

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
HDI 2016 CONFERENCE & EXPO ON 04/13/16

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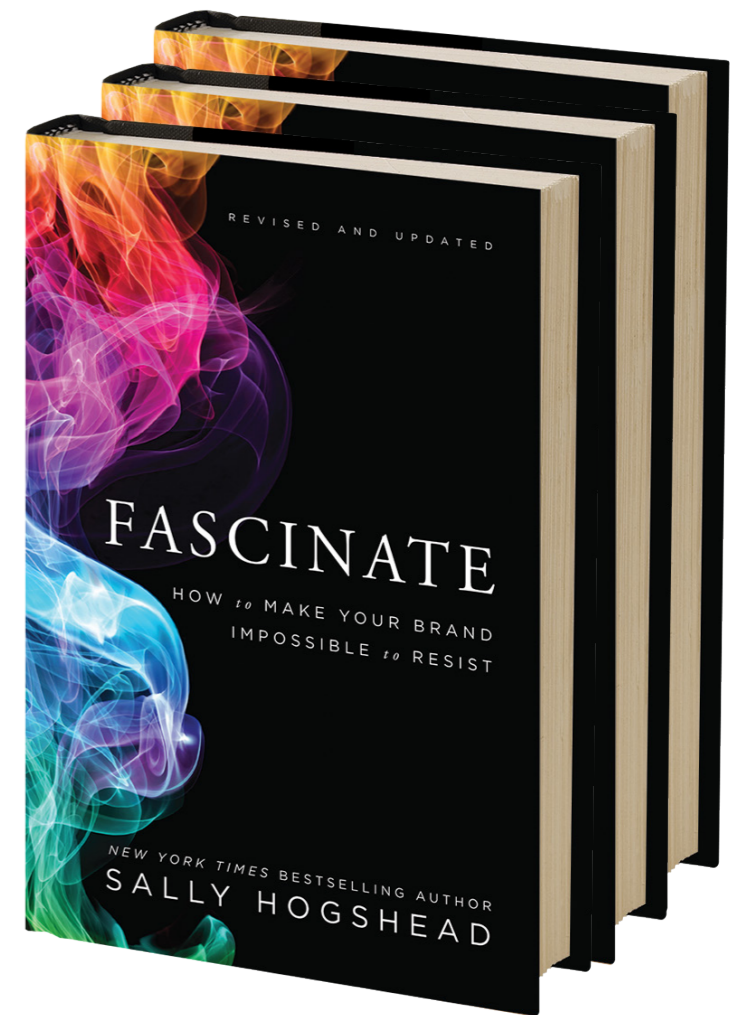
