

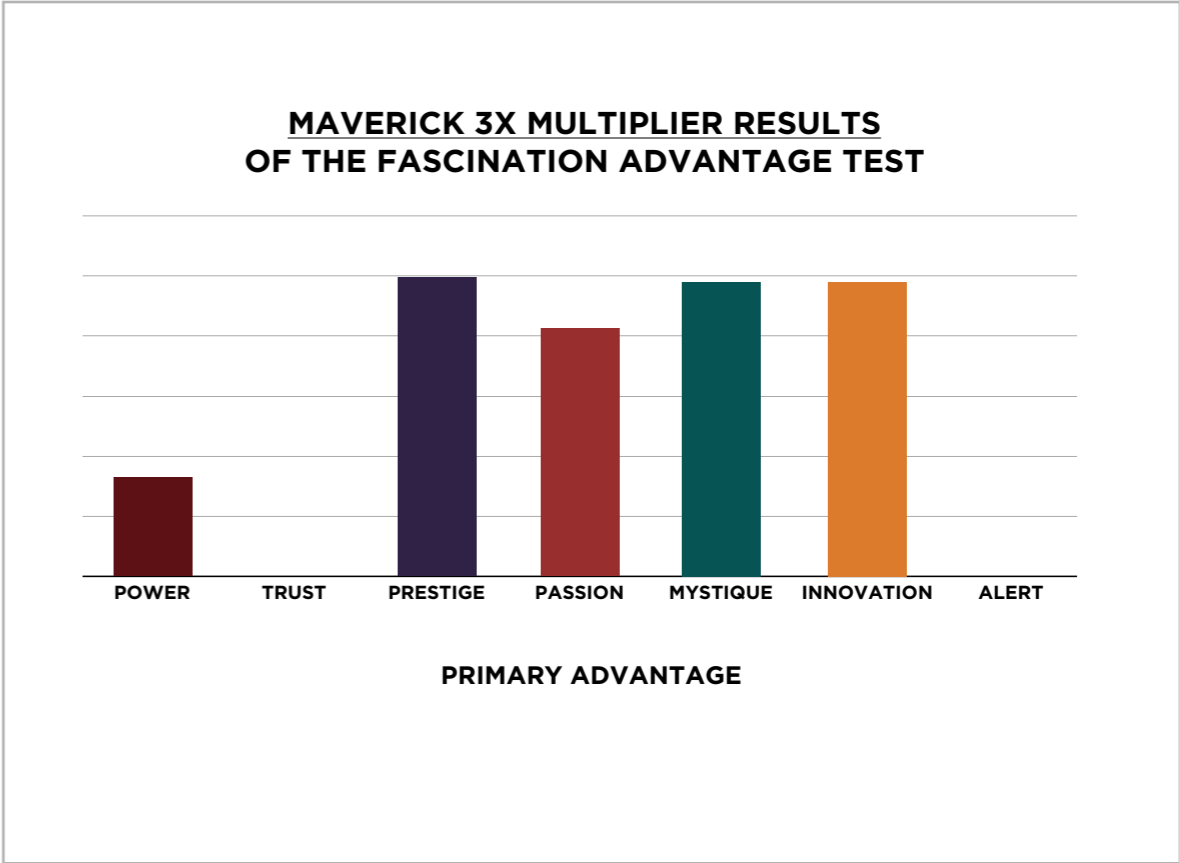
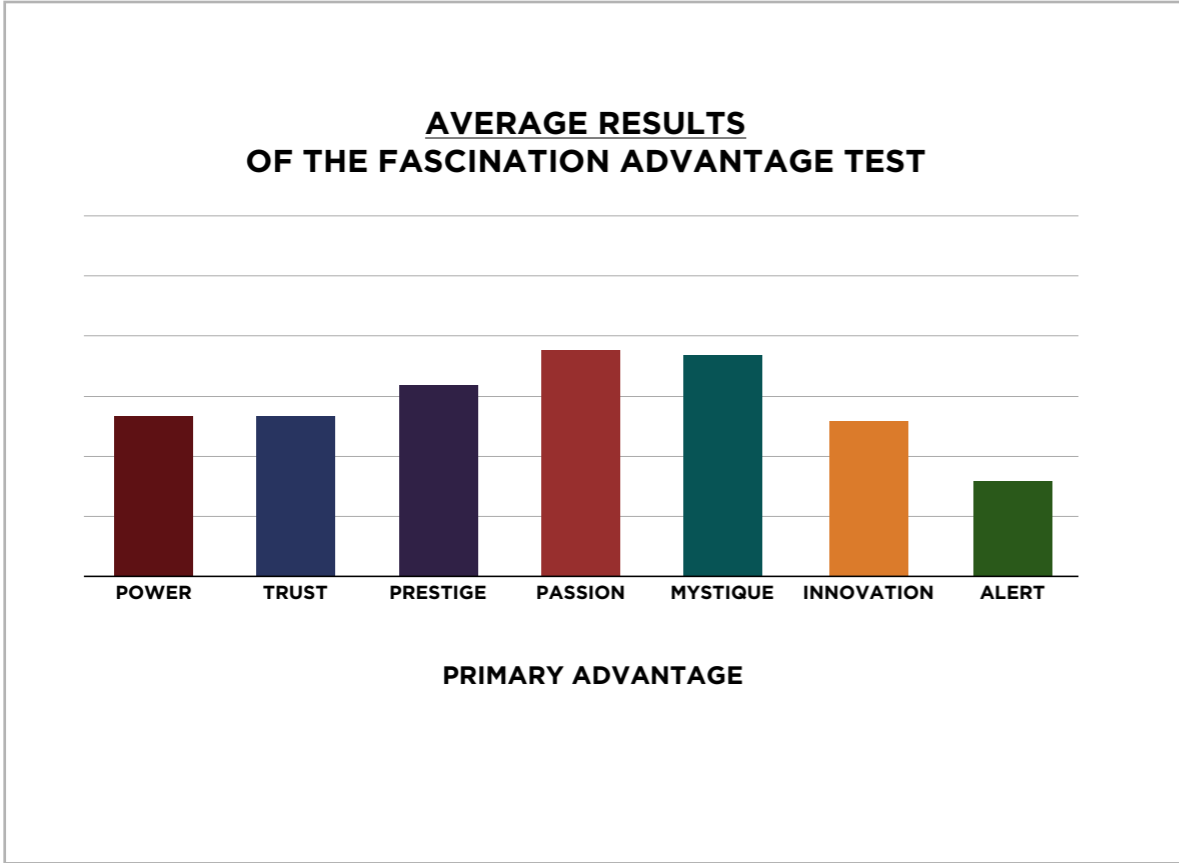
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
MAVERICK 3X MULTIPLIER ON 02/09/17

