

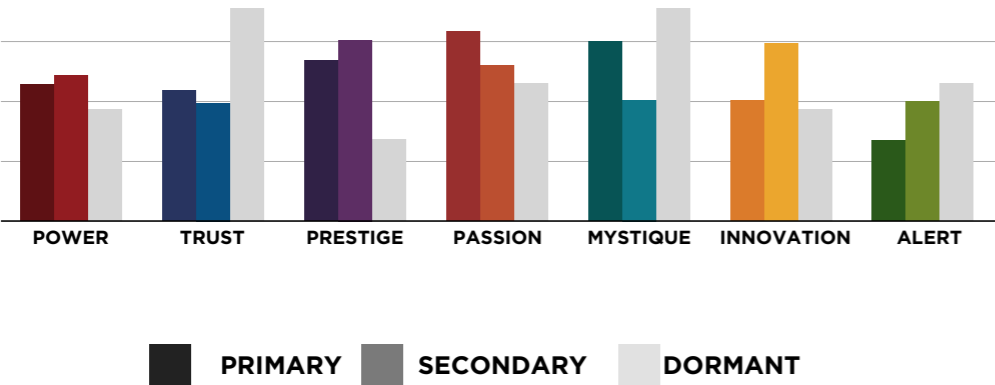
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
ICON ON 3/31/15

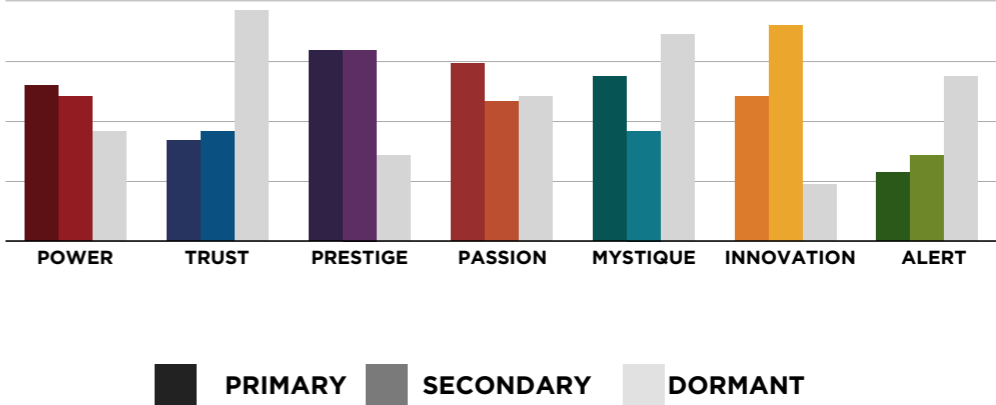


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**ICON RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