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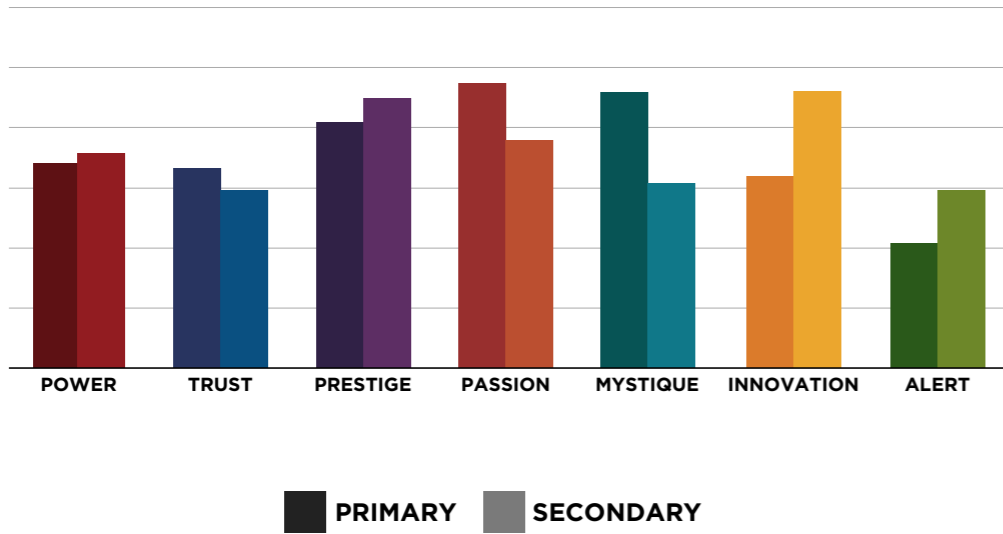
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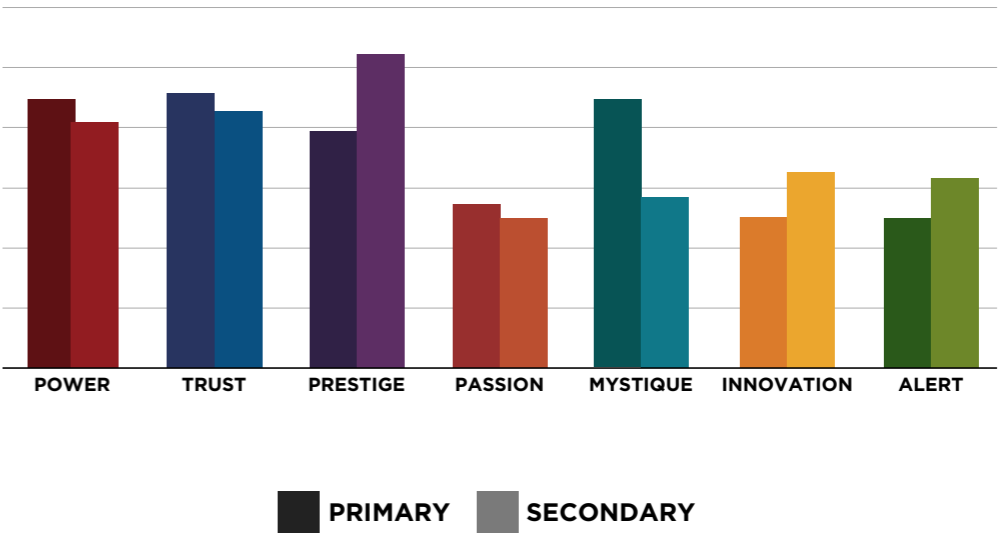


