

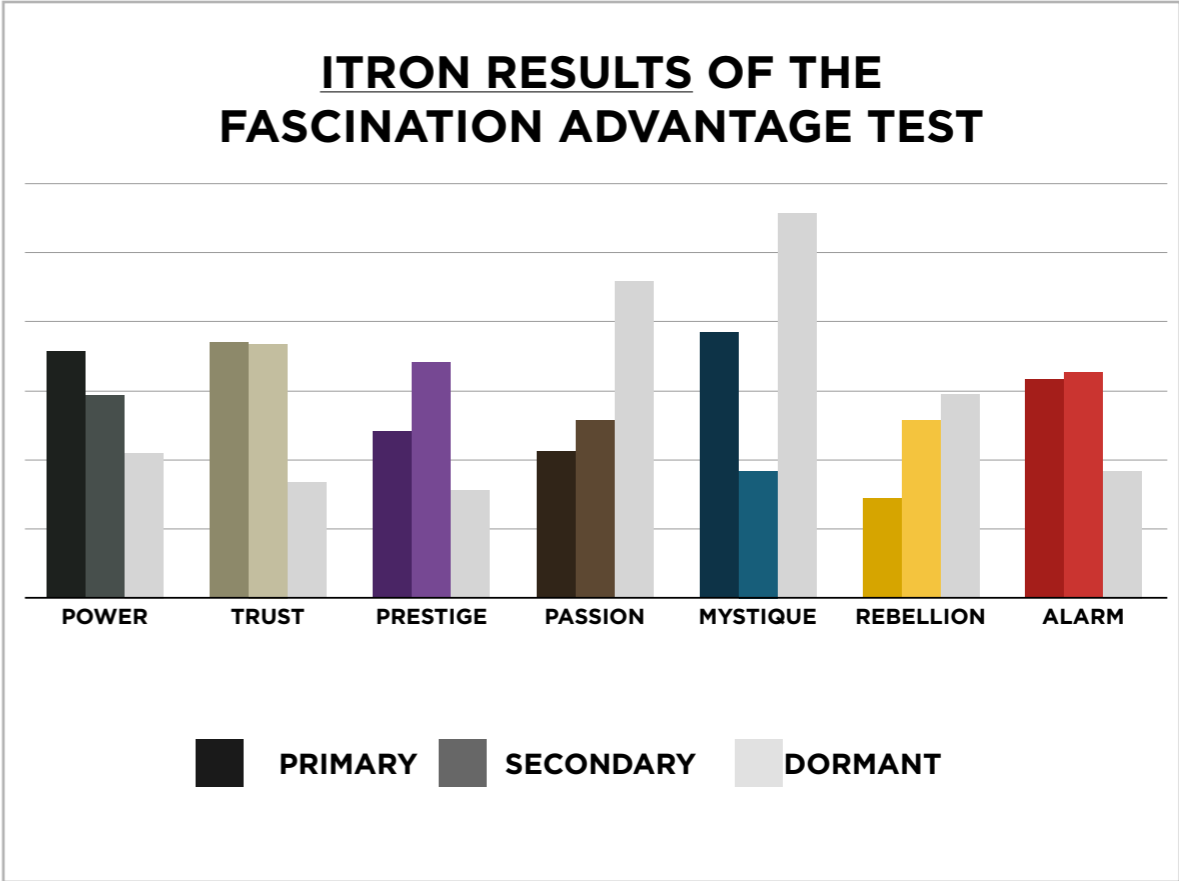
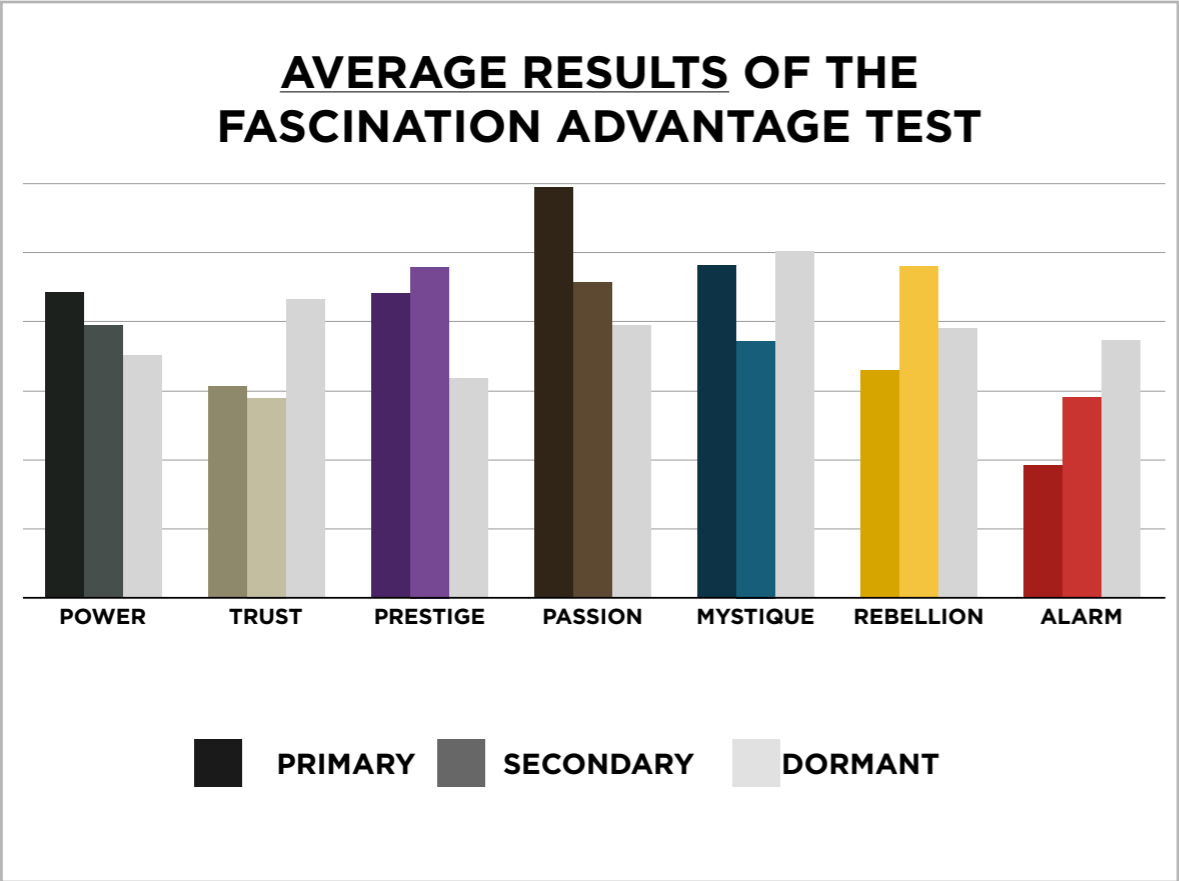
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
ITRON ON 10/08/13