BONUS GIFT:
CLICK HERE TO
SHARE YOUR BONUS
GIFT WITH YOUR
COMMUNITY
MAVERICK-SHARE



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

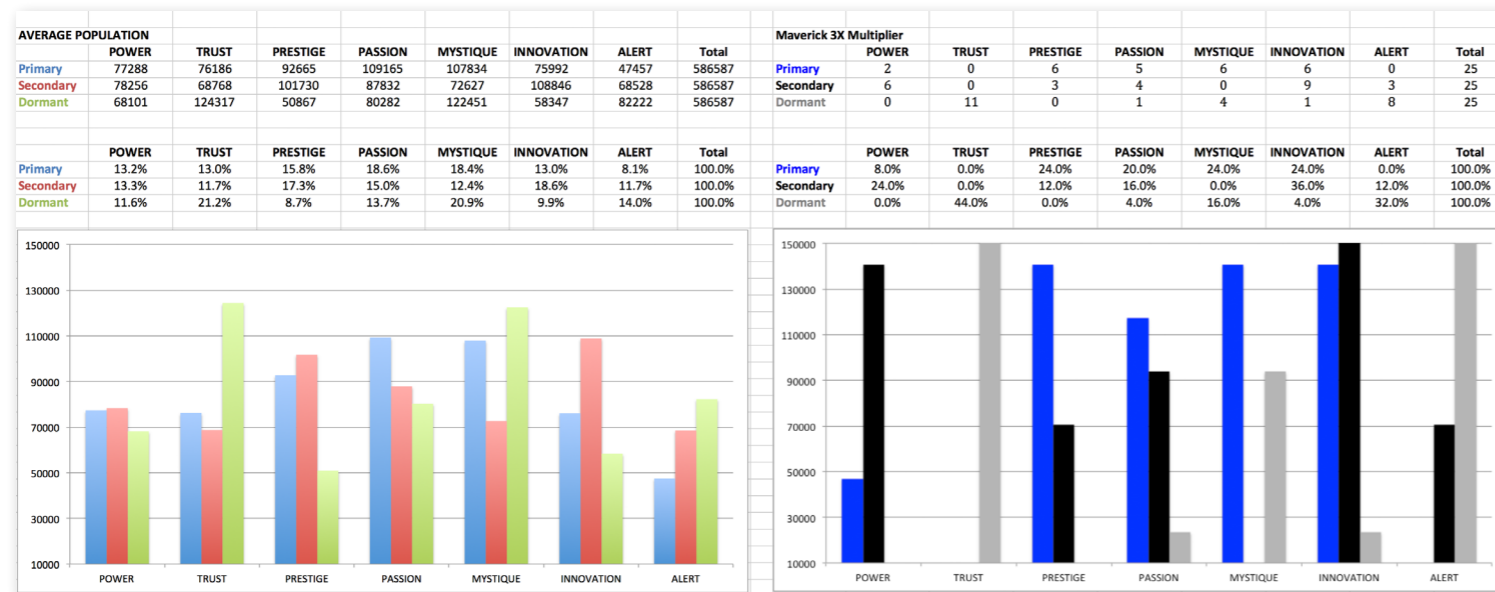


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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	4	16.00%	INNOVATION		2	1	3			
Innovation	Prestige	The Trendsetter	3	12.00%	PASSION	4		1				
Innovation	Passion	The Rockstar	2	8.00%	POWER	1						1
Mystique	Innovation	The Secret Weapon	2	8.00%	PRESTIGE	2	1	2				1
Mystique	Power	The Veiled Strength	2	8.00%	TRUST							
Prestige	Innovation	The Avant-Garde	2	8.00%	MYSTIQUE	2	1	2				1
