

# AN INSIDER'S *look* AT THE RESEARCH

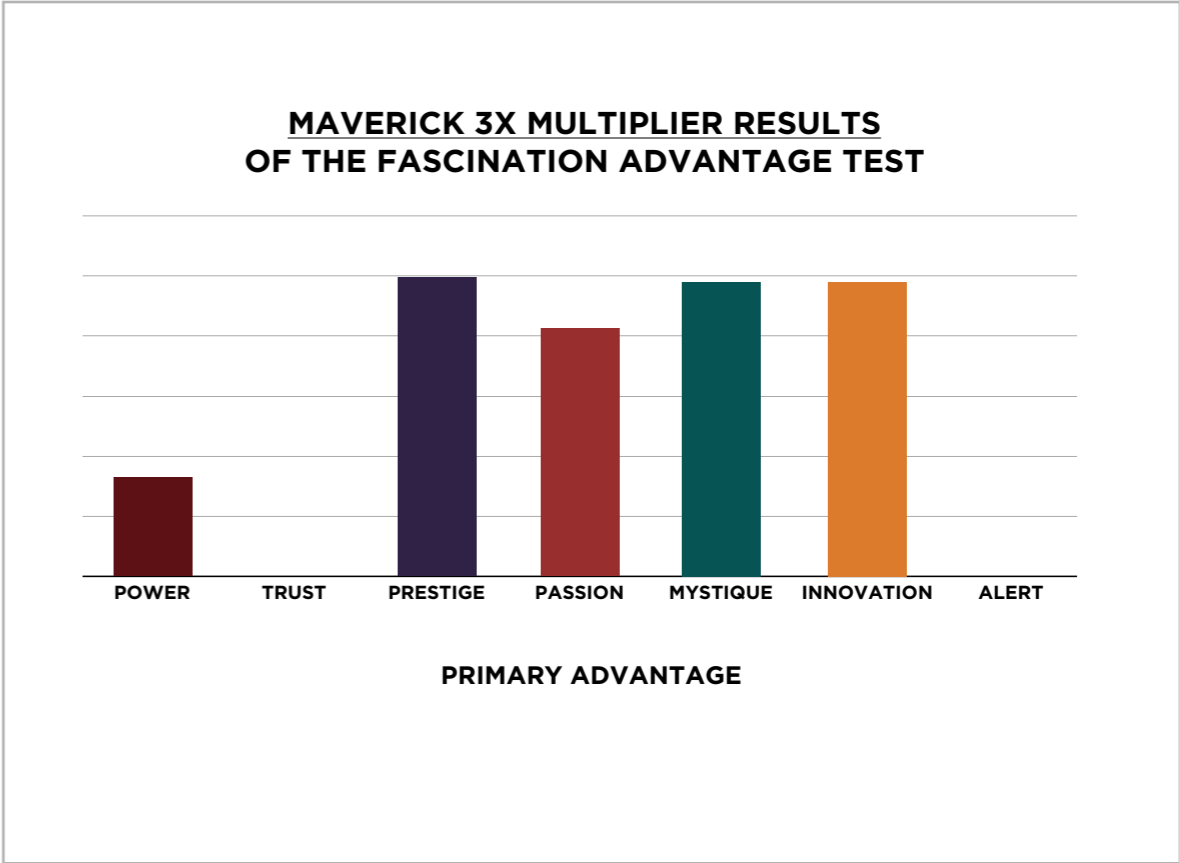
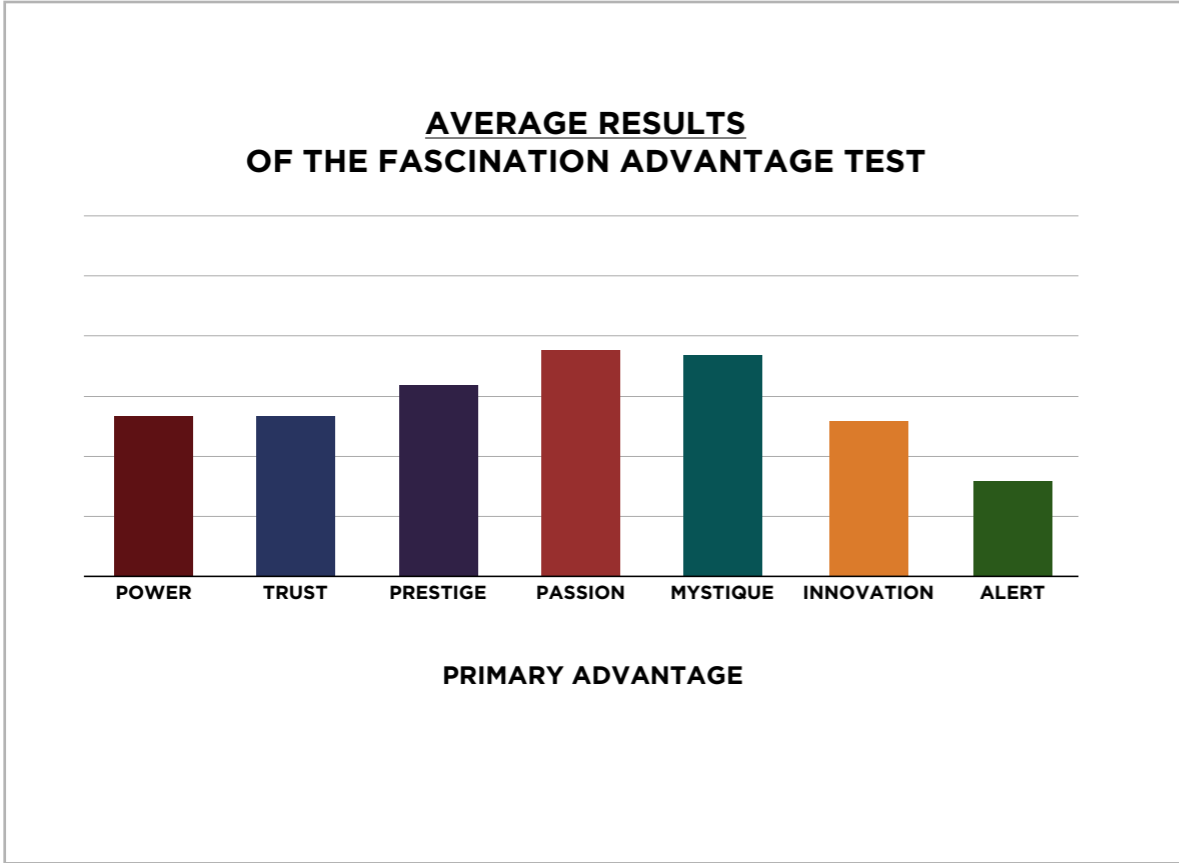
FROM SALLY HOGSHEAD'S PRESENTATION TO  
MAVERICK 3X MULTIPLIER ON 02/09/17

