

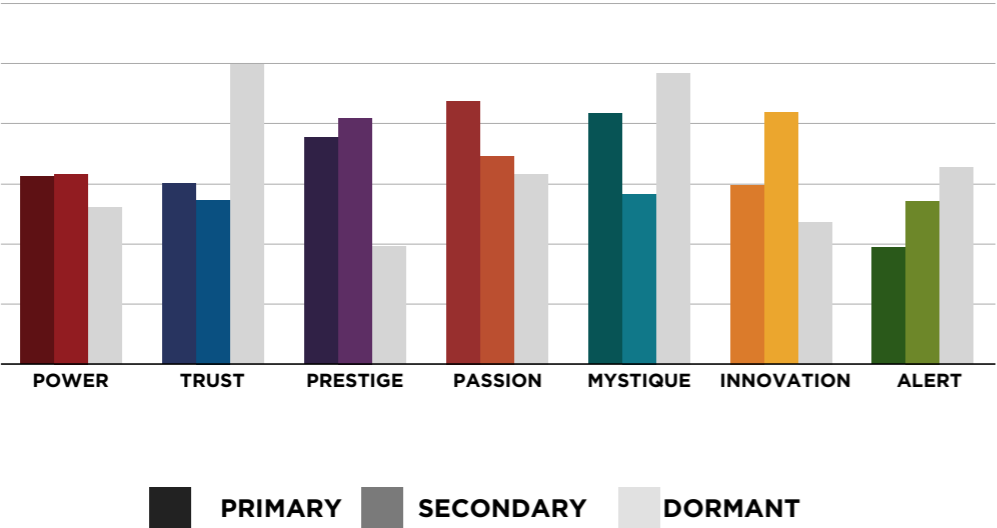
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
KAPPA DELTA NCTA 2016 ON 02/07/16

