

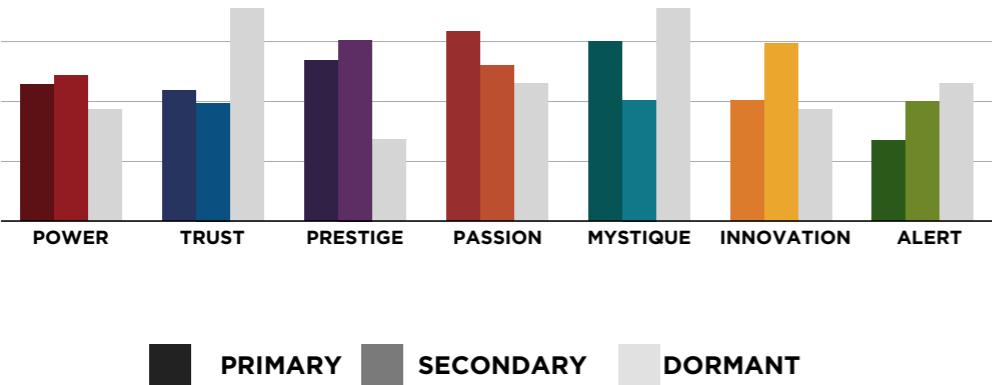
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
LANDSTAR ON 3/26/15

