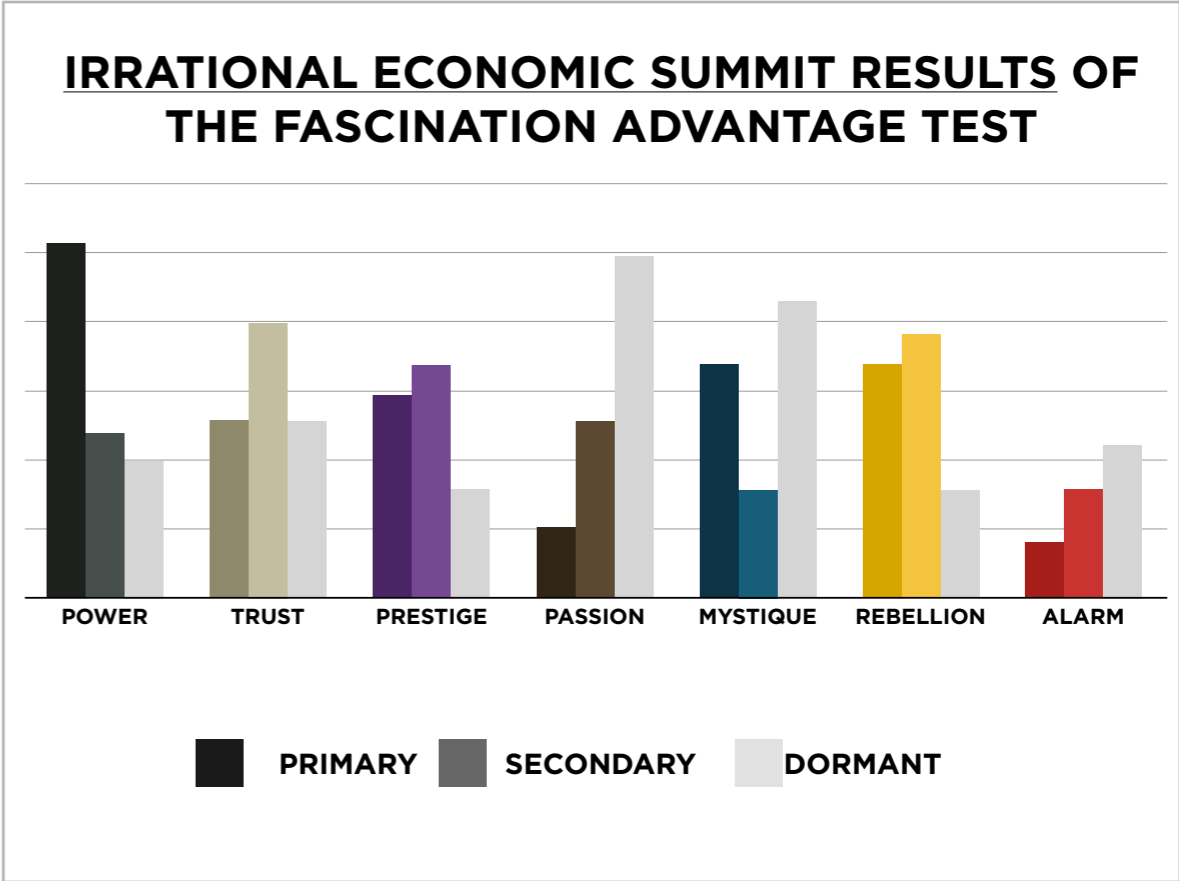
