

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
HAVI 2016 SUPPLIER SUMMIT ON 09/14/16

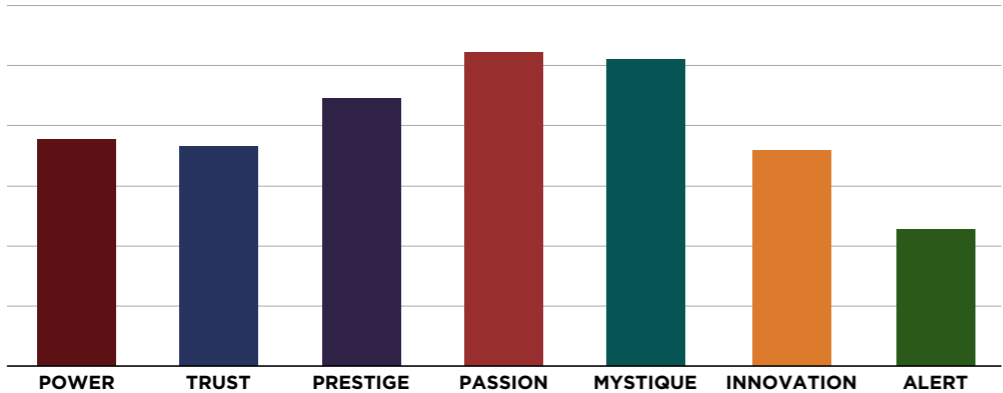
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*HAVI-EXPRESS*  
CODE TO SHARE!



**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.**

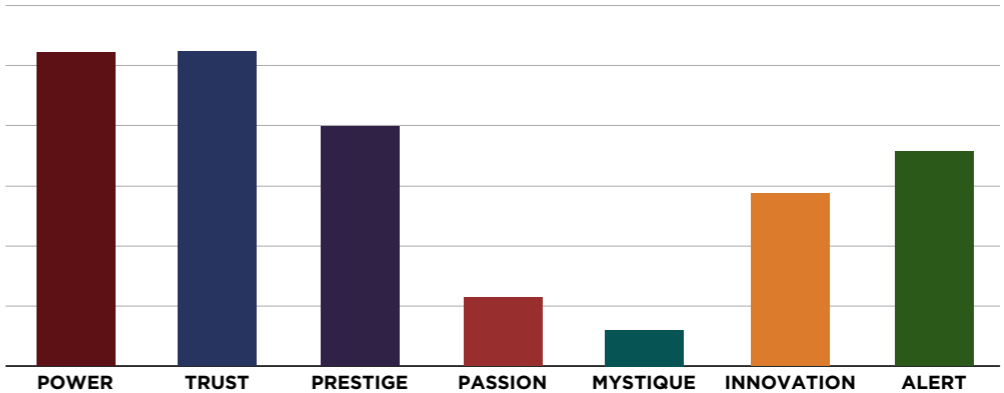
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**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**PRIMARY ADVANTAGE**