# 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.

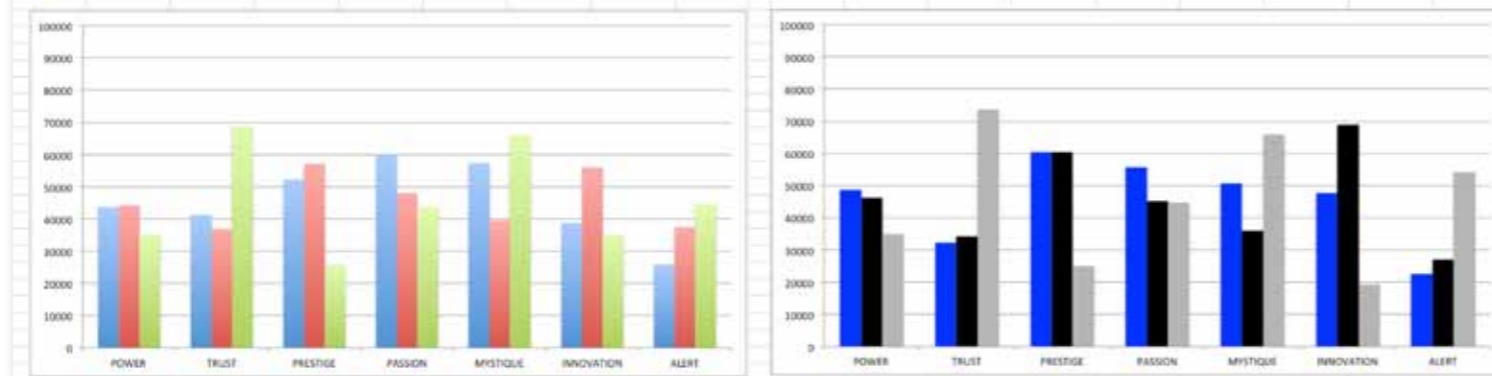
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	184	7.93%	INNOVATION	90	92	86	19	35	26
Power	Prestige	The Maestro	172	7.41%	PASSION	184	41	48	24	72	37
Mystique	Innovation	The Secret Weapon	122	5.26%	POWER	57	42	172	47	27	11
Prestige	Power	The Victor	121	5.21%	PRESTIGE	113	100	121	24	60	23
Prestige	Innovation	The Avant-Garde	113	4.87%	TRUST	12	34	27	62	48	52
Prestige	Passion	The Connoisseur	100	4.31%	MYSTIQUE	122	44	32	49	75	48
Innovation	Power	The Maverick Leader	92	3.96%	ALERT	15	20	25	24	61	20
Innovation	Passion	The Rockstar	90	3.88%							
Innovation	Prestige	The Trendsetter	86	3.71%	INNOVATION		3.9%	4.0%	3.7%	0.8%	1.5%
Mystique	Trust	The Wise Owl	75	3.23%	PASSION	7.9%	1.8%	1.8%	2.1%	1.0%	3.1%
Passion	Mystique	The Intrigue	72	3.10%	POWER	2.5%	1.8%	7.4%	2.0%	1.2%	0.5%
Trust	Prestige	The Diplomat	62	2.67%	PRESTIGE	4.9%	4.3%	5.2%	1.0%	2.6%	1.0%
Alert	Trust	The Mediator	61	2.63%	TRUST	0.5%	1.5%	1.2%	2.7%	2.1%	2.2%
Prestige	Mystique	The Architect	60	2.59%	MYSTIQUE	5.3%	1.9%	1.4%	2.1%	3.2%	2.1%
Power	Innovation	The Change Agent	57	2.46%	ALERT	0.6%	0.9%	1.1%	1.0%	2.6%	0.9%
Trust	Alert	The Good Citizen	52	2.24%							
Mystique	Prestige	The Royal Guard	49	2.11%							
Mystique	Alert	The Archer	48	2.07%							
Passion	Prestige	The Talent	48	2.07%							
Trust	Mystique	The Anchor	48	2.07%							
Power	Trust	The Guardian	47	2.02%							
Mystique	Passion	The Subtle Touch	44	1.90%							
Power	Passion	The Ringleader	42	1.81%							
Passion	Power	The Peoples Champion	41	1.77%							
Passion	Alert	The Orchestrator	37	1.59%							
Innovation	Mystique	The Provocateur	35	1.51%							
Trust	Passion	The Authentic	34	1.46%							
Mystique	Power	The Veiled Strength	32	1.38%							

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

AVERAGE POPULATION								ICON									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	43685	41268	52250	60076	57373	38781	25884	319357	Primary	356	235	441	406	370	348	165	2321
Secondary	44266	36879	57083	48014	39518	56047	37550	319357	Secondary	338	250	441	330	262	503	197	2321
Dormant	35347	68770	25816	43615	65948	35062	44799	319357	Dormant	255	538	182	327	482	141	396	2321