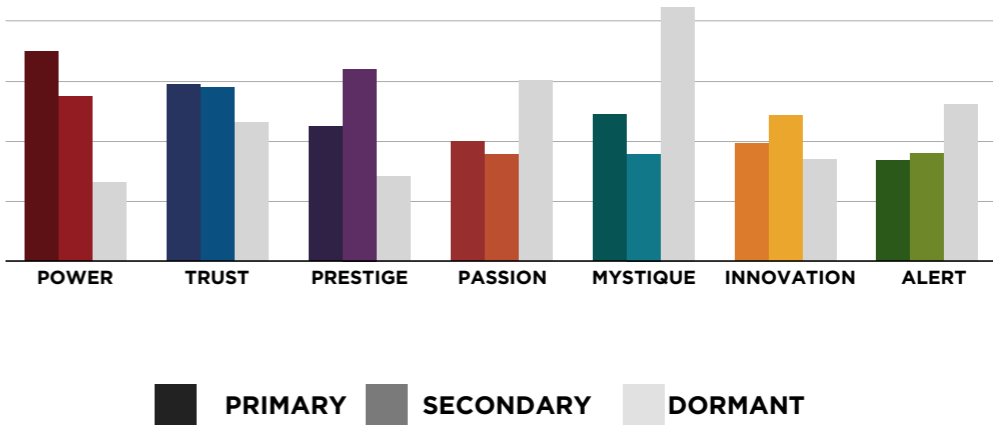


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**LANDSTAR RESULTS
OF THE FASCINATION ADVANTAGE TEST**

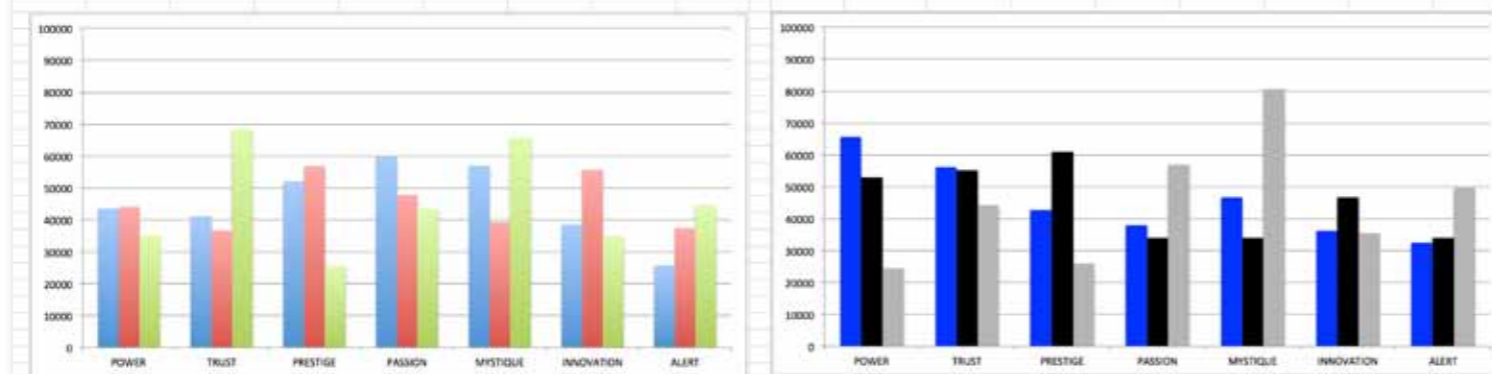


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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	37	9.20%	INNOVATION		5	16	9	6	5	5
Mystique	Trust	The Wise Owl	23	5.72%	PASSION	20		6	6	4	6	6
Passion	Innovation	The Catalyst	20	4.98%	POWER	9	12		37	15	6	4
Prestige	Power	The Victor	19	4.73%	PRESTIGE	12	7	19		4	9	3
Alert	Trust	The Mediator	18	4.48%	TRUST	6	9	10	16		14	16
Innovation	Power	The Maverick Leader	16	3.98%	MYSTIQUE	12	7	3	5	23		9
Trust	Alert	The Good Citizen	16	3.98%	ALERT		3	13	4	18	3	
Trust	Prestige	The Diplomat	16	3.98%								
Power	Trust	The Guardian	15	3.73%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Trust	Mystique	The Anchor	14	3.48%	INNOVATION		1.2%	4.0%	2.2%	1.5%	1.2%	1.2%
Alert	Power	The Ace	13	3.23%	PASSION	5.0%		1.5%	1.5%	1.0%	1.5%	1.5%
Mystique	Innovation	The Secret Weapon	12	2.99%	POWER	2.2%	3.0%		9.2%	3.7%	1.5%	1.0%
Power	Passion	The Ringleader	12	2.99%	PRESTIGE	3.0%	1.7%	4.7%		1.0%	2.2%	0.7%
Prestige	Innovation	The Avant-Garde	12	2.99%	TRUST	1.5%	2.2%	2.5%	4.0%		3.5%	4.0%
Trust	Power	The Gravitas	10	2.49%	MYSTIQUE	3.0%	1.7%	0.7%	1.2%	5.7%		2.2%
Innovation	Prestige	The Trendsetter	9	2.24%	ALERT		0.7%	3.2%	1.0%	4.5%	0.7%	