**HAVI 2016 SUPPLIER SUMMIT RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



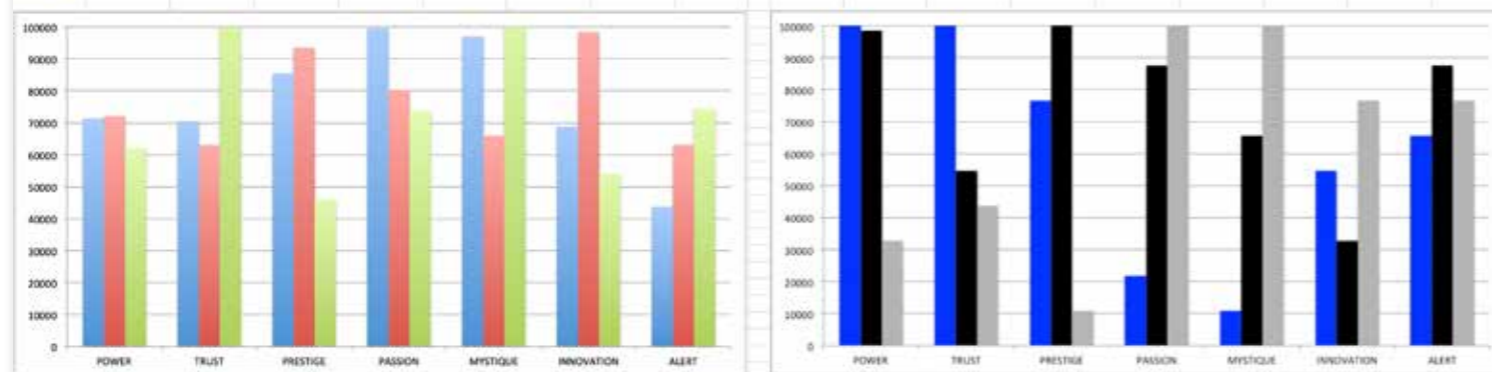
**PRIMARY ADVANTAGE**

# 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
Power	Prestige	The Maestro	6	12.24%	INNOVATION	2	1	1			
Trust	Alert	The Good Citizen	4	8.16%	PASSION		2				
Power	Trust	The Guardian	3	6.12%	POWER	1	2	6	3	1	2
Trust	Mystique	The Anchor	3	6.12%	PRESTIGE		1		1	1	2
Alert	Power	The Ace	2	4.08%	TRUST	1	2	2		3	4
Innovation	Passion	The Rockstar	2	4.08%	MYSTIQUE						
Passion	Power	The Peoples Champion	2	4.08%	ALERT	1	1	1		1	
Power	Alert	The Defender	2	4.08%							
Power	Passion	The Ringleader	2	4.08%	INNOVATION	4.1%	2.0%	2.0%	2.0%		
Prestige	Alert	The Scholar	2	4.08%	PASSION						
Prestige	Power	The Victor	2	4.08%	POWER	2.0%	4.1%	12.2%	6.1%	2.0%	4.1%
Trust	Passion	The Authentic	2	4.08%	PRESTIGE		2.0%		2.0%	2.0%	4.1%
Trust	Prestige	The Diplomat	2	4.08%	TRUST	2.0%	4.1%	4.1%		6.1%	8.2%
Alert	Innovation	The Composer	1	2.04%	MYSTIQUE						
Alert	Mystique	The Detective	1	2.04%	ALERT	2.0%	2.0%	4.1%	2.0%		
Alert	Passion	The Coordinator	1	2.04%							
Alert	Prestige	The Editor-in-Chief	1	2.04%							
Innovation	Power	The Maverick Leader	1	2.04%							
Innovation	Prestige	The Trendsetter	1	2.04%							
Innovation	Trust	The Artisan	1	2.04%							
Mystique	Power	The Veiled Strength	1	2.04%							
Power	Innovation	The Change Agent	1	2.04%							
Power	Mystique	The Mastermind	1	2.04%							
Prestige	Mystique	The Architect	1	2.04%							
Prestige	Passion	The Connoisseur	1	2.04%							
Prestige	Trust	The Blue Chip	1	2.04%							
Trust	Innovation	The Evolutionary	1	2.04%							
Trust	Power	The Gravitas	1	2.04%							

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

AVERAGE POPULATION								HAVI 2016 Supplier Summit									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	71431	70557	85488	99606	97064	68890	43808	536844	Primary	15	13	7	2	1	5	6	49
Secondary	72137	63132	93583	80292	66029	98480	63191	536844	Secondary	9	5	10	8	6	3	8	49
Dormant	62000	113107	46077	73749	113338	54150	74423	536844	Dormant	3	4	1	12	15	7	7	49
	13.3%	13.1%	15.9%	18.6%	18.1%	12.8%	8.2%	100.0%	Primary	30.6%	26.5%	14.3%	4.1%	2.0%	10.2%	12.2%	100.0%
	13.4%	11.8%	17.4%	15.0%	12.3%	18.3%	11.8%	100.0%	Secondary	18.4%	10.2%	20.4%	16.3%	12.2%	6.1%	16.3%	100.0%
	11.5%	21.1%	8.6%	13.7%	21.1%	10.1%	13.9%	100.0%	Dormant	6.1%	8.2%	2.0%	24.5%	30.6%	14.3%	14.3%	100.0%



OUR RESEARCH FOUND A SURPRISING LINK BETWEEN FASCINATION AND INCOME:

**PEOPLE ARE WILLING TO PAY UP TO 400% IF THEY ARE FASCINATED.**



### FAST. EASY. SURPRISINGLY SIMPLE.

Create the strategy for your personal brand using just 2 or 3 words.