Prestige	Power	The Victor	2	8.00%	ALERT							
Innovation	Power	The Maverick Leader	1	4.00%								
Mystique	Alert	The Archer	1	4.00%								
Mystique	Passion	The Subtle Touch	1	4.00%	INNOVATION		8.0%	4.0%	12.0%			
Passion	Power	The Peoples Champion	1	4.00%	PASSION	16.0%		4.0%				
Power	Alert	The Defender	1	4.00%	POWER	4.0%						4.0%
Power	Innovation	The Change Agent	1	4.00%	PRESTIGE	8.0%	4.0%	8.0%				4.0%
Prestige	Alert	The Scholar	1	4.00%	TRUST							
Prestige	Passion	The Connoisseur	1	4.00%	MYSTIQUE	8.0%	4.0%	8.0%				4.0%
					ALERT							

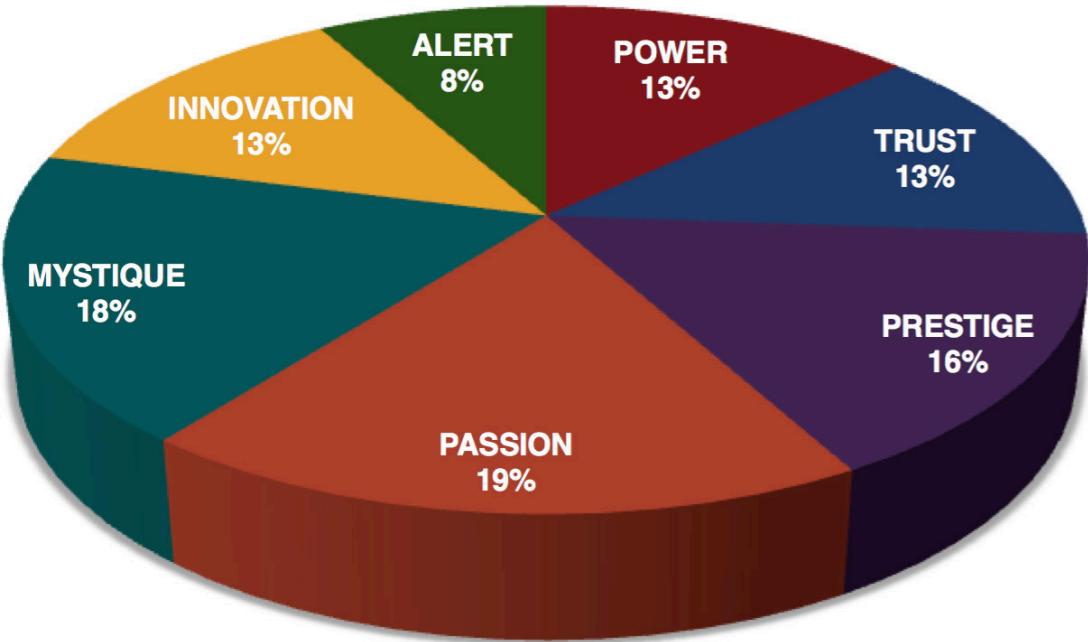
: Missing Archetypes
 : Most Prevalent Archetypes