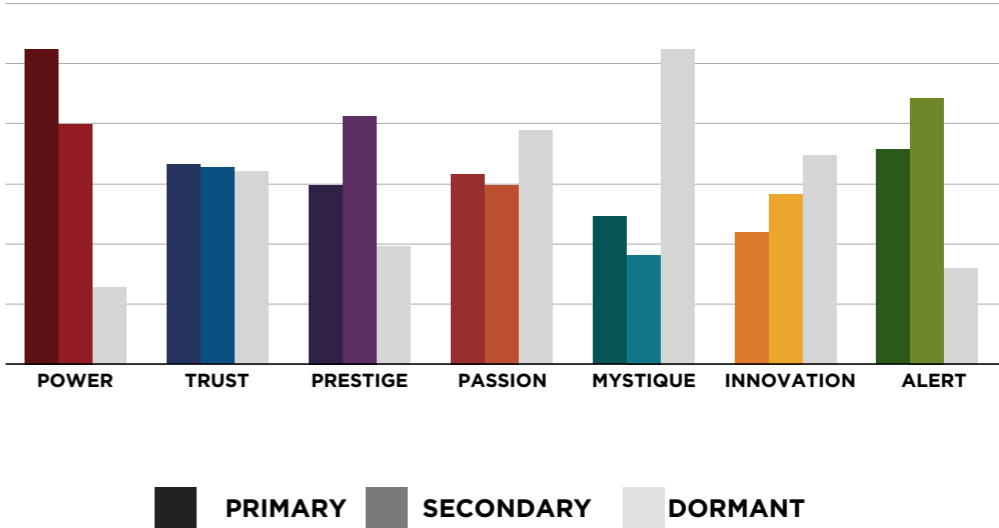


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



KAPPA DELTA NCTA 2016 RESULTS OF THE FASCINATION ADVANTAGE TEST

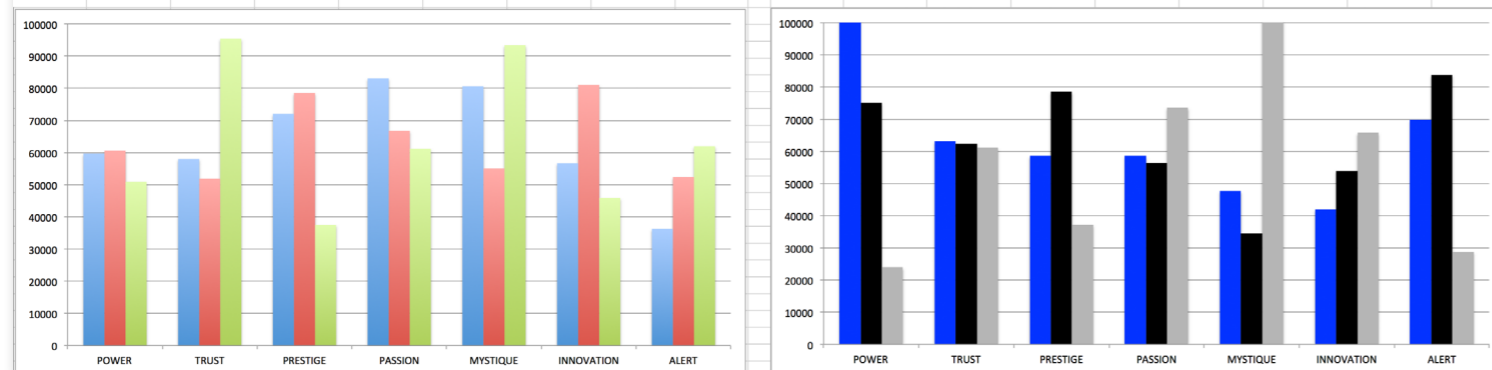


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	166	9.51%	INNOVATION	39	49	15	8	12	42
Alert	Trust	The Mediator	97	5.56%	PASSION	69	38	19	17	28	59
Power	Trust	The Guardian	85	4.87%	POWER	44	51	166	85	22	43
Alert	Power	The Ace	80	4.58%	PRESTIGE	36	52	73	11	16	42
Trust	Alert	The Good Citizen	77	4.41%	TRUST	10	35	32	55	39	77
Prestige	Power	The Victor	73	4.18%	MYSTIQUE	31	16	23	24	27	66
Passion	Innovation	The Catalyst	69	3.95%	ALERT	22	28	80	29	97	18
Mystique	Alert	The Archer	66	3.78%							
Passion	Alert	The Orchestrator	59	3.38%							
Trust	Prestige	The Diplomat	55	3.15%	INNOVATION	2.2%	2.8%	0.9%	0.5%	0.7%	2.4%
Prestige	Passion	The Connoisseur	52	2.98%	PASSION	4.0%	2.2%	1.1%	1.0%	1.6%	3.4%
Power	Passion	The Ringleader	51	2.92%	POWER	2.5%	2.9%	9.5%	4.9%	1.3%	2.5%
Innovation	Power	The Maverick Leader	49	2.81%	PRESTIGE	2.1%	3.0%	4.2%	0.6%	0.9%	2.4%
Power	Innovation	The Change Agent	44	2.52%	TRUST	0.6%	2.0%	1.8%	3.2%	2.2%	4.4%
Power	Alert	The Defender	43	2.46%	MYSTIQUE	1.8%	0.9%	1.3%	1.4%	1.5%	3.8%
Innovation	Alert	The Quick-Start	42	2.41%	ALERT	1.3%	1.6%	4.6%	1.7%	5.6%	1.0%
Prestige	Alert	The Scholar	42	2.41%							
Innovation	Passion	The Rockstar	39	2.23%							
Trust	Mystique	The Anchor	39	2.23%							
Passion	Power	The Peoples Champion	38	2.18%							
Prestige	Innovation	The Avant-Garde	36	2.06%							
Trust	Passion	The Authentic	35	2.01%							
Trust	Power	The Gravitas	32	1.83%							
Mystique	Innovation	The Secret Weapon	31	1.78%							
Alert	Prestige	The Editor-in-Chief	29	1.66%							