Think of this as a crash course in YOU: your personality, your assets, your key differences. We'll uncover your most distinctive qualities, and package them into a memorable sound-bite that gets attention.

Yep, this course is incredibly efficient. We've condensed our award-winning personal branding curriculum down to the key essentials. This kit cuts right to the chase. No fluff, no abstract theory.

### INTRODUCING THE ABSOLUTE FASTEST WAY TO TURBOCHARGE YOUR BRAND.

This kit includes, a 30-minute video lesson from one of the world's top branding experts, Sally Hogshead, along with a step-by-step workbook.

### WITH ONE-HOUR PERSONAL BRAND YOU CAN:

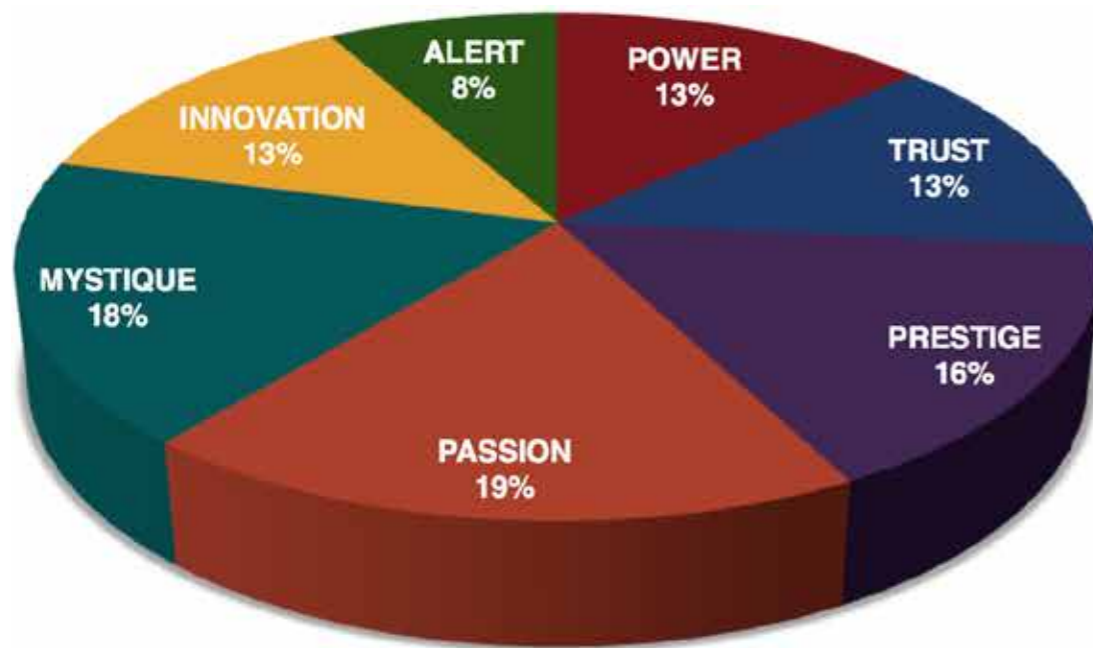
- Sharpen your marketing copy
- Stand out from the competition
- Ace the job interview
- Prep for new biz meetings
- Build a custom branding statement to use in all your communication... from new business meetings with clients, to the interview for your dream job.