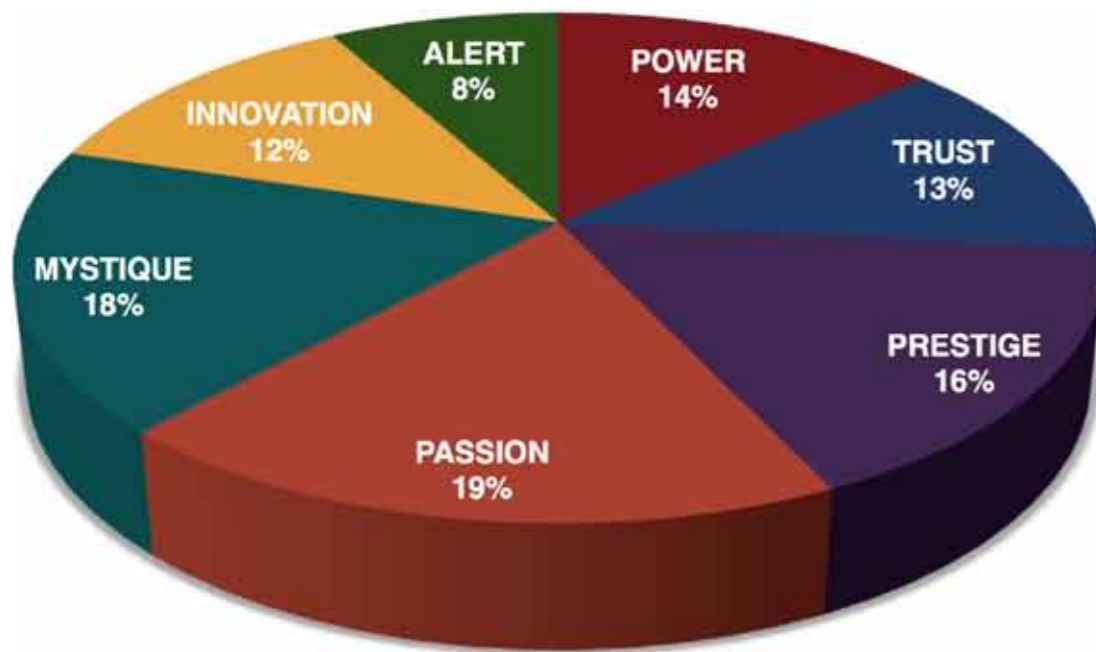
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.7%	12.9%	16.4%	18.8%	18.0%	12.1%	8.1%	100.0%	Primary	15.3%	10.1%	19.0%	17.5%	15.9%	15.0%	7.1%	100.0%
Secondary	13.9%	11.5%	17.9%	15.0%	12.4%	17.5%	11.8%	100.0%	Secondary	14.6%	10.8%	19.0%	14.2%	11.3%	21.7%	8.5%	100.0%
Dormant	11.1%	21.5%	8.1%	13.7%	20.7%	11.0%	14.0%	100.0%	Dormant	11.0%	23.2%	7.8%	14.1%	20.8%	6.1%	17.1%	100.0%



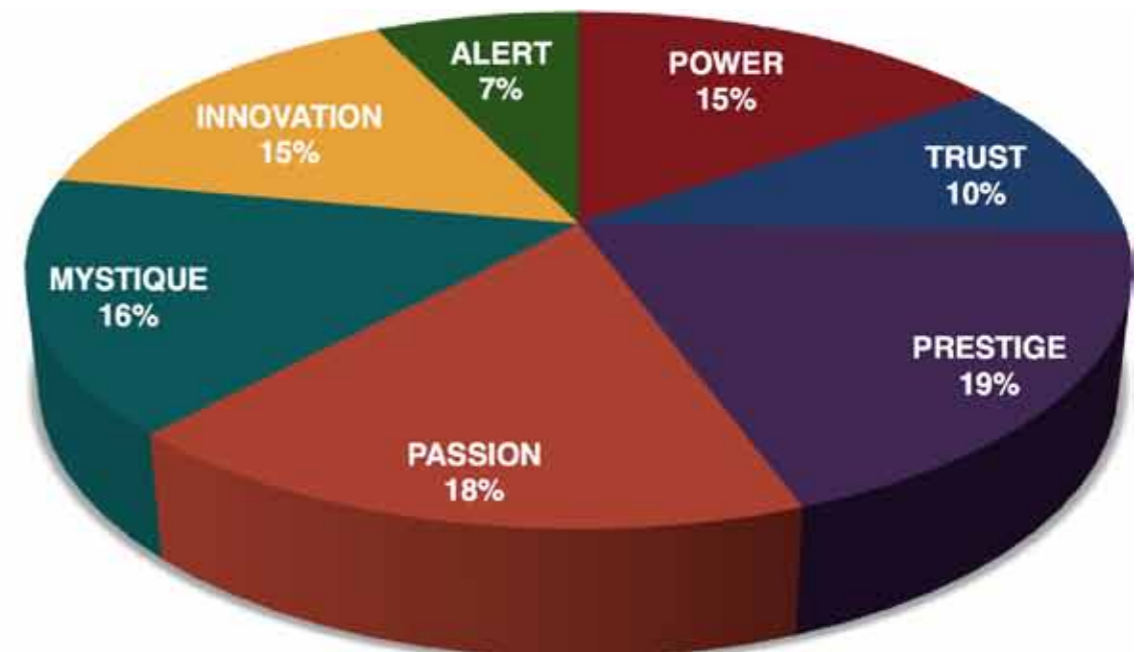
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**ICON RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