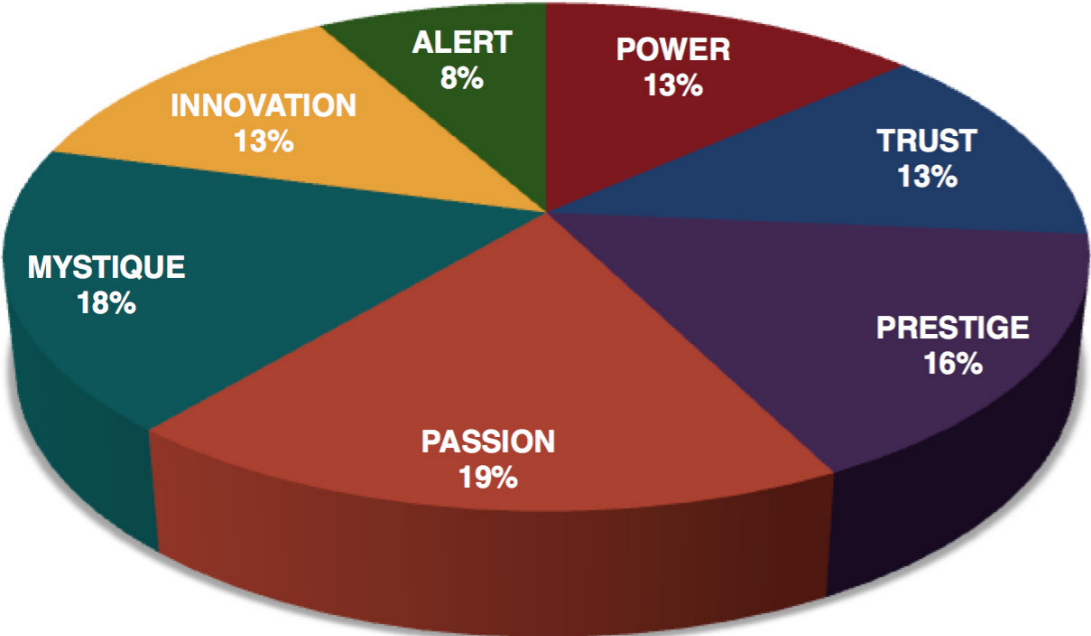
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									Kappa Delta NCTA 2016								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	59727	58027	72059	83123	80636	56694	36276	446542	Primary	411	248	230	230	187	165	274	1745
Secondary	60611	51939	78561	66822	55065	81084	52460	446542	Secondary	295	245	308	221	135	212	329	1745
Dormant	50957	95466	37548	61199	93442	45929	62001	446542	Dormant	94	240	146	289	605	258	113	1745

