You're the one who's always the most competitive.	THE MAESTRO You're the one who's always the most skilled.	THE GUARDIAN You're the one who's always the most protective.	THE MASTERMIND You're the one who's always the most strategic.	THE DEFENDER You're the one who's always the most loyal.
THE AVANT-GARDE You're the one who's always the most innovative.	THE CONNOISSEUR You're the one who's always the most knowledgeable.	THE VICTOR You're the one who's always the most successful.	THE IMPERIAL You're the one who's always the most powerful.	THE BLUE CHIP You're the one who's always the most reliable.	THE ARCHITECT You're the one who's always the most creative.	THE SCHOLAR You're the one who's always the most intelligent.
THE EVOLUTIONARY You're the one who's always the most adaptable.	THE AUTHENTIC You're the one who's always the most genuine.	THE GRANITIC You're the one who's always the most determined.	THE DIPLOMAT You're the one who's always the most diplomatic.	THE OIL GUARD You're the one who's always the most protective.	THE ANCHOR You're the one who's always the most stable.	THE GOOD CITIZEN You're the one who's always the most responsible.
THE SECRET WEAPON You're the one who's always the most powerful.	THE SUBTLE TOUCH You're the one who's always the most influential.	THE VEILED STRENGTH You're the one who's always the most powerful.	THE ROYAL GUARD You're the one who's always the most protective.	THE WISE OWL You're the one who's always the most intelligent.	THE DEADBOLT You're the one who's always the most secure.	THE ARCHER You're the one who's always the most accurate.
THE COORDINATOR You're the one who's always the most organized.	THE ACE You're the one who's always the most skilled.	THE EDITOR-IN-CHIEF You're the one who's always the most influential.	THE MEDIATOR You're the one who's always the most diplomatic.	THE DETECTIVE You're the one who's always the most observant.	THE CONTROL You're the one who's always the most organized.	THE PRESIDENT You're the one who's always the most powerful.

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

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

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

		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		
	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		

⋮ DOTTED STROKE = DOUBLE TROUBLE WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM ©2015 SALLY HOGSHEAD



LET'S START A CONVERSATION.



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