Mystique	Alert	The Archer	9	2.24%								
Power	Innovation	The Change Agent	9	2.24%								
Prestige	Mystique	The Architect	9	2.24%								
Trust	Passion	The Authentic	9	2.24%								
Mystique	Passion	The Subtle Touch	7	1.74%								
Prestige	Passion	The Connoisseur	7	1.74%								
Innovation	Trust	The Artisan	6	1.49%								
Passion	Alert	The Orchestrator	6	1.49%								
Passion	Mystique	The Intrigue	6	1.49%								
Passion	Power	The Peoples Champion	6	1.49%								
Passion	Prestige	The Talent	6	1.49%								
Power	Mystique	The Mastermind	6	1.49%								

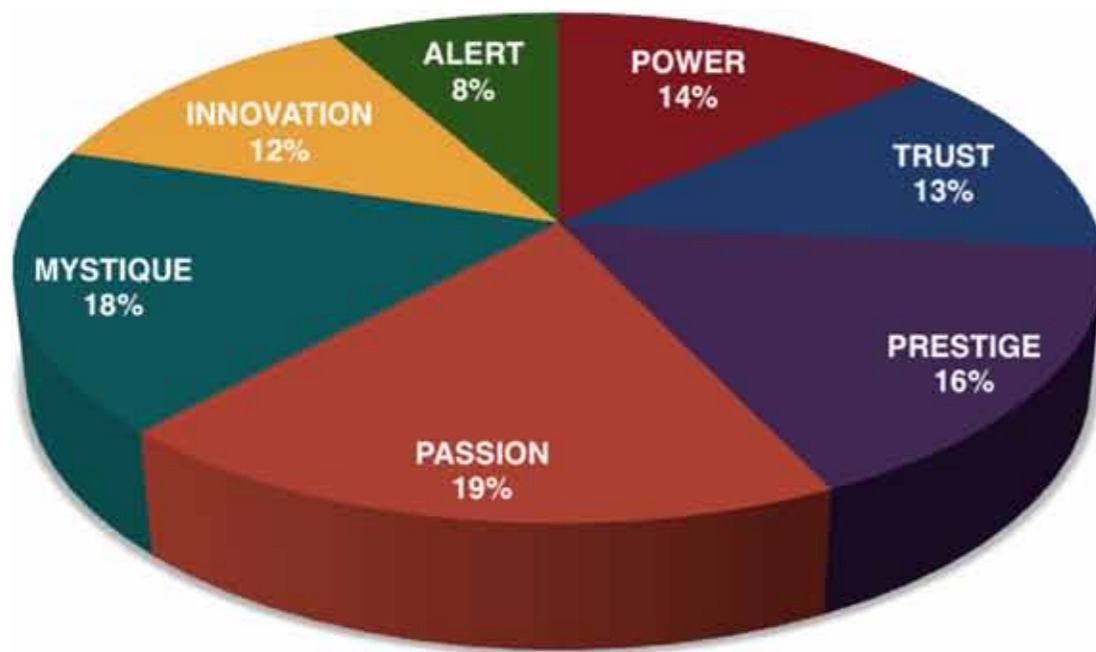
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION								Landstar									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	43512	41103	52063	59833	57052	38577	25776	317916	Primary	83	71	54	48	59	46	41	402
Secondary	44099	36725	56846	47810	39308	55730	37398	317916	Secondary	67	70	77	43	43	59	43	402
Dormant	35176	68432	25689	43412	65682	34961	44564	317916	Dormant	31	56	33	72	102	45	63	402
Primary	13.7%	12.9%	16.4%	18.8%	17.9%	12.1%	8.1%	100.0%	Primary	20.6%	17.7%	13.4%	11.9%	14.7%	11.4%	10.2%	100.0%
Secondary	13.9%	11.6%	17.9%	15.0%	12.4%	17.5%	11.8%	100.0%	Secondary	16.7%	17.4%	19.2%	10.7%	10.7%	14.7%	10.7%	100.0%
Dormant	11.1%	21.5%	8.1%	13.7%	20.7%	11.0%	14.0%	100.0%	Dormant	7.7%	13.9%	8.2%	17.9%	25.4%	11.2%	15.7%	100.0%