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**HDI 2016 CONFERENCE & EXPO RESULTS
OF THE FASCINATION ADVANTAGE TEST**

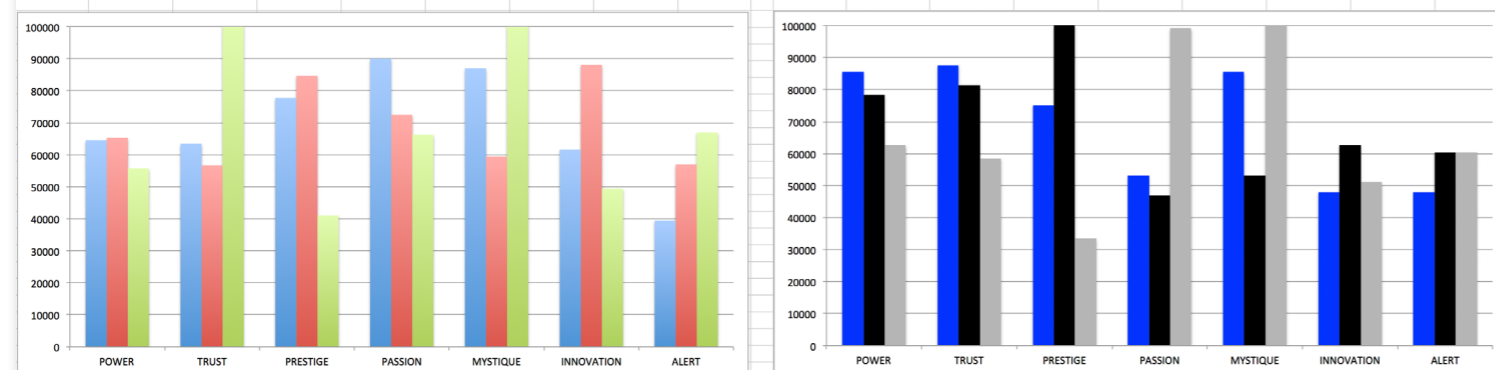


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	37	7.99%	INNOVATION	7	14	8	7	2	8
Mystique	Trust	The Wise Owl	30	6.48%	PASSION	13	14	7	3	8	6
Trust	Prestige	The Diplomat	25	5.40%	POWER	6	11	37	18	7	3
Prestige	Power	The Victor	20	4.32%	PRESTIGE	16	11	20	8	9	8
Trust	Alert	The Good Citizen	19	4.10%	TRUST	5	6	10	25	19	19
Trust	Mystique	The Anchor	19	4.10%	MYSTIQUE	18	4	9	7	30	14
Mystique	Innovation	The Secret Weapon	18	3.89%	ALERT	2	6	8	12	12	6
Power	Trust	The Guardian	18	3.89%							
Prestige	Innovation	The Avant-Garde	16	3.46%							
Innovation	Power	The Maverick Leader	14	3.02%	INNOVATION	1.5%	3.0%	1.7%	1.5%	0.4%	1.7%
Mystique	Alert	The Archer	14	3.02%	PASSION	2.8%	3.0%	1.5%	0.6%	1.7%	1.3%
Passion	Power	The Peoples Champion	14	3.02%	POWER	1.3%	2.4%	8.0%	3.9%	1.5%	0.6%
Passion	Innovation	The Catalyst	13	2.81%	PRESTIGE	3.5%	2.4%	4.3%	1.7%	1.9%	1.7%
Alert	Prestige	The Editor-in-Chief	12	2.59%	TRUST	1.1%	1.3%	2.2%	5.4%	4.1%	4.1%
Alert	Trust	The Mediator	12	2.59%	MYSTIQUE	3.9%	0.9%	1.9%	1.5%	6.5%	3.0%
Power	Passion	The Ringleader	11	2.38%	ALERT	0.4%	1.3%	1.7%	2.6%	2.6%	1.3%
Prestige	Passion	The Connoisseur	11	2.38%							
Trust	Power	The Gravitas	10	2.16%							
Mystique	Power	The Veiled Strength	9	1.94%							
Prestige	Mystique	The Architect	9	1.94%							
Alert	Power	The Ace	8	1.73%							
Innovation	Alert	The Quick-Start	8	1.73%							
Innovation	Prestige	The Trendsetter	8	1.73%							
Passion	Mystique	The Intrigue	8	1.73%							
Prestige	Alert	The Scholar	8	1.73%							
Prestige	Trust	The Blue Chip	8	1.73%							
Innovation	Passion	The Rockstar	7	1.51%							
Innovation	Trust	The Artisan	7	1.51%							
Mystique	Prestige	The Royal Guard	7	1.51%							
Passion	Prestige	The Talent	7	1.51%							