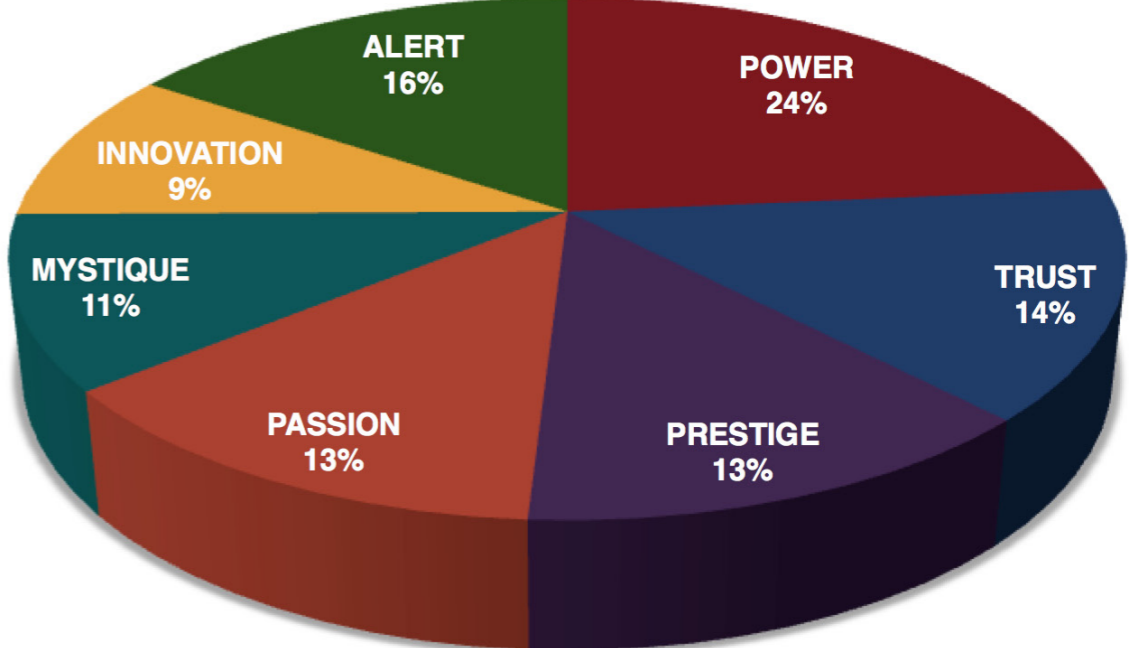


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



KAPPA DELTA NCTA 2016 RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

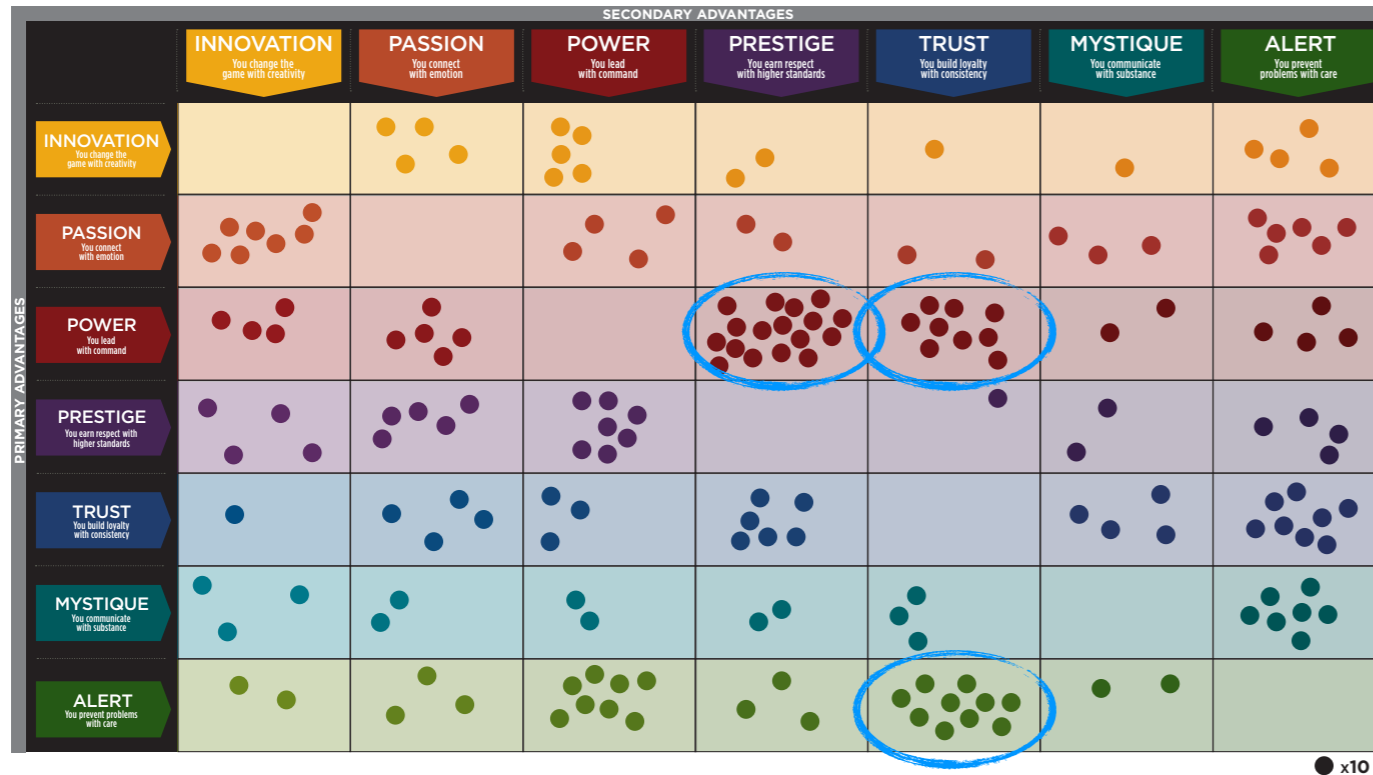
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SECONDARY FASCINATION ADVANTAGE®