**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.

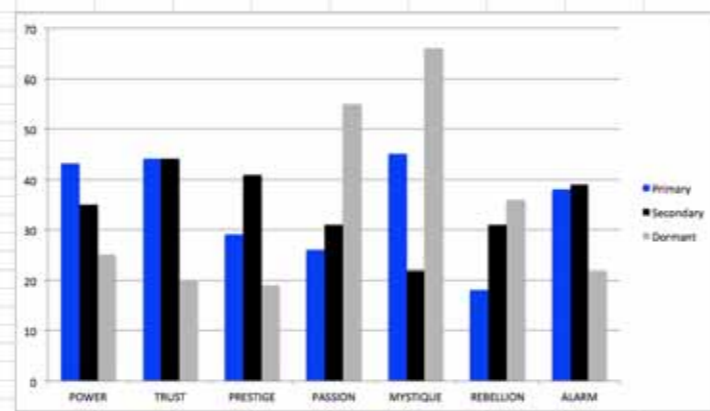
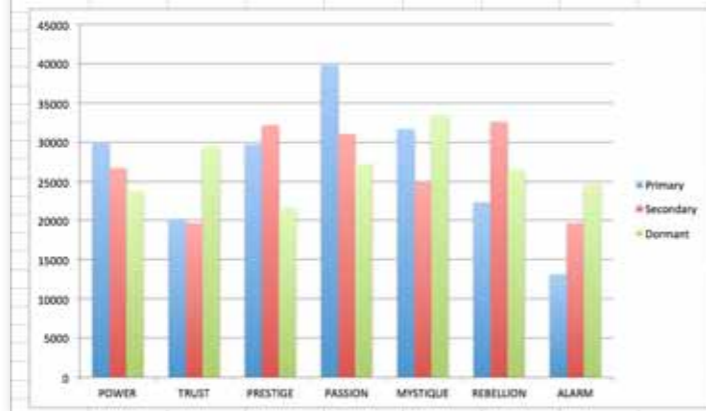
Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Mystique	Trust	The Wise Owl	21	8.64%	PASSION		1	4	5	3	1	12
Power	Prestige	The Maestro	20	8.23%	TRUST	14		7	1	5	15	2
Trust	Alarm	The Good Citizen	15	6.17%	MYSTIQUE		21		6	3	9	6
Trust	Passion	The Authentic	14	5.76%	PRESTIGE	3	3	2		9	7	5
Alarm	Power	The Sheriff	12	4.94%	POWER	5	7	3	20		4	4
Passion	Rebellion	The Catalyst	12	4.94%	ALARM	4	9	3	8	12		2
Alarm	Trust	The Sustainer	9	3.70%	REBELLION	5	3	3	1	3	3	
Mystique	Alarm	The Bullseye	9	3.70%								
Prestige	Power	The Victor	9	3.70%		PASSION						
Alarm	Prestige	The Editor-in-Chief	8	3.29%	PASSION		0.4%	1.6%	2.1%	1.2%	0.4%	4.9%
Power	Trust	The Guardian	7	2.88%	TRUST	5.8%		2.9%	0.4%	2.1%	6.2%	0.8%
Prestige	Alarm	The Perfectionist	7	2.88%	MYSTIQUE		8.6%		2.5%	1.2%	3.7%	2.5%
Trust	Mystique	The Vault	7	2.88%	PRESTIGE	1.2%	1.2%	0.8%		3.7%	2.9%	2.1%
Mystique	Prestige	The Royal Guard	6	2.47%	POWER	2.1%	2.9%	1.2%	8.2%		1.6%	1.6%
Mystique	Rebellion	The Secret Weapon	6	2.47%	ALARM	1.6%	3.7%	1.2%	3.3%	4.9%		0.8%
Passion	Prestige	The Talent	5	2.06%	REBELLION	2.1%	1.2%	1.2%	0.4%	1.2%	1.2%	
Power	Passion	The Ringleader	5	2.06%								
Prestige	Rebellion	The Avant-Garde	5	2.06%								
Rebellion	Passion	The Rockstar	5	2.06%								
Trust	Power	The Gravitas	5	2.06%								
Alarm	Passion	The Coordinator	4	1.65%								
Passion	Mystique	The Intrigue	4	1.65%								
Power	Alarm	The Watchdog	4	1.65%								
Power	Rebellion	The Change Agent	4	1.65%								
Alarm	Mystique	The Inspector	3	1.23%								
Mystique	Power	The Veiled Strength	3	1.23%								
Passion	Power	The Advocate	3	1.23%								
Power	Mystique	The Mastermind	3	1.23%								
Prestige	Passion	The Connoisseur	3	1.23%								

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

AVERAGE POPULATION									Itron								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	29806	20199	29656	39768	31652	22342	13198	186621	Primary	43	44	29	26	45	18	38	243
Secondary	26625	19669	32148	31036	24884	32593	19666	186621	Secondary	35	44	41	31	22	31	39	243
Dormant	23769	29399	21619	27177	33435	26477	24745	186621	Dormant	25	20	19	55	66	36	22	243