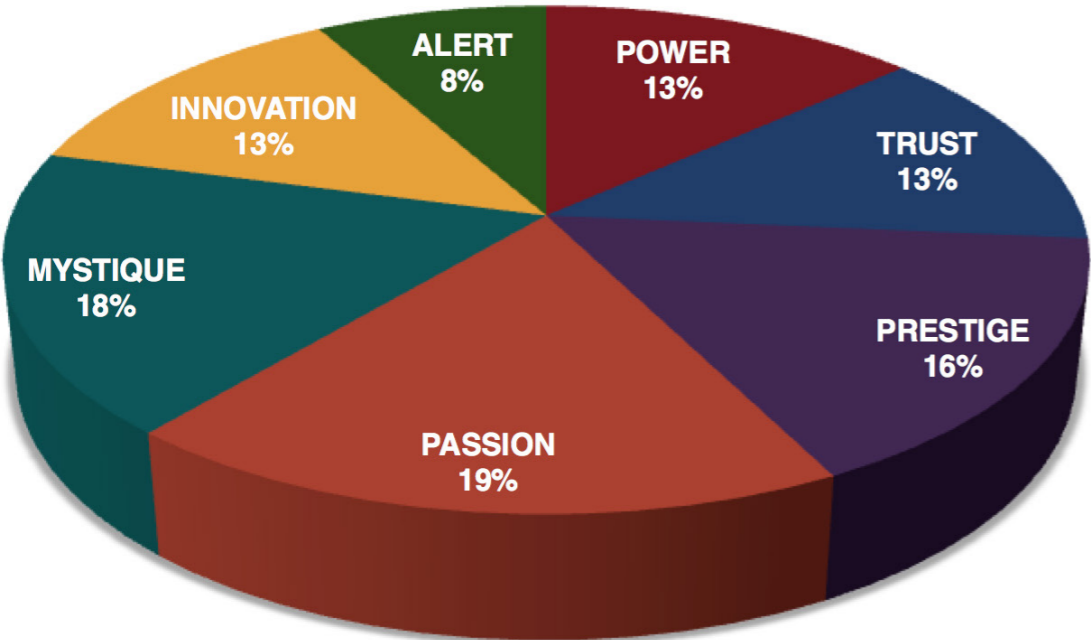
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION									HDI 2016 CONFERENCE & EXPO								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	64531	63446	77761	90025	87012	61644	39396	483815	Primary	82	84	72	51	82	46	46	463
Secondary	65373	56681	84725	72477	59448	88106	57005	483815	Secondary	75	78	96	45	51	60	58	463
Dormant	55712	102411	41027	66302	102051	49390	66922	483815	Dormant	60	56	32	95	113	49	58	463
Primary	13.3%	13.1%	16.1%	18.6%	18.0%	12.7%	8.1%	100.0%	Primary	17.7%	18.1%	15.6%	11.0%	17.7%	9.9%	9.9%	100.0%
Secondary	13.5%	11.7%	17.5%	15.0%	12.3%	18.2%	11.8%	100.0%	Secondary	16.2%	16.8%	20.7%	9.7%	11.0%	13.0%	12.5%	100.0%
Dormant	11.5%	21.2%	8.5%	13.7%	21.1%	10.2%	13.8%	100.0%	Dormant	13.0%	12.1%	6.9%	20.5%	24.4%	10.6%	12.5%	100.0%