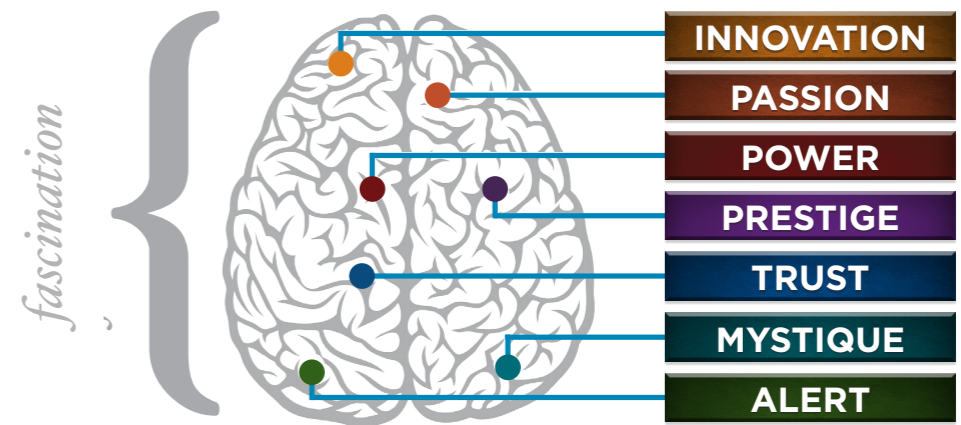
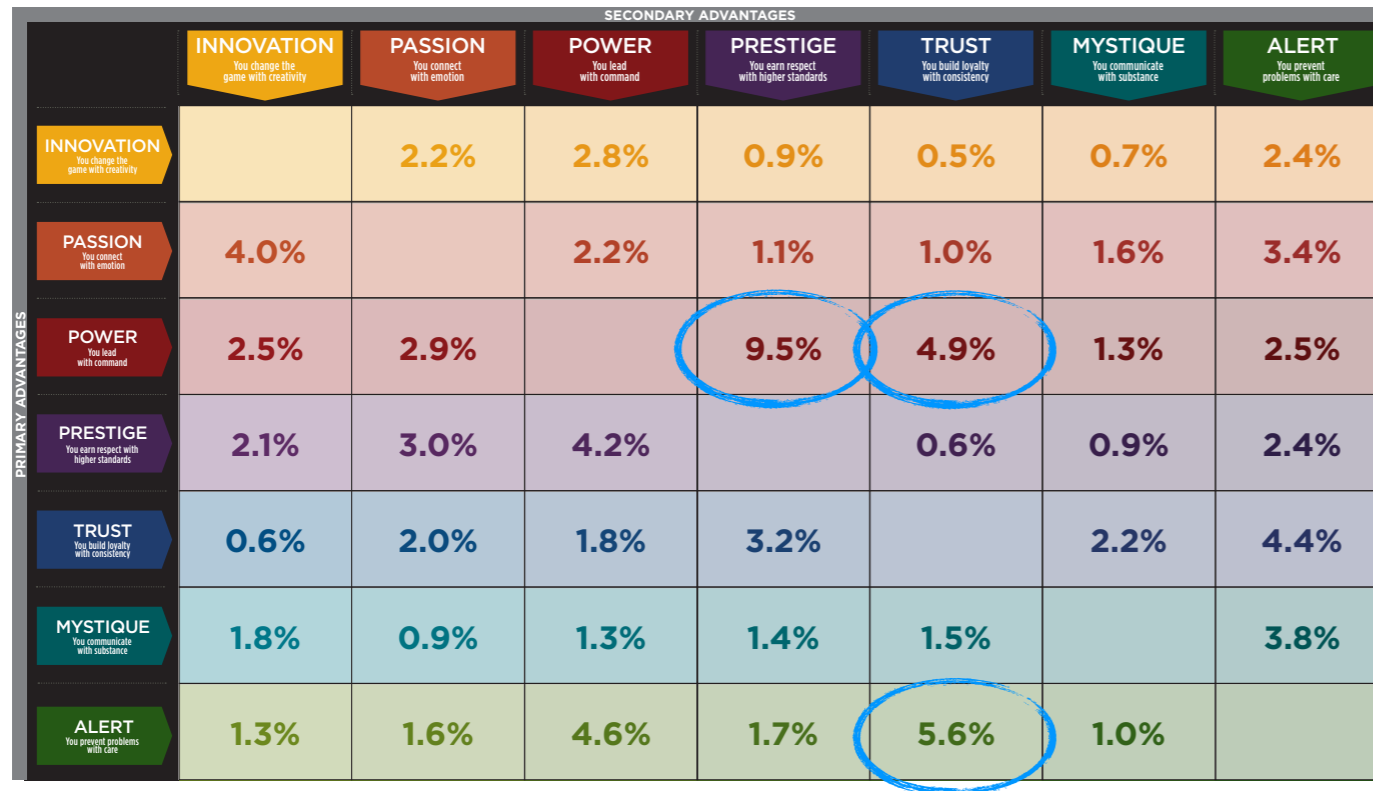
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game 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 Personality Archetypes of the organization.



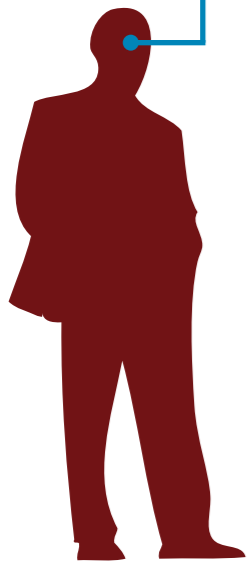
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

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

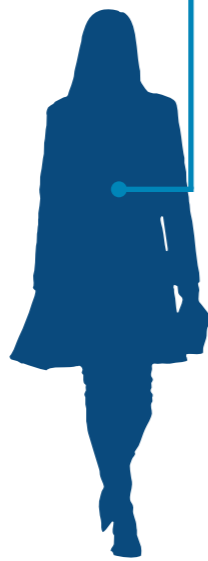
YOU ARE **60.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **15.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **21.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **31.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **34.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **20.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **79.7%** 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

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- **Stand out from the competition** to be the best candidate for the position.
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