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

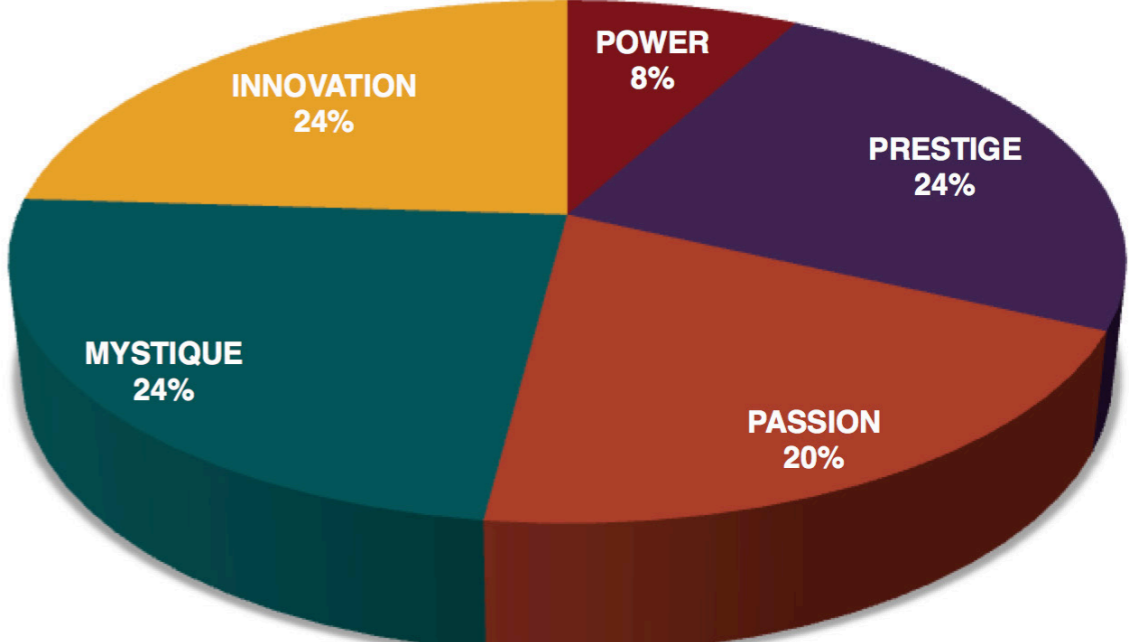


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



MAVERICK 3X MULTIPLIER RESULTS FROM THE FASCINATION ADVANTAGE TEST



WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONAL BRAND ARCHETYPES.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

HOWTOFASCINATE.COM

		SECONDARY 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
PRIMARY ADVANTAGE	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