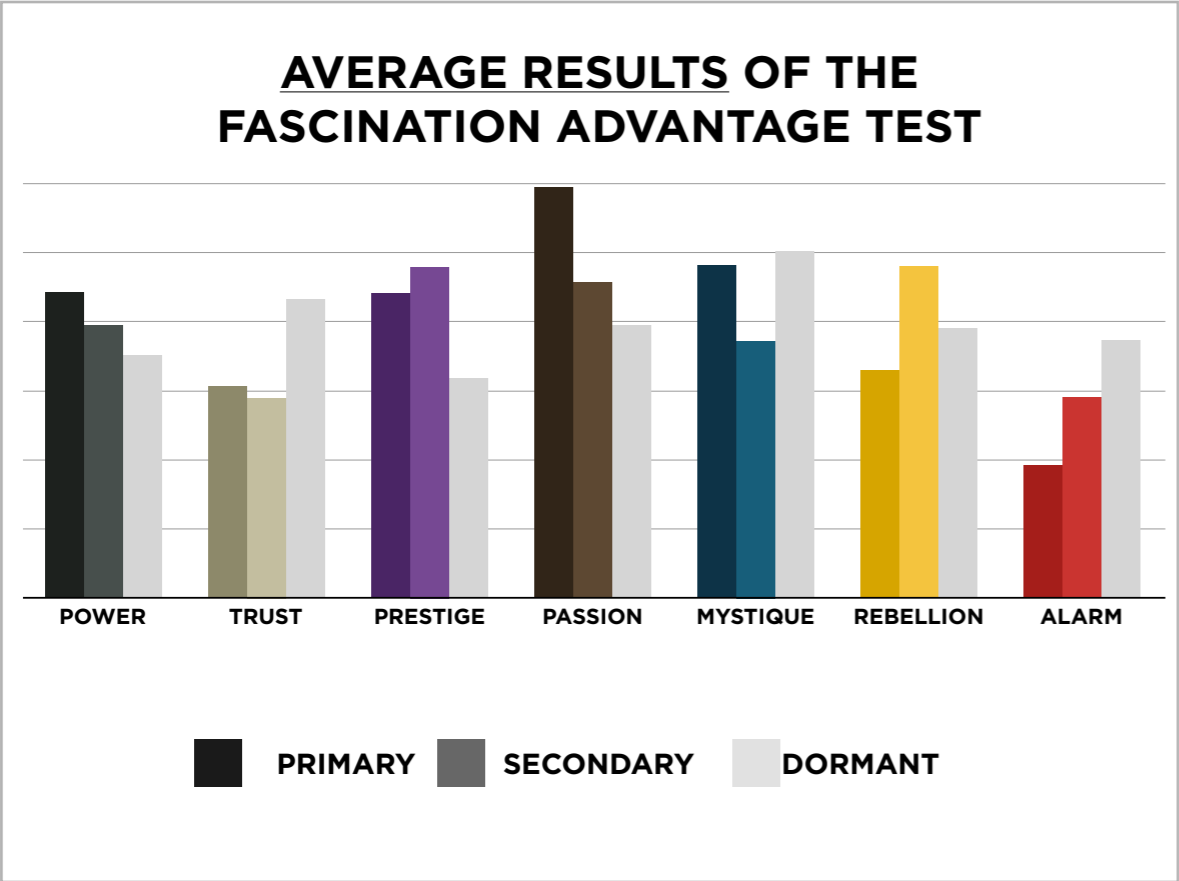