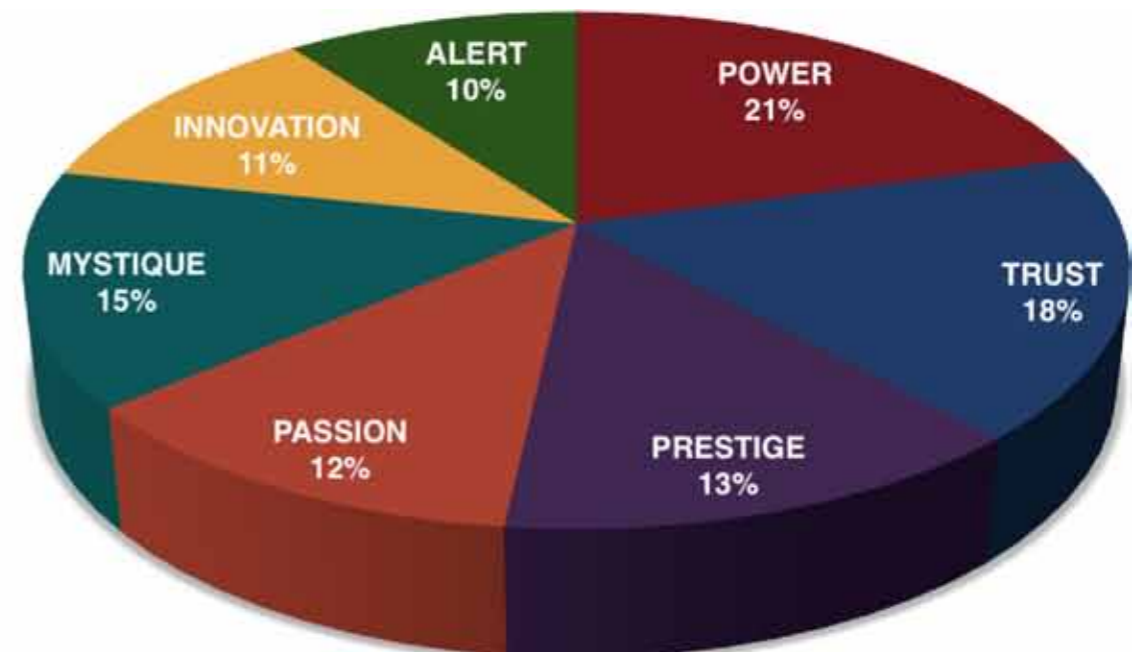


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



LANDSTAR RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

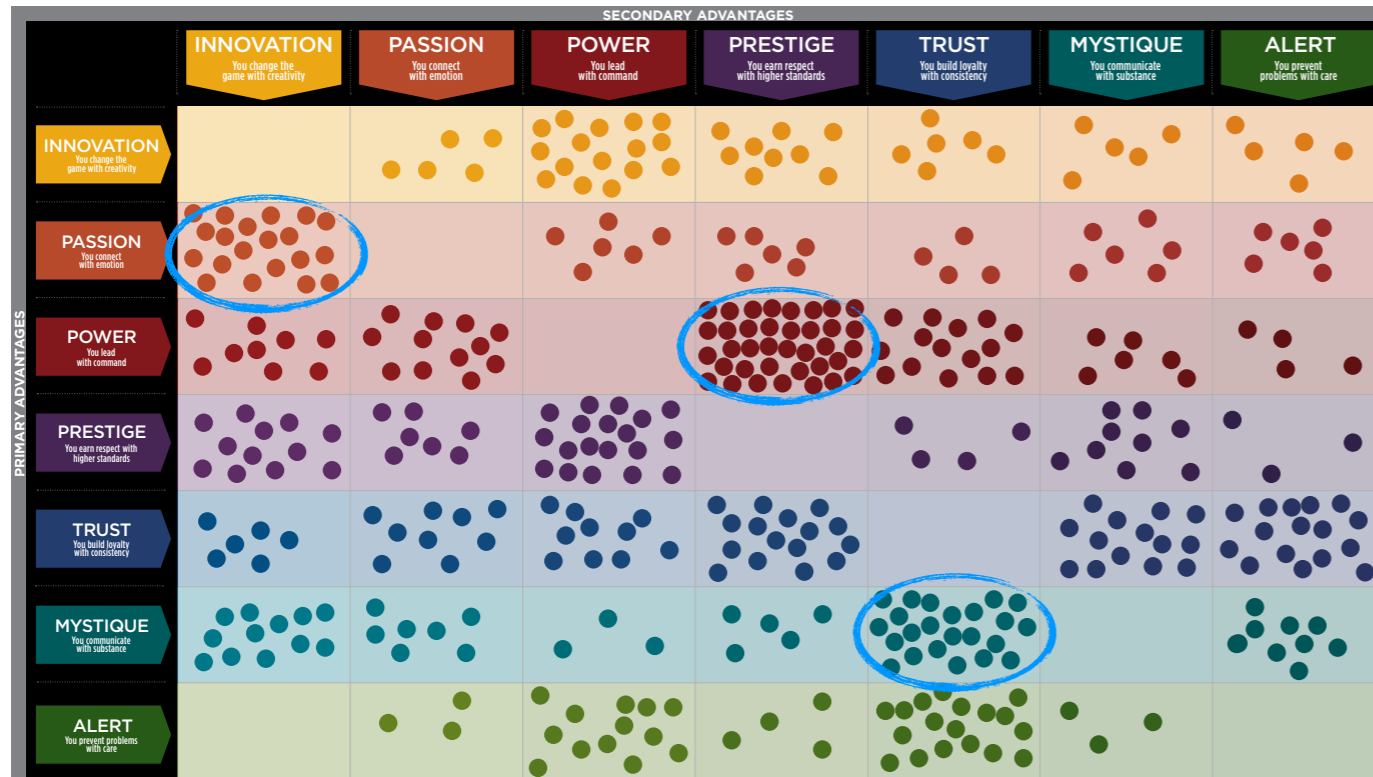
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