**LEARN MORE ABOUT THE ONE-HOUR PERSONAL BRAND™ KIT**

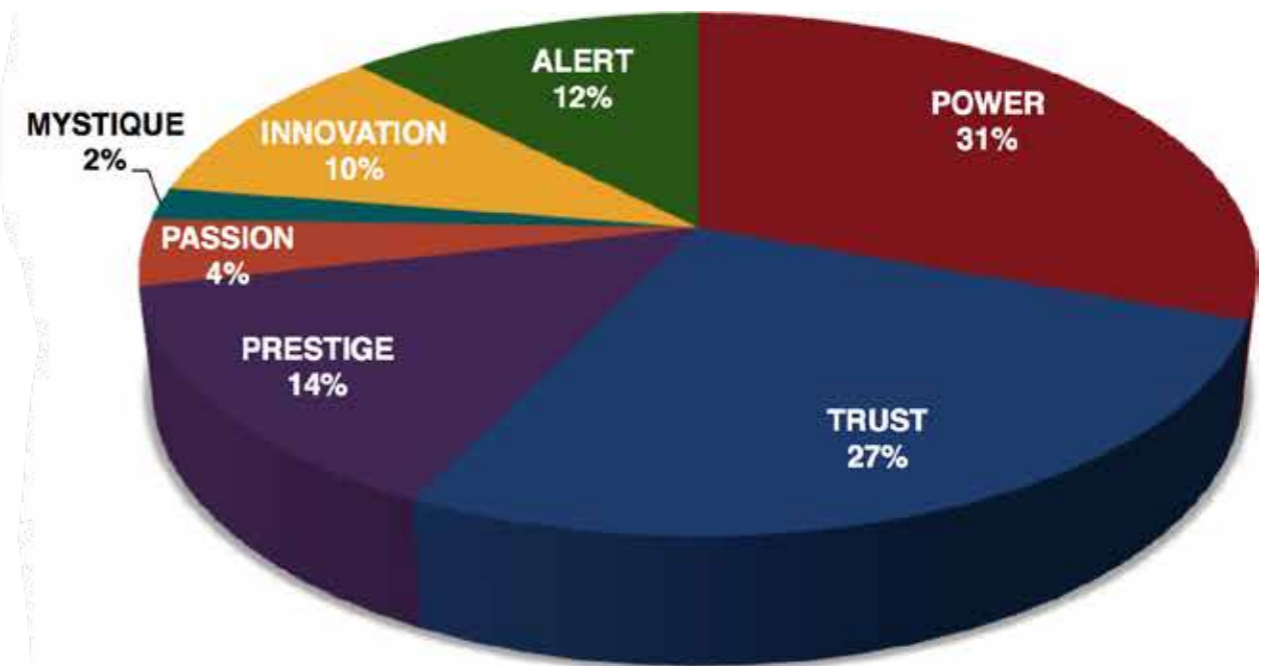
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**HAVI 2016 SUPPLIER SUMMIT RESULTS FROM THE FASCINATION ADVANTAGE TEST**