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
IRRATIONAL ECONOMIC SUMMIT ON 11/07/2013



**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 200,000 PEOPLE.**

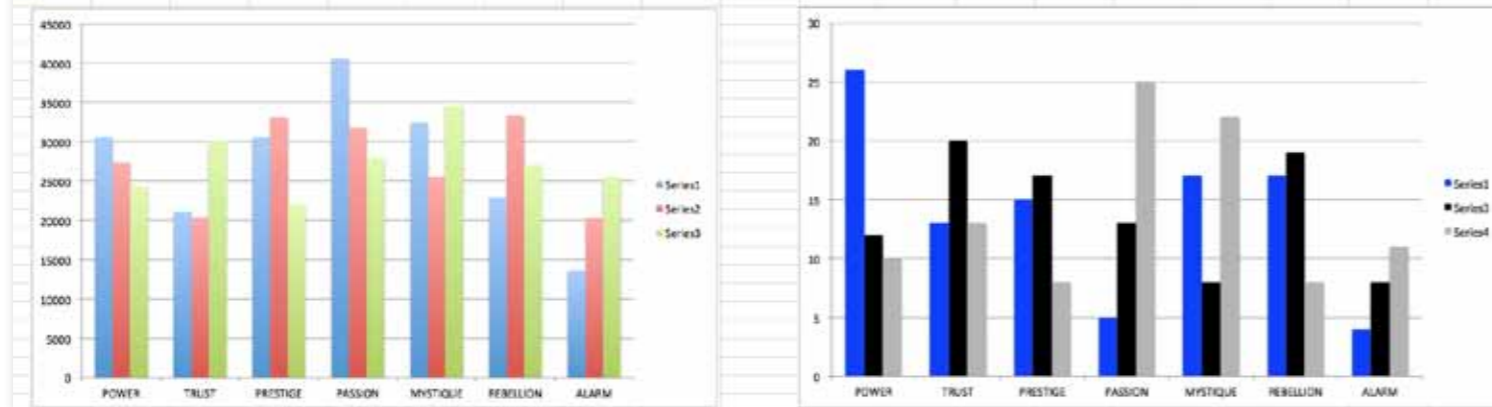


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Mystique	Trust	The Wise Owl	8	8.25%	PASSION		1	1	1	1		1
Prestige	Rebellion	The Avant-Garde	8	8.25%	TRUST	4		3	4		2	
Power	Prestige	The Maestro	7	7.22%	MYSTIQUE		8			4		5
Mystique	Rebellion	The Secret Weapon	5	5.15%	PRESTIGE		1	1		2	3	8
Power	Passion	The Ringleader	5	5.15%	POWER	5	5	2	7		2	5
Power	Rebellion	The Change Agent	5	5.15%	ALARM		3			1		
Power	Trust	The Guardian	5	5.15%	REBELLION	4	2	1	5	4	1	
Rebellion	Prestige	The Trendsetter	5	5.15%								
Mystique	Power	The Veiled Strength	4	4.12%		PASSION						
Rebellion	Passion	The Rockstar	4	4.12%	PASSION		1.0%	1.0%	1.0%	1.0%		1.0%
Rebellion	Power	The Maverick Leader	4	4.12%	TRUST	4.1%		3.1%	4.1%		2.1%	
Trust	Passion	The Authentic	4	4.12%	MYSTIQUE		8.2%			4.1%		5.2%
Trust	Prestige	The Diplomat	4	4.12%	PRESTIGE		1.0%	1.0%		2.1%	3.1%	8.2%
Alarm	Trust	The Sustainer	3	3.09%	POWER	5.2%	5.2%	2.1%	7.2%		2.1%	5.2%
Prestige	Alarm	The Perfectionist	3	3.09%	ALARM		3.1%			1.0%		
Trust	Mystique	The Vault	3	3.09%	REBELLION	4.1%	2.1%	1.0%	5.2%	4.1%	1.0%	
Power	Alarm	The Watchdog	2	2.06%								
Power	Mystique	The Mastermind	2	2.06%								
Prestige	Power	The Victor	2	2.06%								
Rebellion	Trust	The Artisan	2	2.06%								
Trust	Alarm	The Good Citizen	2	2.06%								
Alarm	Power	The Sheriff	1	1.03%								
Passion	Mystique	The Intrigue	1	1.03%								
Passion	Power	The Advocate	1	1.03%								
Passion	Prestige	The Talent	1	1.03%								
Passion	Rebellion	The Catalyst	1	1.03%								
Passion	Trust	The Beloved	1	1.03%								
Prestige	Mystique	The Architect	1	1.03%								
Prestige	Trust	The Blue Chip	1	1.03%								
Rebellion	Alarm	The Quick-Start	1	1.03%								