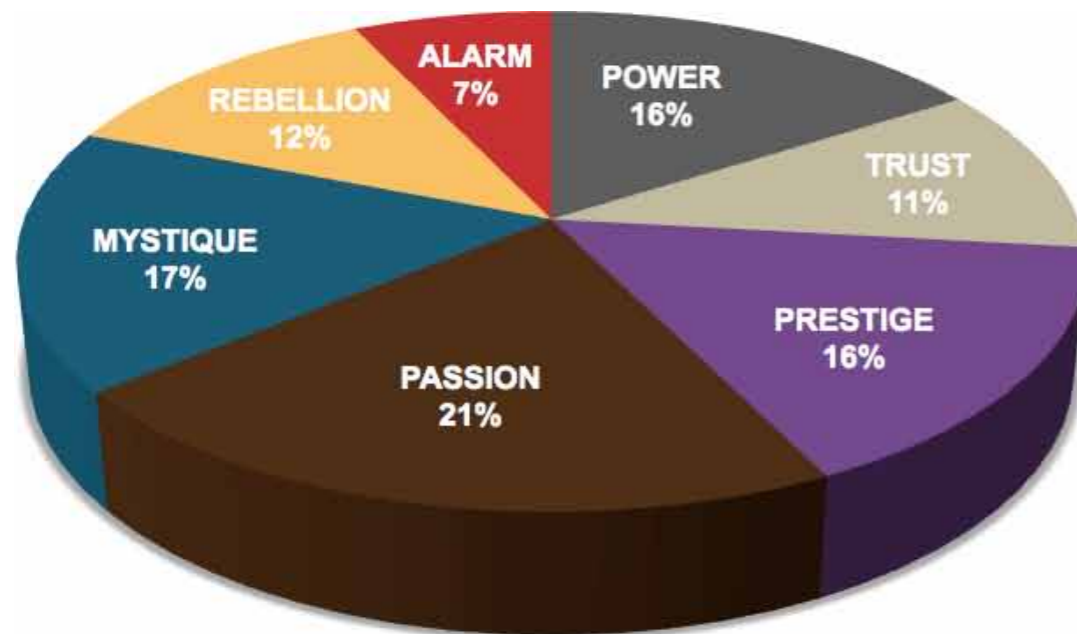
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.0%	10.8%	15.9%	21.3%	17.0%	12.0%	7.1%	100.0%	Primary	17.7%	18.1%	11.9%	10.7%	18.5%	7.4%	15.6%	100.0%
Secondary	14.3%	10.5%	17.2%	16.6%	13.3%	17.5%	10.5%	100.0%	Secondary	14.4%	18.1%	16.9%	12.8%	9.1%	12.8%	16.0%	100.0%
Dormant	12.7%	15.8%	11.6%	14.6%	17.9%	14.2%	13.3%	100.0%	Dormant	10.3%	8.2%	7.8%	22.6%	27.2%	14.8%	9.1%	100.0%



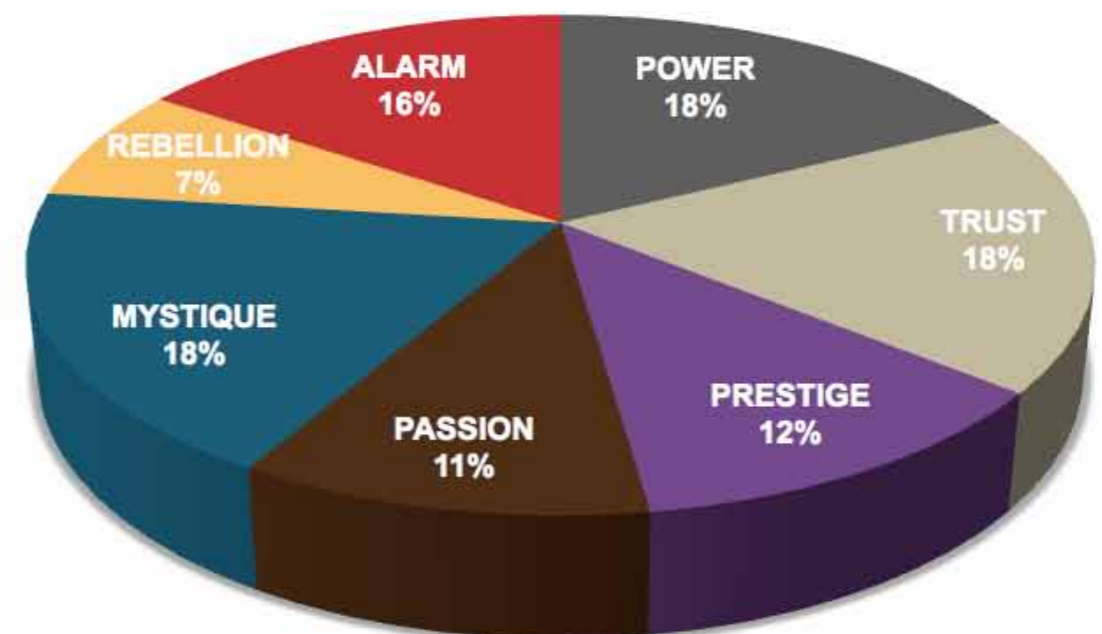
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.**