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

## THE 49 PERSONAL BRAND ARCHETYPES

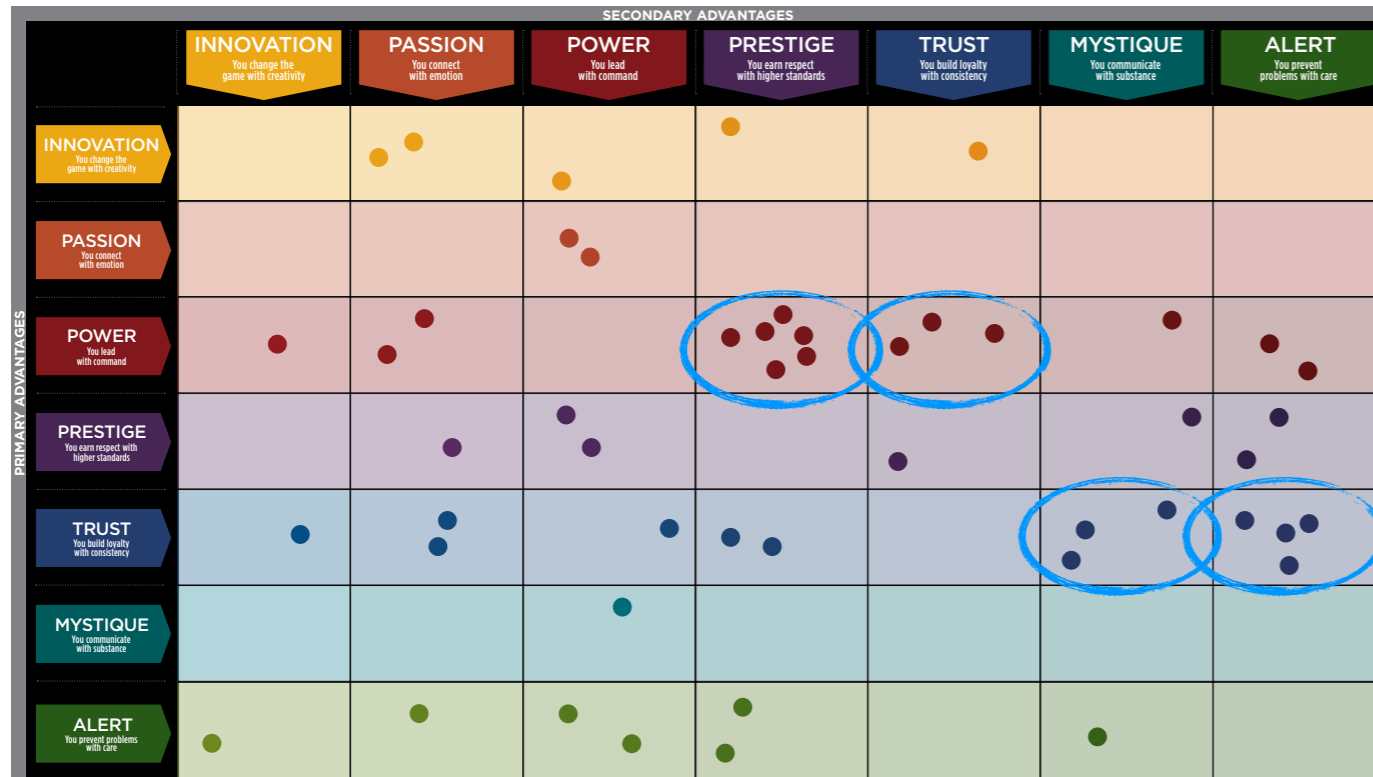
CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