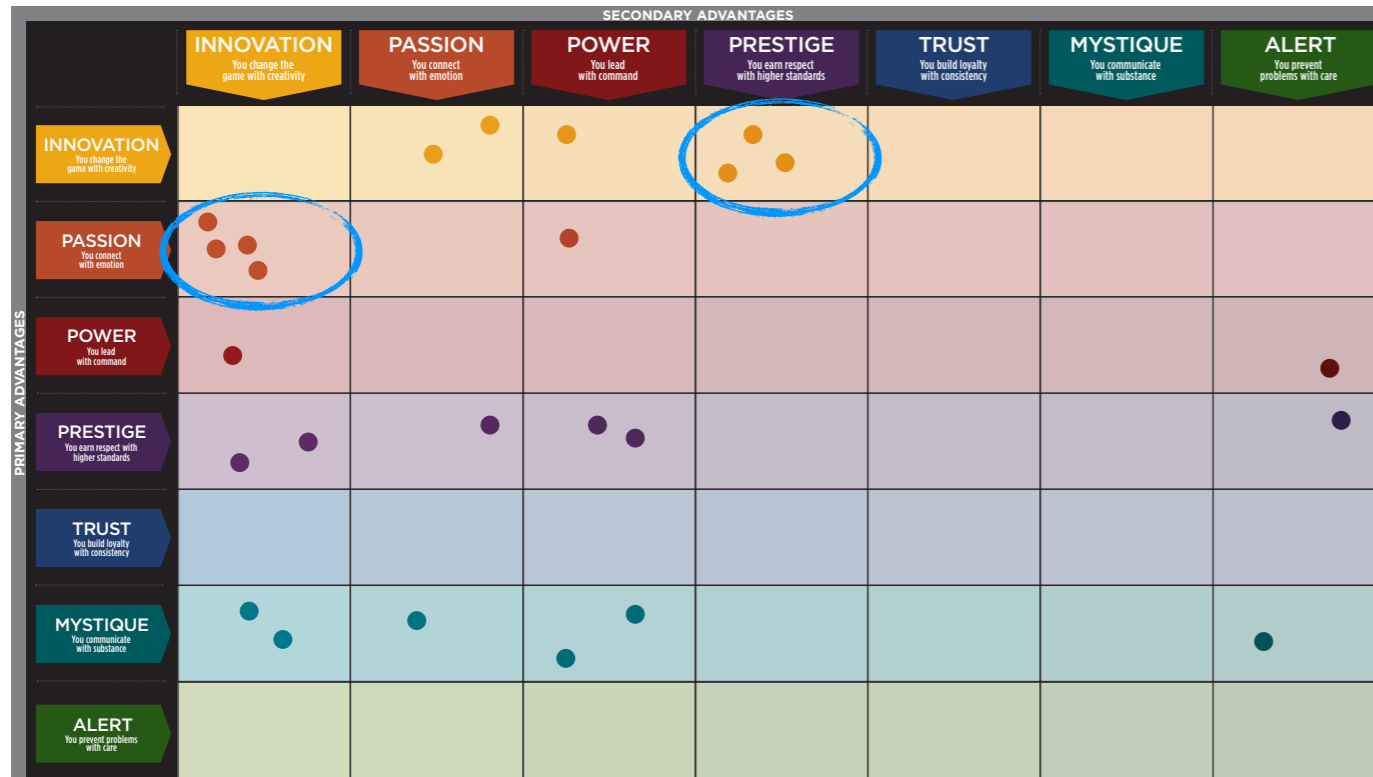
⋮ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