---

**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



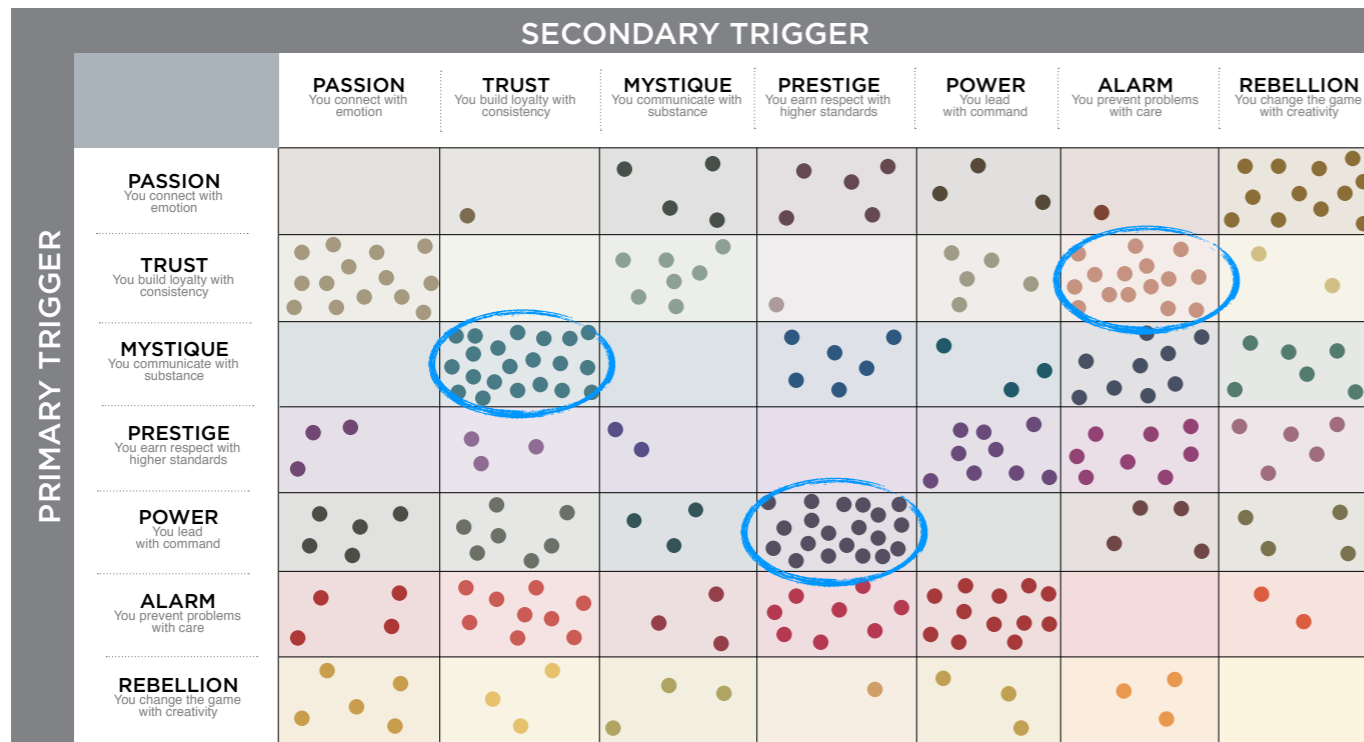
**ITRON'S RESULTS FROM THE FASCINATION ADVANTAGE TEST**



# 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

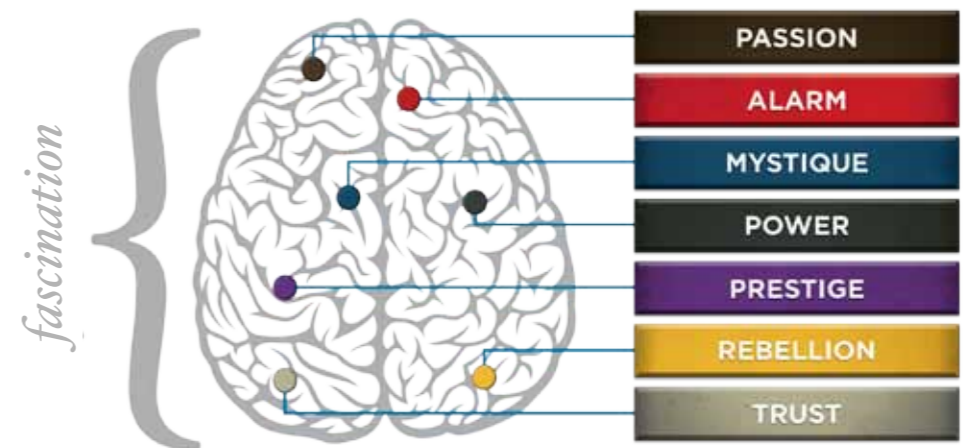
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

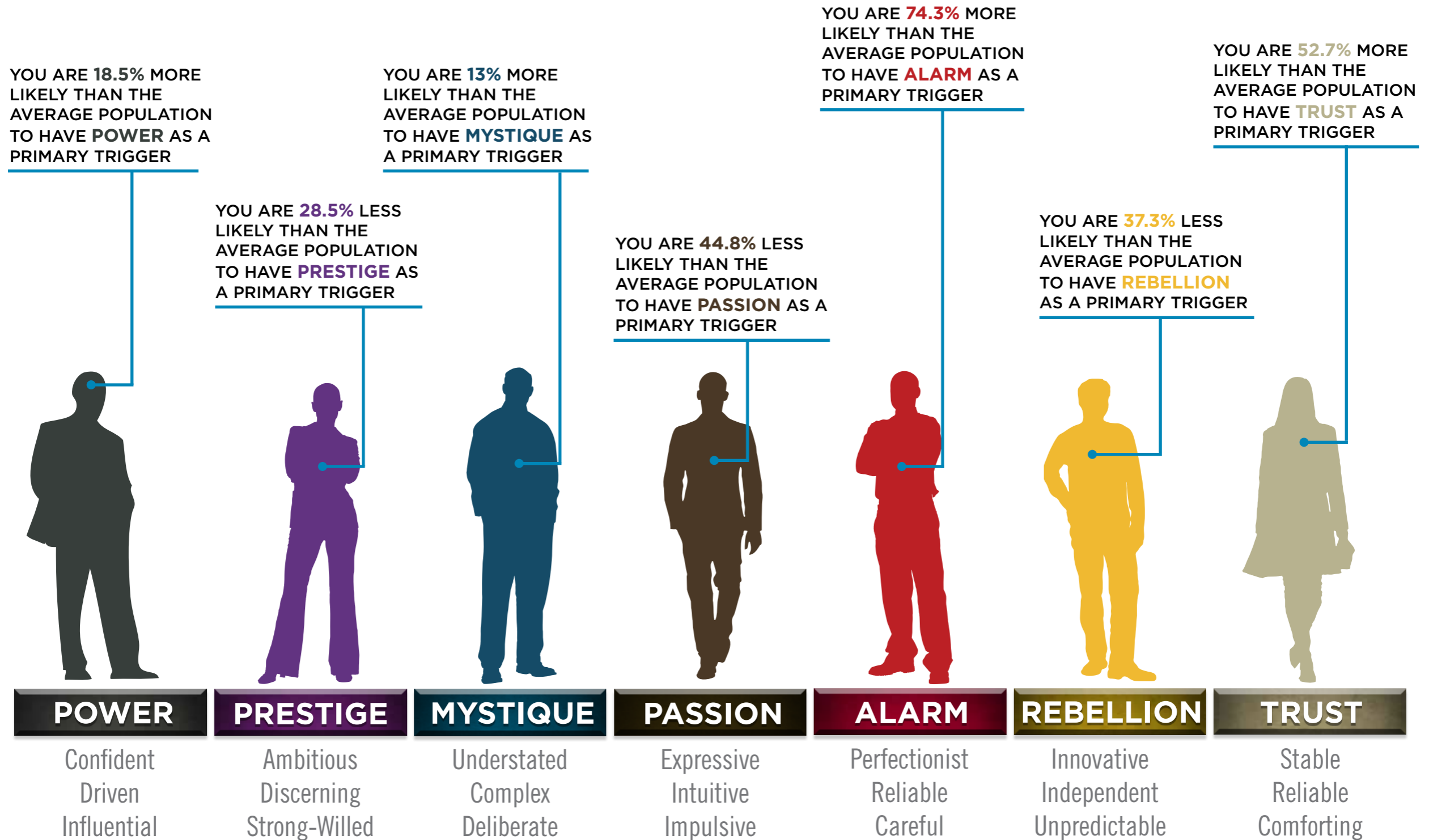
		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		0.4%	1.6%	2.1%	1.2%	0.4%	4.9%
	TRUST <small>You build loyalty with consistency</small>	5.8%		2.9%	0.4%	2.1%	6.2%	0.8%
	MYSTIQUE <small>You communicate with substance</small>		8.6%		2.5%	1.2%	3.7%	2.5%
	PRESTIGE <small>You earn respect with higher standards</small>	1.2%	1.2%	0.8%		3.7%	2.9%	2.1%
	POWER <small>You lead with command</small>	2.1%	2.9%	1.2%	8.2%		1.6%	1.6%
	ALARM <small>You prevent problems with care</small>	1.6%	3.7%	1.2%	3.3%	4.9%		0.8%
	REBELLION <small>You change the game with creativity</small>	2.1%	1.2%	1.2%	0.4%	1.2%	1.2%	