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

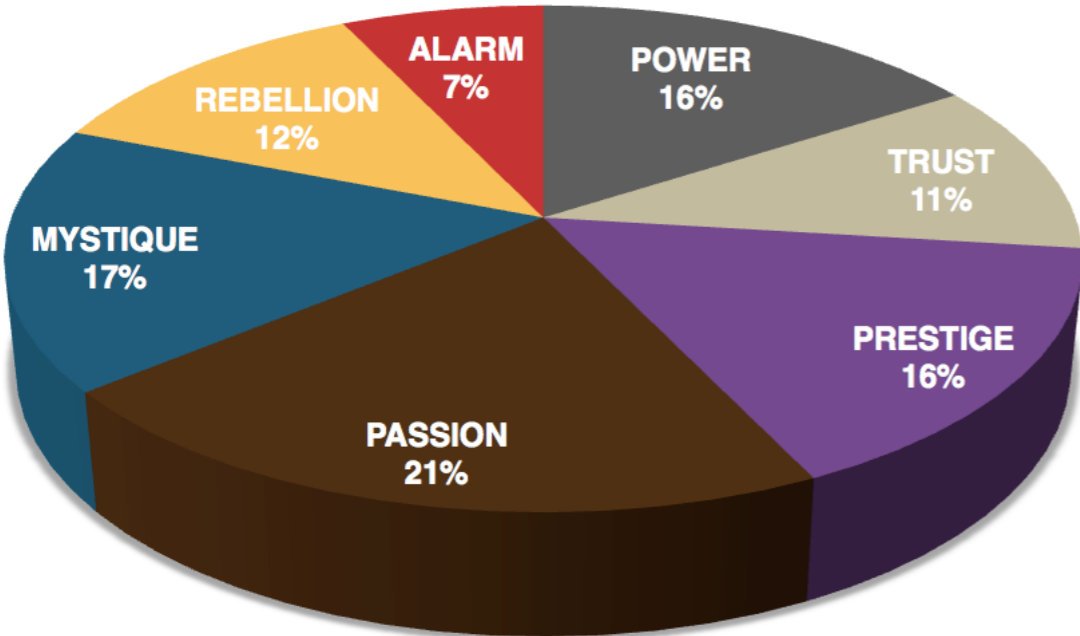
AVERAGE POPULATION									Irrational Economic Summit								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	30578	21125	30571	40615	32462	22927	13643	191921	Primary	26	13	15	5	17	17	4	97
Secondary	27371	20401	33104	31790	25552	33408	20295	191921	Secondary	12	20	17	13	8	19	8	97
Dormant	24335	30263	22032	27978	34630	27158	25525	191921	Dormant	10	13	8	25	22	8	11	97
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	15.9%	11.0%	15.9%	21.2%	16.9%	11.9%	7.1%	100.0%	Primary	26.8%	13.4%	15.5%	5.2%	17.5%	17.5%	4.1%	100.0%
Secondary	14.3%	10.6%	17.2%	16.6%	13.3%	17.4%	10.6%	100.0%	Secondary	12.4%	20.6%	17.5%	13.4%	8.2%	19.6%	8.2%	100.0%
Dormant	12.7%	15.8%	11.5%	14.6%	18.0%	14.2%	13.3%	100.0%	Dormant	10.3%	13.4%	8.2%	25.8%	22.7%	8.2%	11.3%	100.0%



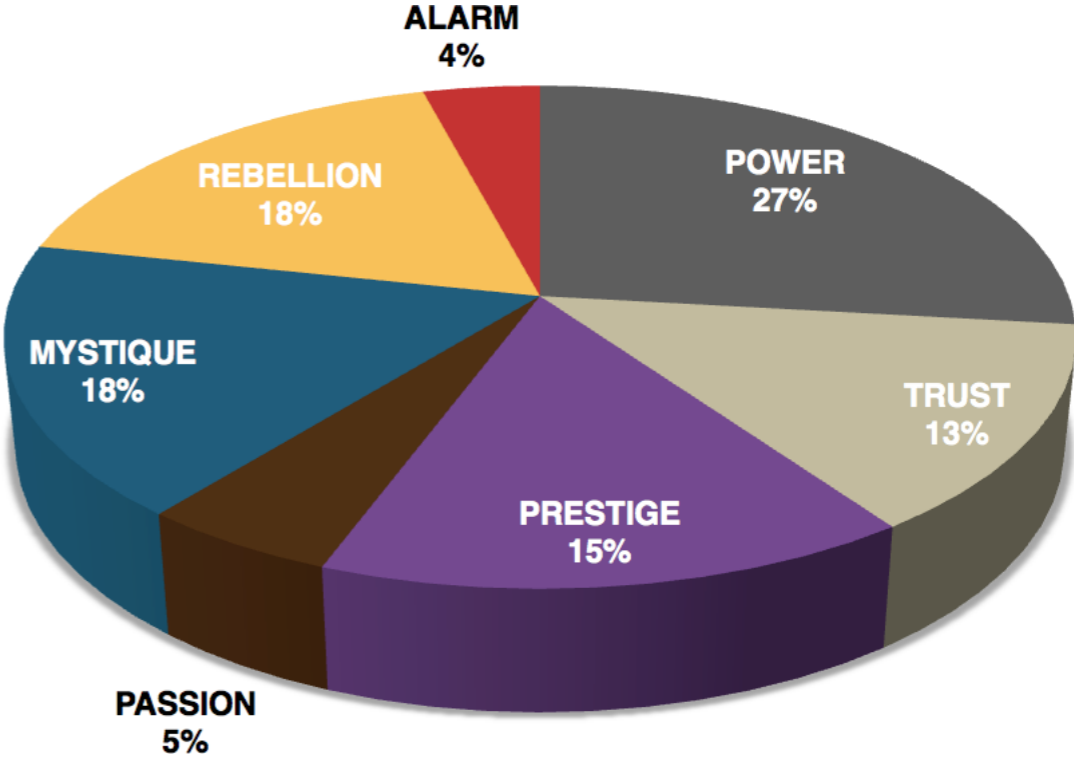
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.**