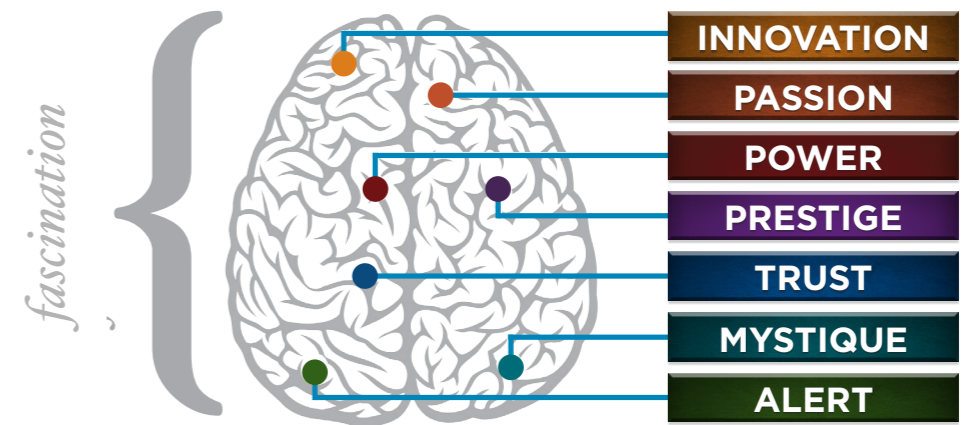
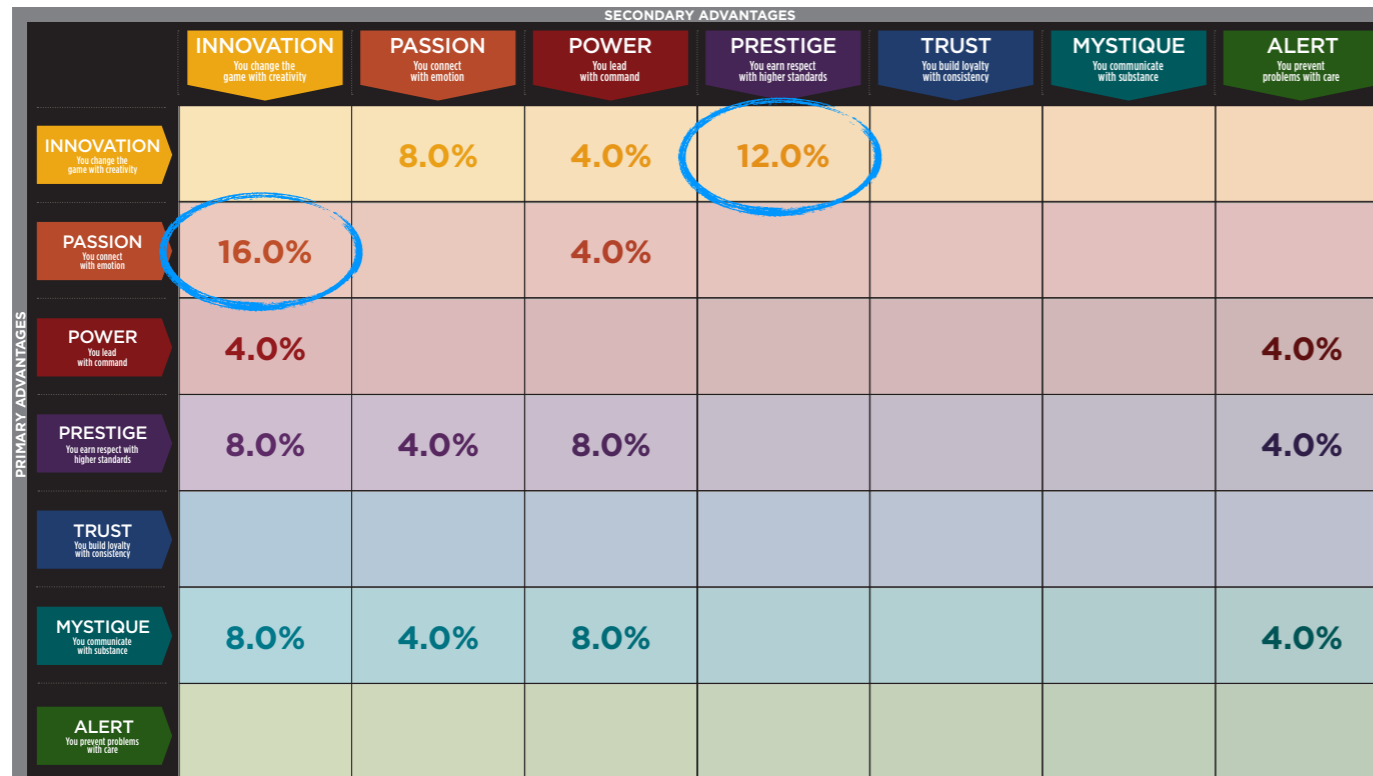
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THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

This diagram shows the concentration of personal brand Archetypes of the organization.