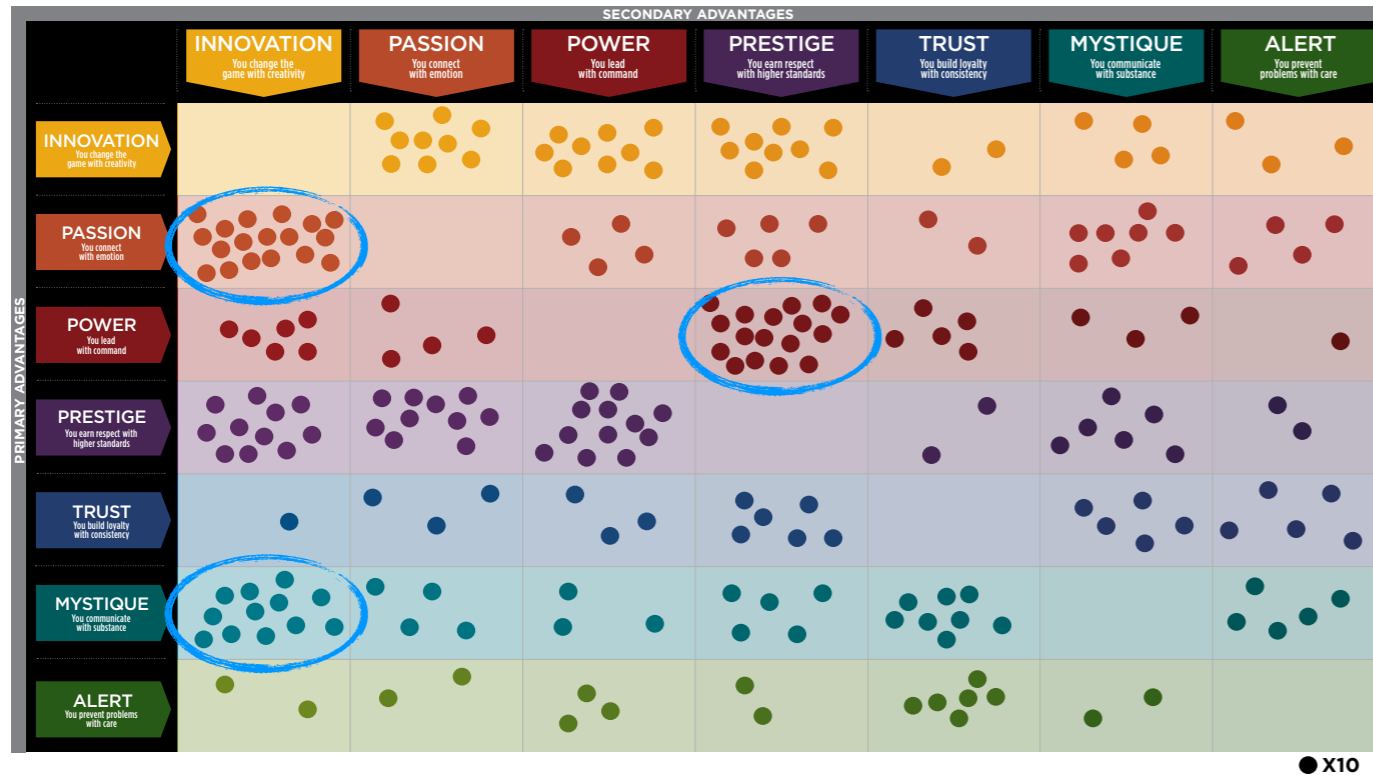
## THE 49 PERSONALITY ARCHETYPES

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

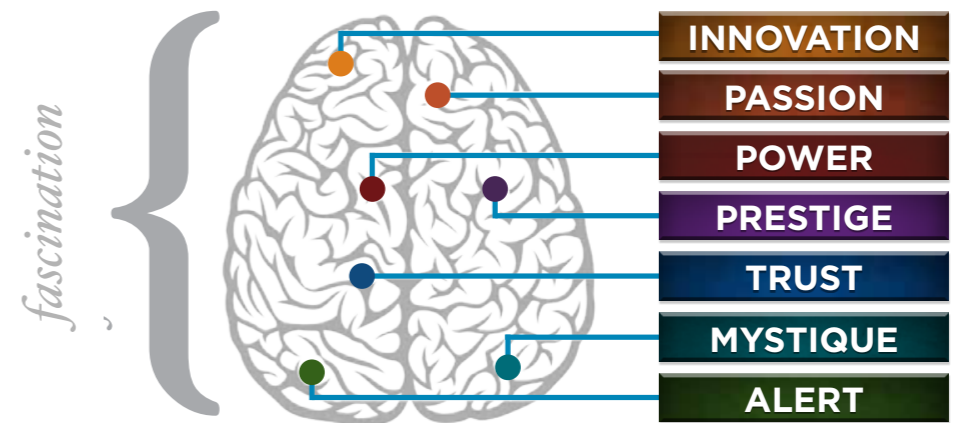
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of the organization.

PRIMARY ADVANTAGES	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		3.9%	4.0%	3.7%	0.8%	1.5%	1.1%
PASSION <small>You connect with emotion</small>	7.9%		1.8%	2.1%	1.0%	3.1%	1.6%
POWER <small>You lead with command</small>	2.5%	1.8%		7.4%	2.0%	1.2%	0.5%
PRESTIGE <small>You earn respect with higher standards</small>	4.9%	4.3%	5.2%		1.0%	2.6%	1.0%
TRUST <small>You build loyalty with consistency</small>	0.5%	1.5%	1.2%	2.7%		2.1%	2.2%
MYSTIQUE <small>You communicate with substance</small>	5.3%	1.9%	1.4%	2.1%	3.2%		2.1%
ALERT <small>You prevent problems with care</small>	0.6%	0.9%	1.1%	1.0%	2.6%	0.9%	

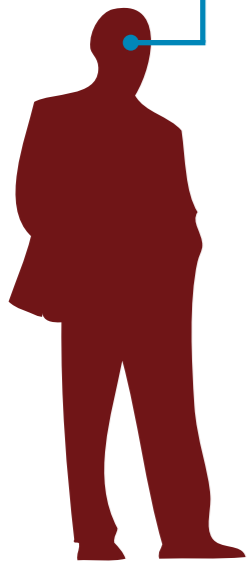
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# 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.

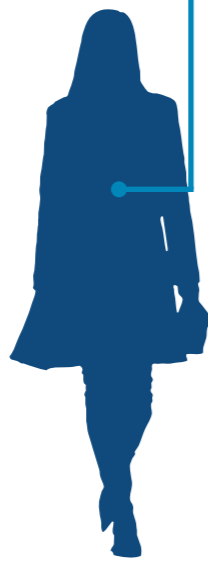
YOU ARE **4.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **18%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **13.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **8.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **2.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **26.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **18.7%** LESS 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  
HIGHER STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT BEHIND THE SCENES

**ALERT**

PRECISE DETAIL MANAGER



# FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM AND FOLLOWERS

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2. For the access code, enter **ICONSHARE**

As part of **ICON15**, you have permission to share the free code **IconShare** with your list, your team and even your Twitter followers or Facebook fans.

**The free IconShare code expires on April 30, 2015.**

*“The most powerful way to empower someone is to show them their own highest value.”*

*-Sally Hogshead*

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 Click to Tweet!

## EXAMPLES OF PATTERNS IN OUR LIST



[Click here to download chart](#)