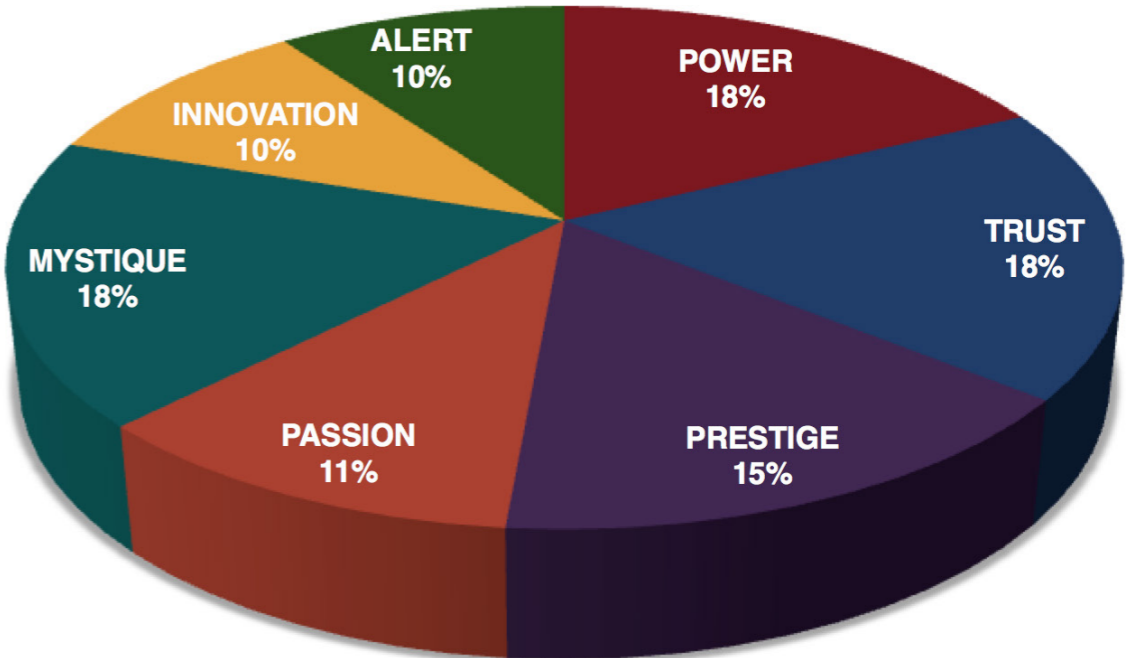


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



HDI 2016 CONFERENCE & EXPO RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONAL BRAND ARCHETYPES

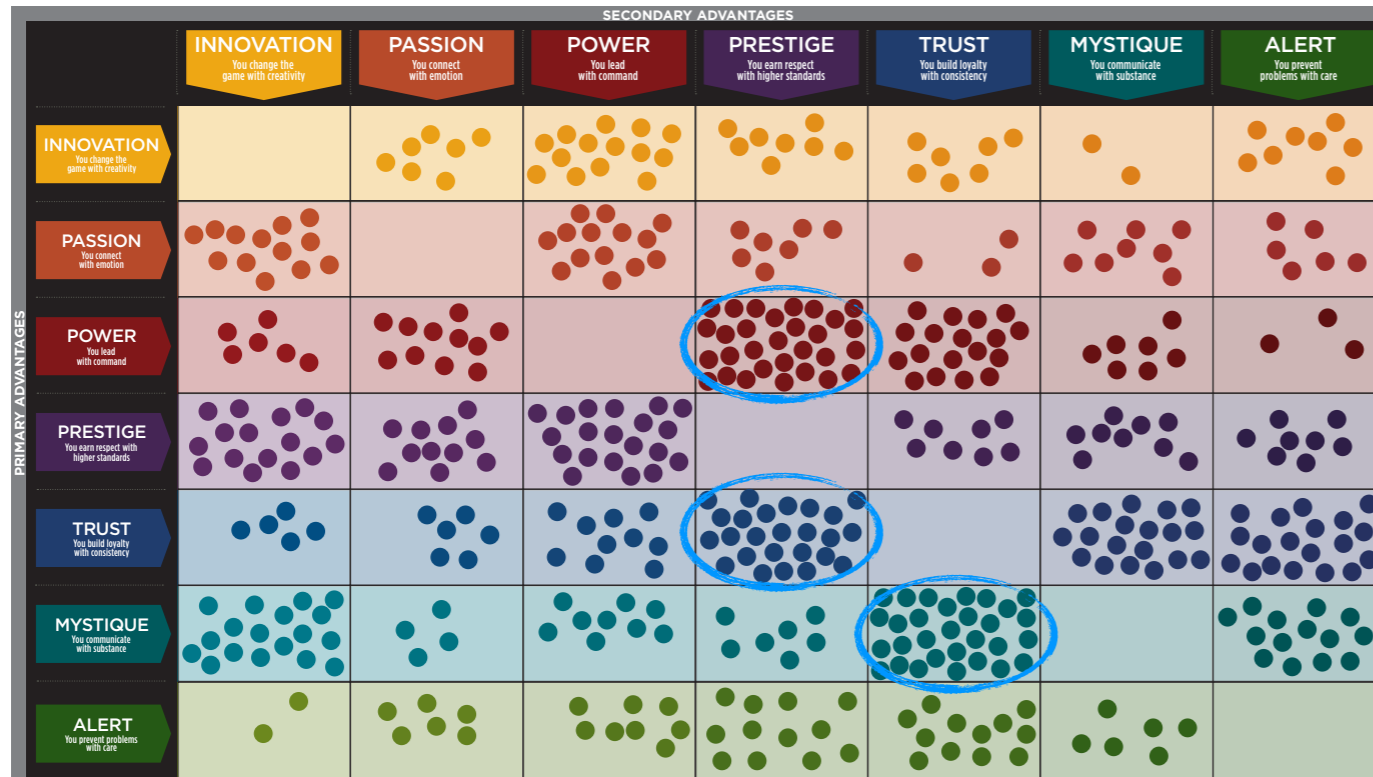
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SECONDARY FASCINATION ADVANTAGE®