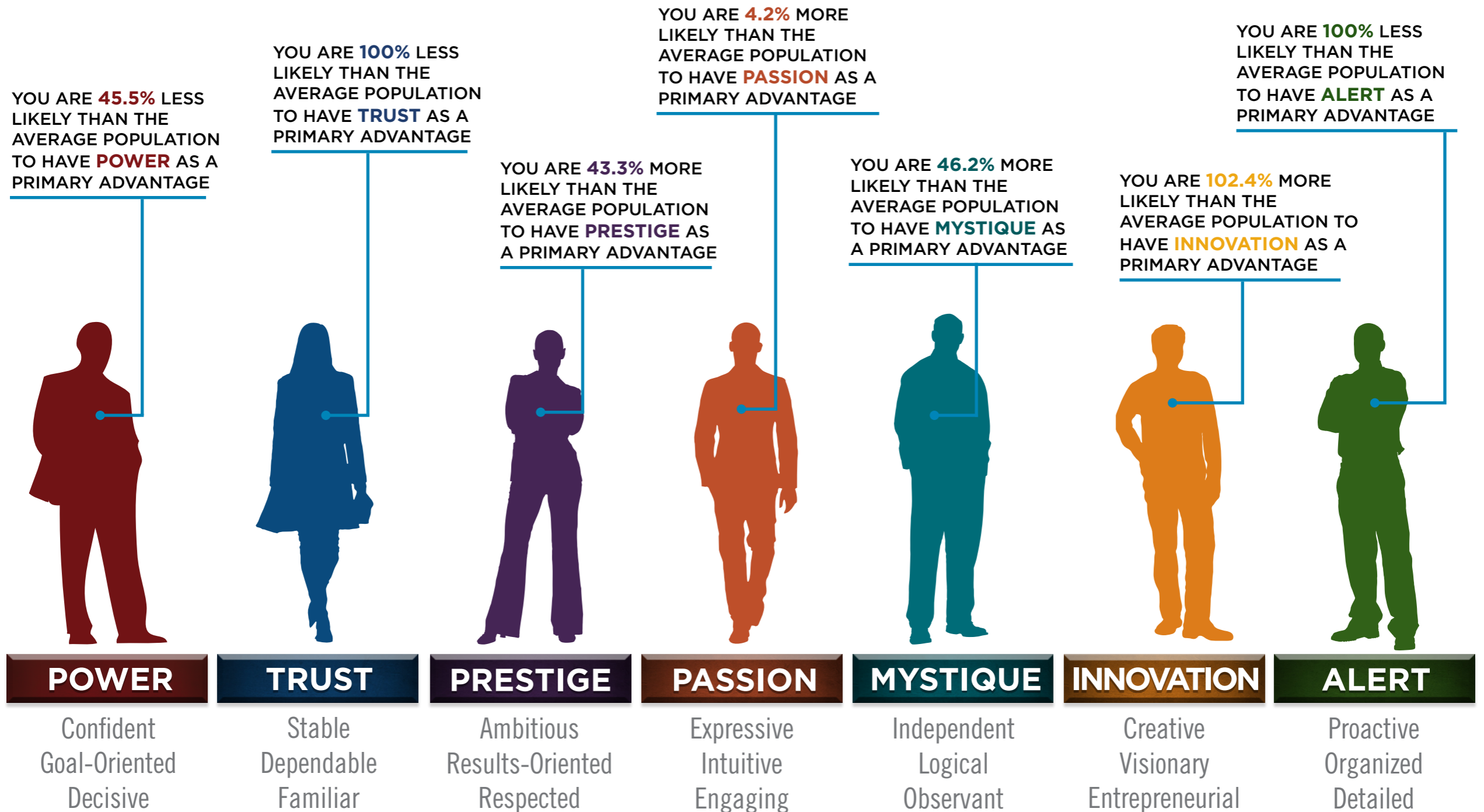


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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.



HOW DOES YOUR INNER CIRCLE COMMUNICATE?

We want you to share your code with your inner circle, your most trusted friends and influencers. Why? Once they know what makes them valuable to others, they'll be more authentic and confident, and more likely to make a positive impression.

Click here or copy and paste the below copy to share this code for free (normally \$47 each)

1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **MAVERICK-SHARE**

3 THIS OFFER EXPIRES ON **03/09/17**

When they take the Fascination Advantage® assessment, they will discover their distinct brand of persuasion. It's what they are already doing right. Leverage this information and they can build a brand that people will love.

Have questions? We're here to help! Email our friendly customer service at hello@howtofascinate.com.

YOUR FASCINATION ADVANTAGE® REPORT
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE CONNOISSEUR
PRESTIGE + PASSION

CUSTOM REPORT FOR **EMMA MILLS**

THE CONNOISSEUR'S TOP 5 SPECIALTY ADJECTIVES

1. **INSIGHTFUL**
They communicate their ideas with clarity and conviction. You'll find that they quickly obtain buy in from their audience – whether they're "selling" their idea for a new project in a board meeting or launching a new loyalty program at a huge dealer conference. They're confident, articulate, and sharp.