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.



## HOW YOUR CO-WORKERS FASCINATE

---

**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



# NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's presentation, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

Just click on the images below, and you'll see full details and pricing.

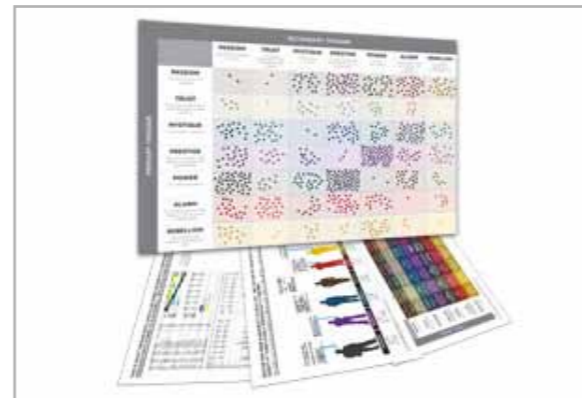
Questions? Don't hesitate to email our friendly team: [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com)



**Fascination Advantage™ Test & Report**  
Our flagship personal brand analysis



**Win the Moment**  
Immediately communicate your highest value



**Your Team Advantage**  
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



**Special Package**  
Buy both our flagship *Fascination Advantage Test & Report* and *Win the Moment* together at a discounted price for individuals or teams

## WANT NEW IDEAS TO BECOME MORE FASCINATING? CONNECT WITH US!

 **TWITTER**  
[@HowToFascinate](https://twitter.com/HowToFascinate)

 **FACEBOOK**  
[Facebook.com/HowToFascinate](https://facebook.com/HowToFascinate)

 **TWITTER**  
[@SallyHogshead](https://twitter.com/SallyHogshead)

 **YOUTUBE**  
[Youtube.com/SallyHogshead](https://youtube.com/SallyHogshead)