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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



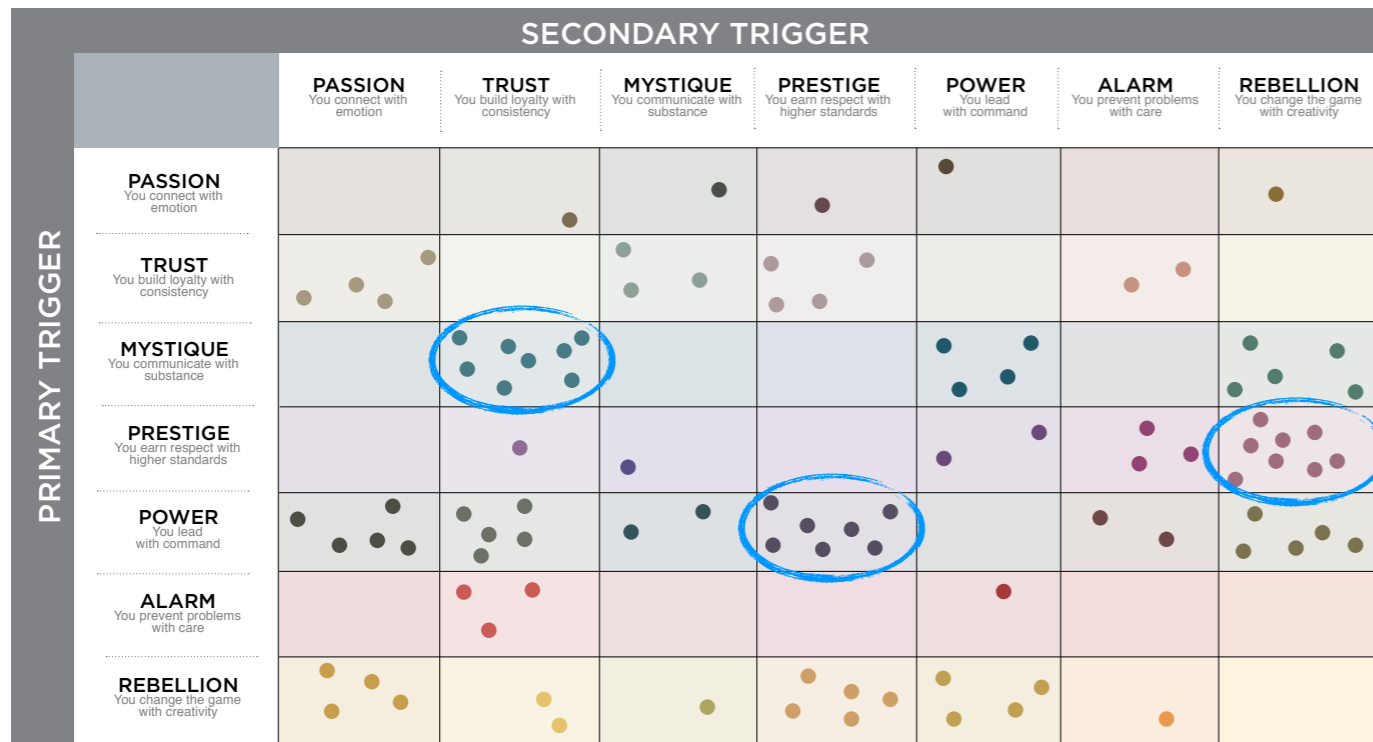
**IRRATIONAL ECONOMIC SUMMIT RESULTS FROM THE FASCINATION ADVANTAGE TEST**



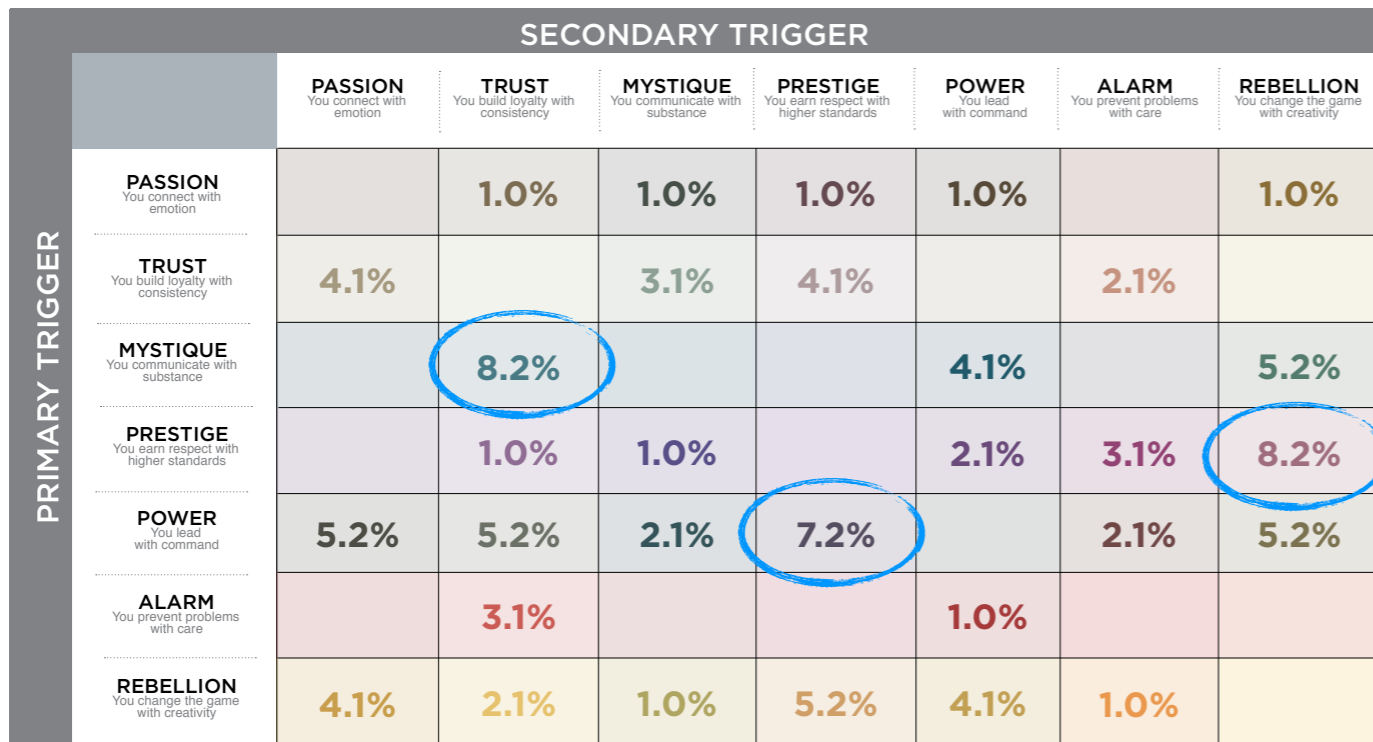
# WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		SECONDARY TRIGGER						
		<b>PASSION</b> You connect with emotion	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>PRESTIGE</b> You earn respect with higher standards	<b>POWER</b> You lead with command	<b>ALARM</b> You prevent problems with care	<b>REBELLION</b> You change the game with creativity
PRIMARY TRIGGER	<b>PASSION</b> You connect with emotion	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Perceptive • Nuanced Selective	<b>THE TALENT</b> Expressive • Stylish Emotionally Intelligent	<b>THE ADVOCATE</b> Dynamic • Inclusive Engaging	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Detail-Oriented	<b>THE CATALYST</b> Outgoing • Experimental Out-of-the-Box
	<b>TRUST</b> You build loyalty with consistency	<b>THE AUTHENTIC</b> Agreeable • Accessible Dependable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE VAULT</b> Analytical • Discreet Understated	<b>THE DIPLOMAT</b> Impeccable • Subtle Capable	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE GOOD CITIZEN</b> Conscientious • Modest Preventative	<b>THE EVOLUTIONARY</b> Curious • Open-Minded Developing over Time
	<b>MYSTIQUE</b> You communicate with substance	<b>THE SUBTLE TOUCH</b> Profound • Discerning Self-Sufficient	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE STOIC</b> Unemotional • Introverted Concentrated	<b>THE ROYAL GUARD</b> Elegant • Astute Reserved	<b>THE VEILED STRENGTH</b> Rational • Intentional Substantive	<b>THE BULLSEYE</b> Precise • Sharp Under-the-Radar	<b>THE SECRET WEAPON</b> Clever • Unassuming Independent