THE CONNOISSEUR
INSIGHTFUL | DISTINGUISHED | IN-THE-KNOW | ADMIRER | WELL-GROOMED

HOW THE WORLD SEES YOU

- Warmhearted and knowledgeable, you're highly appreciated by colleagues.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

INNOVATION You're the one who leads with ideas.	PASSION You're driven with conviction.	POWER You're confident with authority.	PRESTIGE You're admired with distinction.	TRUST You're valued with confidence.	MYSTIQUE You're intriguing with mystery.	ALERT You're attentive with awareness.
THE ANARCHY You're the one who breaks the rules.	THE ROCKSTAR You're the one who stands out.	THE MAVERICK LEADER You're the one who leads by example.	THE TRENDSSETTER You're the one who sets the pace.	THE ARTISAN You're the one who creates with passion.	THE PROVOCATEUR You're the one who challenges the status quo.	THE QUICK-START You're the one who gets things done.
THE CATALYST You're the one who sparks change.	THE DESMAN You're the one who solves problems.	THE PEOPLE'S CHAMPION You're the one who connects with others.	THE TALENT You're the one who excels in your field.	THE RELOVED You're the one who brings joy to others.	THE INTROQUE You're the one who is thoughtful and reserved.	THE ORCHESTRATOR You're the one who brings everyone together.
THE CHANGE AGENT You're the one who brings about change.	THE RINGLEADER You're the one who leads the group.	THE AGGRESSOR You're the one who is competitive and driven.	THE MAESTRO You're the one who is in control of the situation.	THE GUARDIAN You're the one who protects what's important.	THE MASTERMIND You're the one who has a plan for everything.	THE DEFENDER You're the one who stands up for others.
THE AVANT-GARDE You're the one who is ahead of the curve.	THE CONNOISSEUR You're the one who knows what's best.	THE VICTOR You're the one who wins in every situation.	THE IMPERIAL You're the one who is in charge.	THE BLUE CHIP You're the one who is a top performer.	THE ARCHITECT You're the one who builds a strong foundation.	THE SCHOLAR You're the one who is knowledgeable and thoughtful.
THE EVOLUTIONARY You're the one who is always growing.	THE AUTHENTIC You're the one who is genuine and honest.	THE GRANULAR You're the one who is detail-oriented.	THE DIPLOMAT You're the one who is skilled at negotiation.	THE OIL GUARDIAN You're the one who is protective of resources.	THE ANCHOR You're the one who is steady and reliable.	THE GOOD CITIZEN You're the one who is a responsible member of the community.
THE SECRET WEAPON You're the one who has hidden talents.	THE SUBTLE TOUCH You're the one who is subtle and effective.	THE VEILED STRENGTH You're the one who is strong but quiet.	THE ROYAL GUARD You're the one who is loyal and dedicated.	THE WISE OWL You're the one who is wise and thoughtful.	THE DEADBOLT You're the one who is difficult to get through.	THE ARCHER You're the one who is precise and accurate.
THE COORDINATOR You're the one who keeps everything organized.	THE ACE You're the one who is a top performer in every area.	THE EDITOR-IN-CHIEF You're the one who is in charge of the content.	THE MEDIATOR You're the one who helps resolve conflicts.	THE DETECTIVE You're the one who is good at finding clues.	THE CONTROL FREAK You're the one who likes to have everything under control.	THE CONTROL FREAK You're the one who likes to have everything under control.

APPLY YOUR TOP 5 ADJECTIVES
You can use these adjectives to create your own personality. An Anthem is a very short advertising tagline, your Anthem pinpointing your brand.

SAMPLE ANTHEM FOR THE CONNOISSEUR
HERE'S AN EXAMPLE: MEET JAIME

Among his friends, people look to Jaime to learn what to buy, where to go, what to do (and how to do it). People look to Jaime for recommendations on the best of everything. He intuitively identifies social cues. When he writes his Facebook status updates, Jaime shares his favorites in all areas: where to find the freshest kale at the local farmer's market, or which dry cleaner will offer speedy delivery in a pinch. He's tapped into trends, and has an innate ability to identify

He knows the best of the best. His insightful insights, coupled with the ability to see what others want, makes him valuable to his peers and co-workers.

OPINIONS

Learn more about creating your own Anthem on page 14 of your report.

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

LET'S START A CONVERSATION.