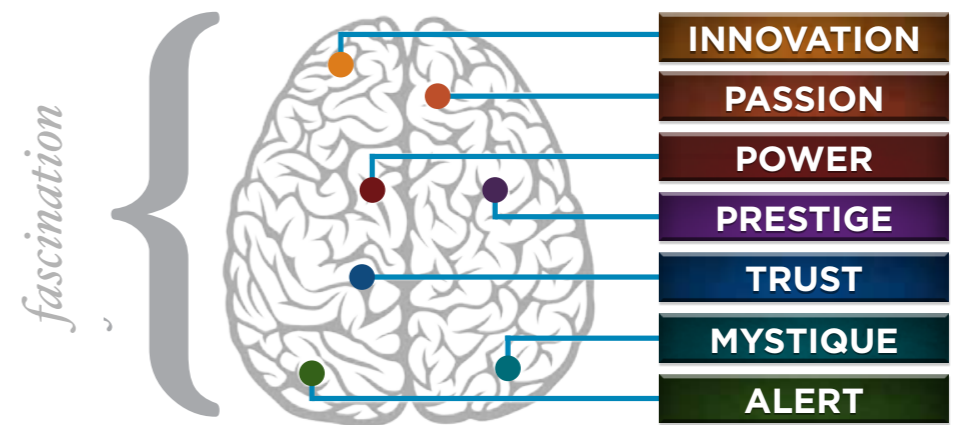
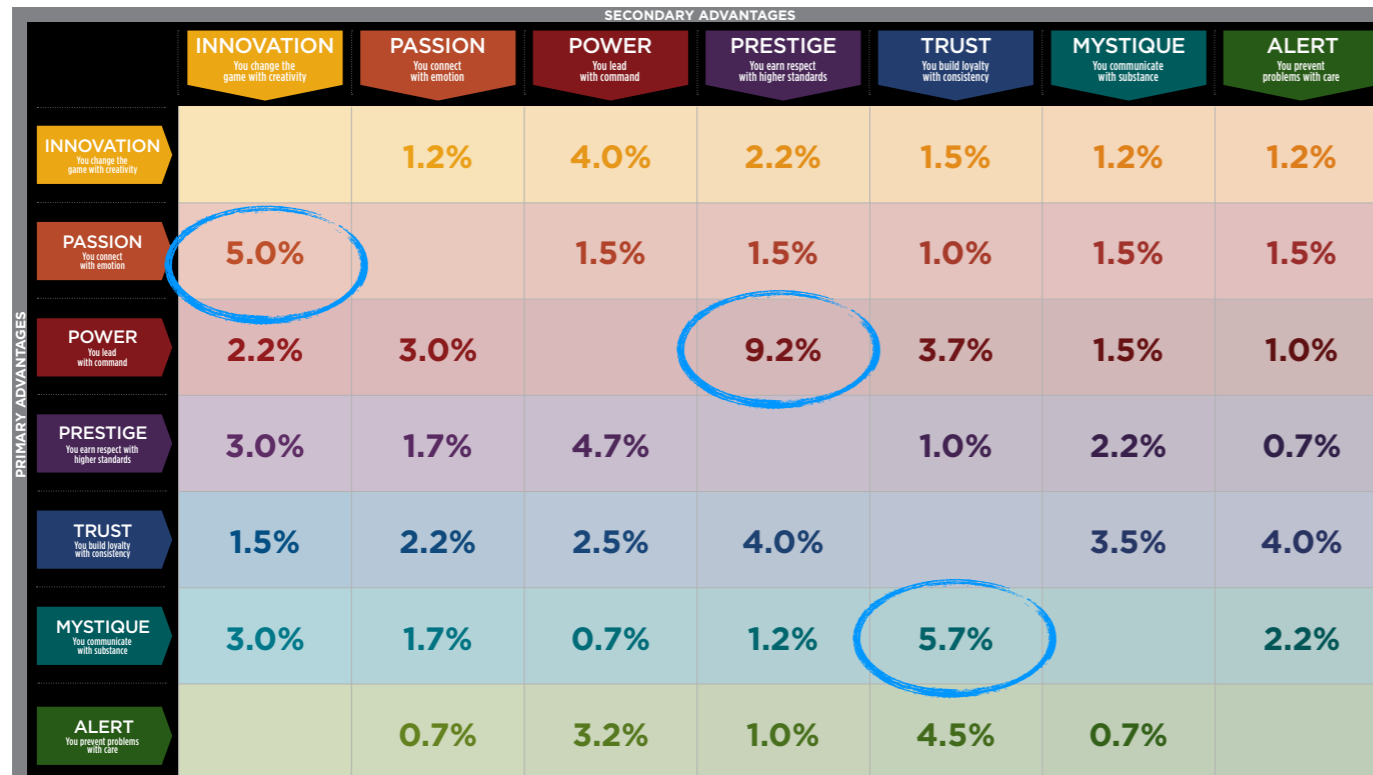
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game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

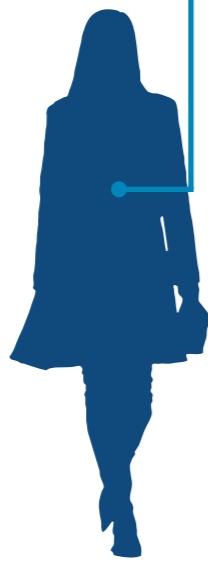
YOU ARE **40.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **43%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **19.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **37.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **10.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **3.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **16.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

7 WAYS TO ADD VALUE IN A MEETING

INNOVATION

FIND CREATIVE WAYS TO ENGAGE,
SUCH AS HUMOR

PASSION

MAKE A PERSONAL CONNECTION
BEFORE AND AFTER MEETINGS

POWER

HAVE A CLEAR POINT OF VIEW

PRESTIGE

ESTABLISH TANGIBLE GOALS FOR
MEETING TO PUSH PERFORMANCE

TRUST

FOLLOW ESTABLISHED FORMAT
TO AVOID SURPRISES

MYSTIQUE

LISTEN CAREFULLY,
ASK INTELLIGENT QUESTIONS

ALERT

SET AGENDA AHEAD OF TIME
WITH CLEAR STRUCTURE