	<b>PRESTIGE</b> You earn respect with higher standards	<b>THE CONNOISSEUR</b> Astute • Discriminating In-the-Know	<b>THE BLUE CHIP</b> Classic • Timeless "Best-in-Class"	<b>THE ARCHITECT</b> Sterling • Skillful Restrained	<b>THE LAST WORD</b> Deliberate • Crisp Uncompromising	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE PERFECTIONIST</b> Driven • Disciplined Standard-Bearer	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking
	<b>POWER</b> You lead with command	<b>THE RINGLEADER</b> Motivating • Vigorous Compelling	<b>THE GUARDIAN</b> Established • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE MAESTRO</b> Ambitious • Admired Focused	<b>THE AGGRESSOR</b> Dominant • Forceful Emphatic	<b>THE WATCHDOG</b> Proactive • Alert Cautionary	<b>THE CHANGE AGENT</b> Inventive • Vivid Quick-Witted
	<b>ALARM</b> You prevent problems with care	<b>THE COORDINATOR</b> Organized • Practical Protective	<b>THE SUSTAINER</b> Steadfast • Composed By-the-Book	<b>THE INSPECTOR</b> Private • Efficient Meticulous	<b>THE EDITOR-IN-CHIEF</b> Productive • Detailed Skilled	<b>THE SHERIFF</b> Tireless • Decisive Goal-Oriented	<b>THE HIGH ALERT</b> Vigilant • Exacting Prepared	<b>THE CRAFTSMAN</b> Strategic • Fine-Tuned Judicious
	<b>REBELLION</b> You change the game with creativity	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE ARTISAN</b> Measured • Thoughtful Craftsman-Like	<b>THE PROVOCATEUR</b> Innovative • Witty Unconventional	<b>THE TRENDSETTER</b> Elite • Progressive Advanced	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE QUICK-START</b> Thorough • Diligent Imaginative	<b>THE ANARCHIST</b> Startling • Unpredictable Intensely Creative