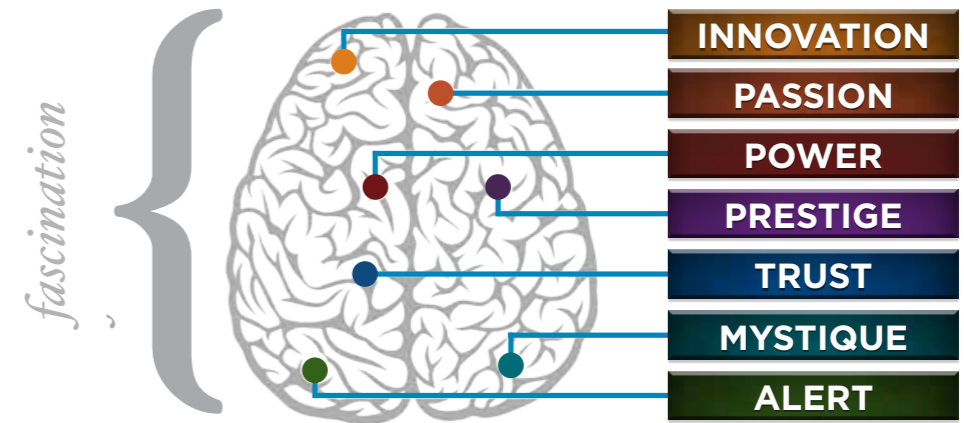
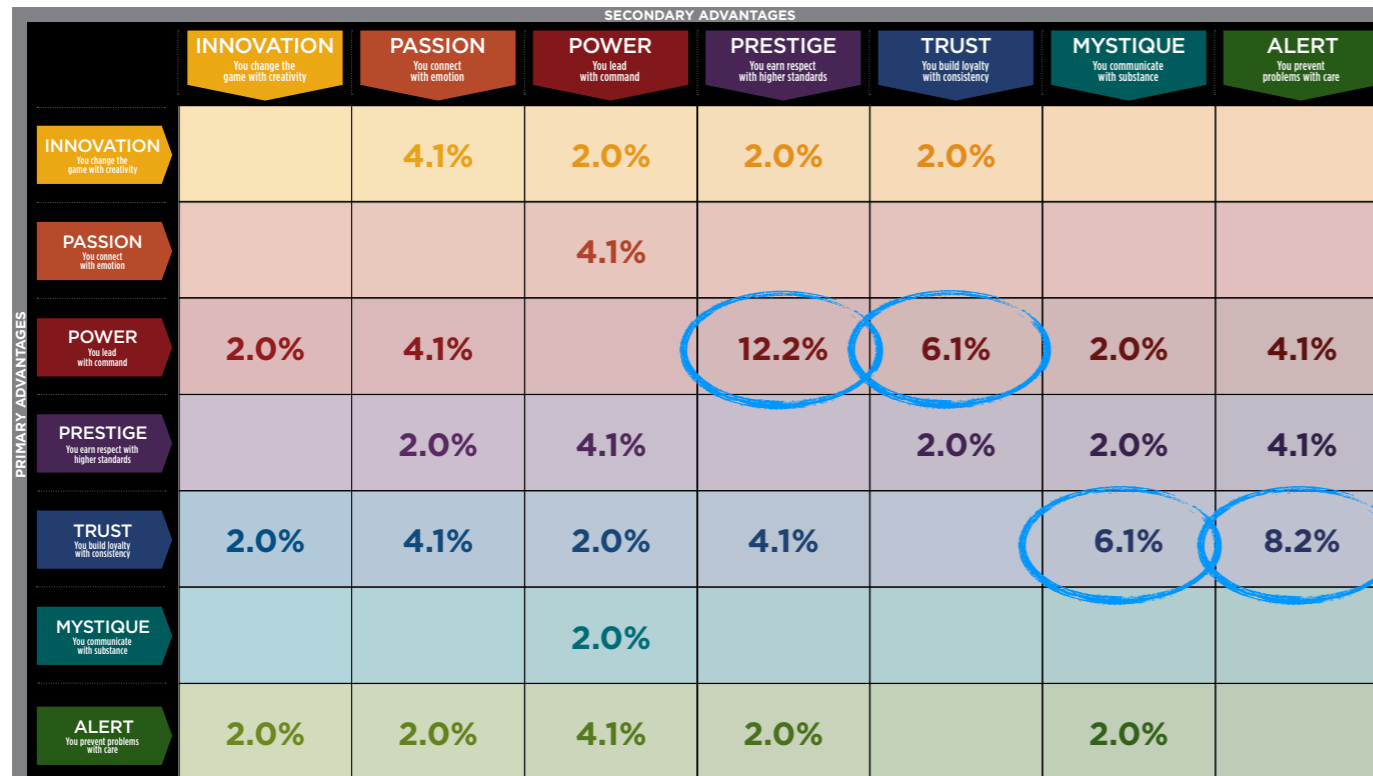
	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent 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

# 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.

YOU ARE **108.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **114.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

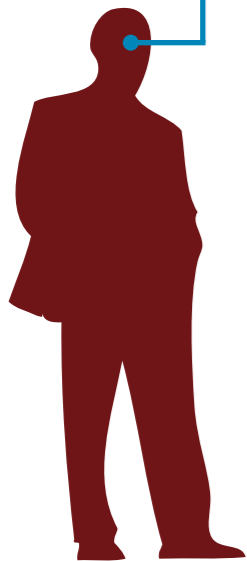
YOU ARE **14.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **78.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **87.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **13.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **40.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**POWER**

**TRUST**

**PRESTIGE**

**PASSION**

**MYSTIQUE**

**INNOVATION**

**ALERT**

Confident  
Goal-Oriented  
Decisive

Stable  
Dependable  
Familiar

Ambitious  
Results-Oriented  
Respected

Expressive  
Intuitive  
Engaging

Independent  
Logical  
Observant

Creative  
Visionary  
Entrepreneurial

Proactive  
Organized  
Detailed



# 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

<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
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## PRIMARY 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						

# FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM

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

1. Go to [HowToFascinate.com/YOU](http://HowToFascinate.com/YOU)
2. For the access code, enter **HAVI-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 **10/31/16**.
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](mailto: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

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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