	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

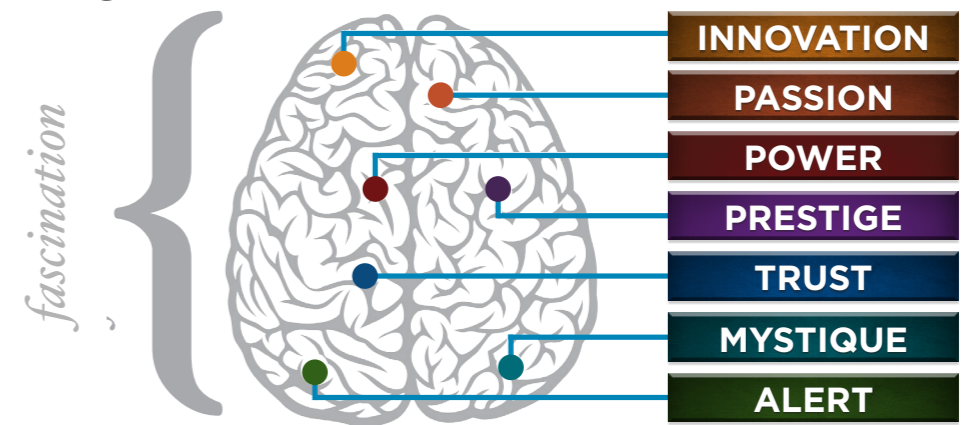
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

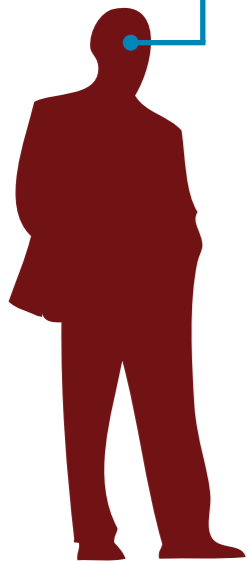
	SECONDARY ADVANTAGES						
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity		1.5%	3.0%	1.7%	1.5%	0.4%	1.7%
PASSION You connect with emotion	2.8%		3.0%	1.5%	0.6%	1.7%	1.3%
POWER You lead with command	1.3%	2.4%		8.0%	3.9%	1.5%	0.6%
PRESTIGE You earn respect with higher standards	3.5%	2.4%	4.3%		1.7%	1.9%	1.7%
TRUST You build loyalty with consistency	1.1%	1.3%	2.2%	5.4%		4.1%	4.1%
MYSTIQUE You communicate with substance	3.9%	0.9%	1.9%	1.5%	6.5%		3.0%
ALERT You prevent problems with care	0.4%	1.3%	1.7%	2.6%	2.6%	1.3%	



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 **20.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **46.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **7.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **42.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **7.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **16.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **13.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

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