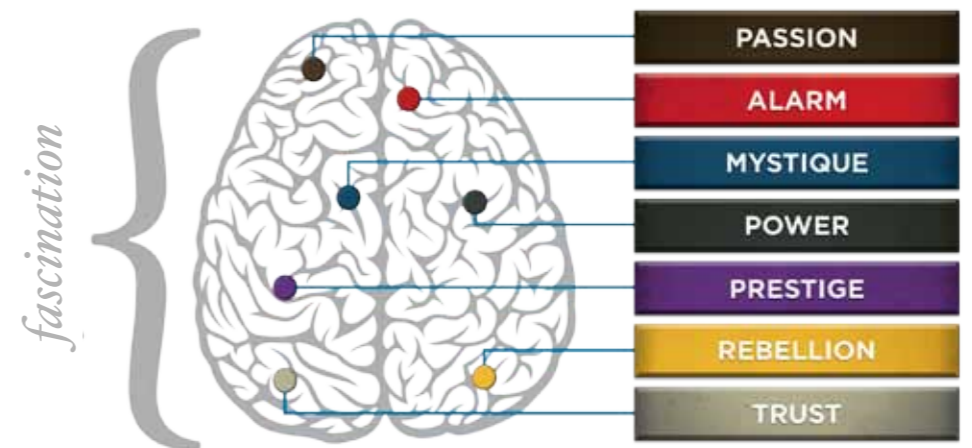
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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



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 TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

YOU ARE **79.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER



**POWER**

Confident  
Driven  
Influential

YOU ARE **7.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER



**PRESTIGE**

Ambitious  
Discerning  
Strong-Willed

YOU ARE **7.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER



**MYSTIQUE**

Understated  
Complex  
Deliberate

YOU ARE **73.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER



**PASSION**

Expressive  
Intuitive  
Impulsive

YOU ARE **53.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER



**ALARM**

Perfectionist  
Reliable  
Careful

YOU ARE **49%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER



**REBELLION**

Innovative  
Independent  
Unpredictable

YOU ARE **10.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



**TRUST**

Stable  
Reliable  
Comforting

## HOW YOUR CO-WORKERS FASCINATE

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**POWER**

A LEADER WHO MAKES DECISIONS

**PASSION**

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

**MYSTIQUE**

SOLO INTELLECT BEHIND-THE-SCENES

**PRESTIGE**

OVERACHIEVER WITH HIGHER STANDARDS

**ALARM**

PRECISE DETAIL MANAGER

**REBELLION**

INNOVATIVE PROBLEM-SOLVER

**TRUST**

STABLE, RELIABLE PARTNER