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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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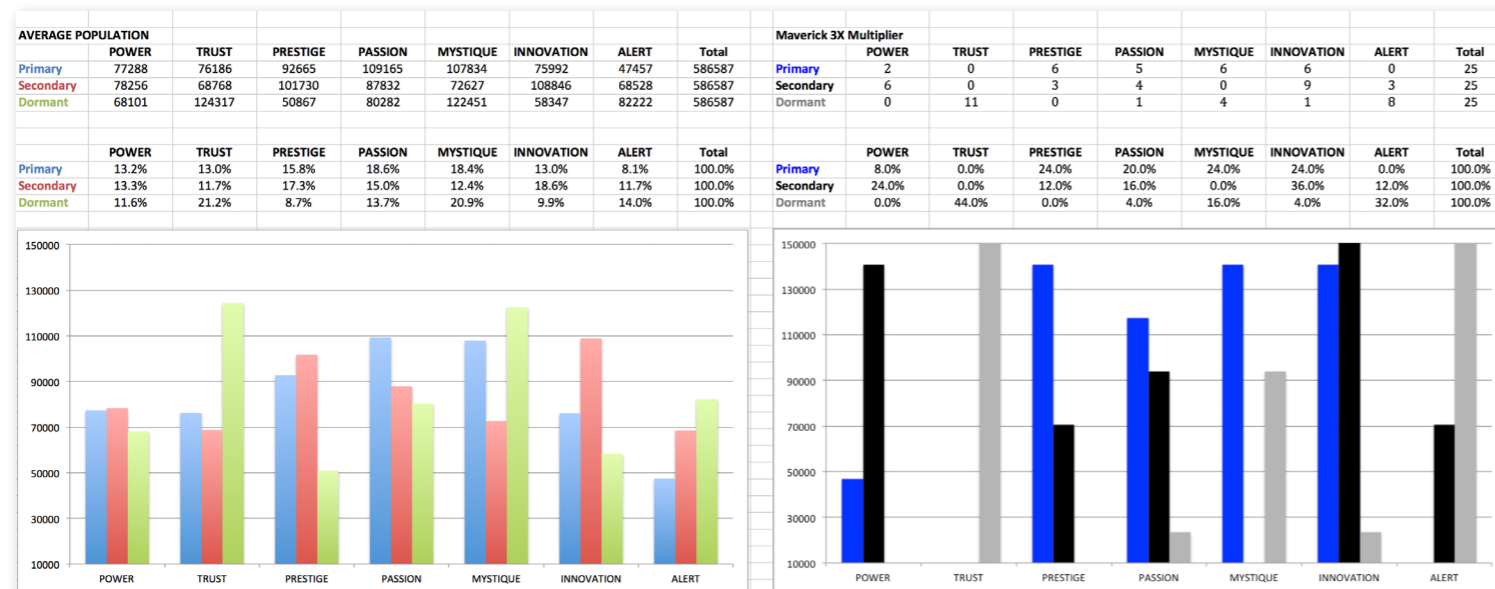


# THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

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%	INNOVATION						
Mystique	Passion	The Subtle Touch	1	4.00%	PASSION	8.0%	4.0%	12.0%			
Passion	Power	The Peoples Champion	1	4.00%	POWER	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

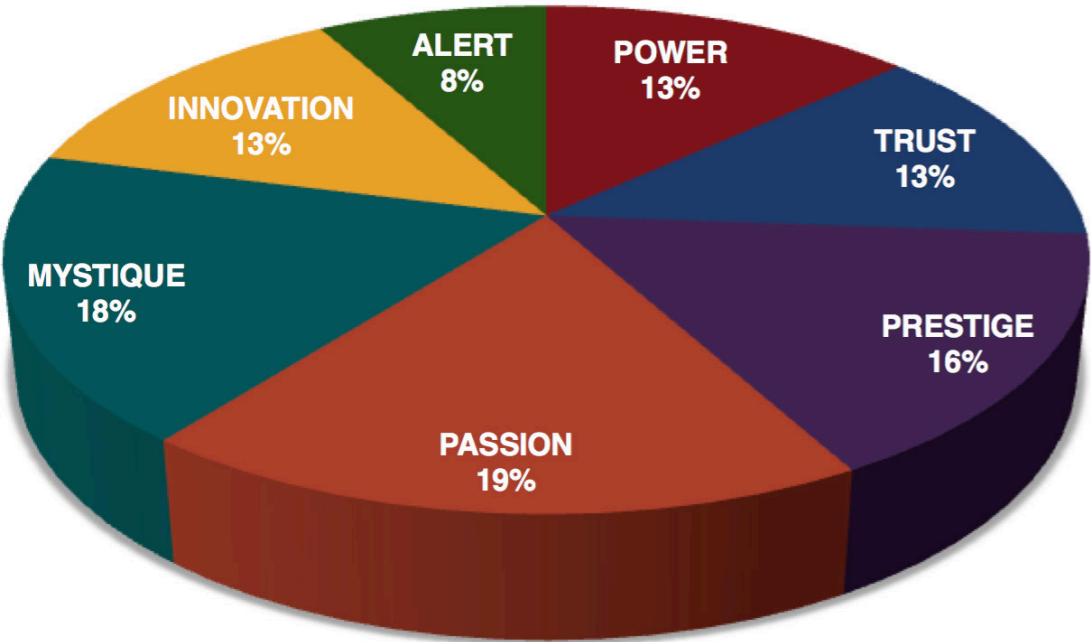
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"



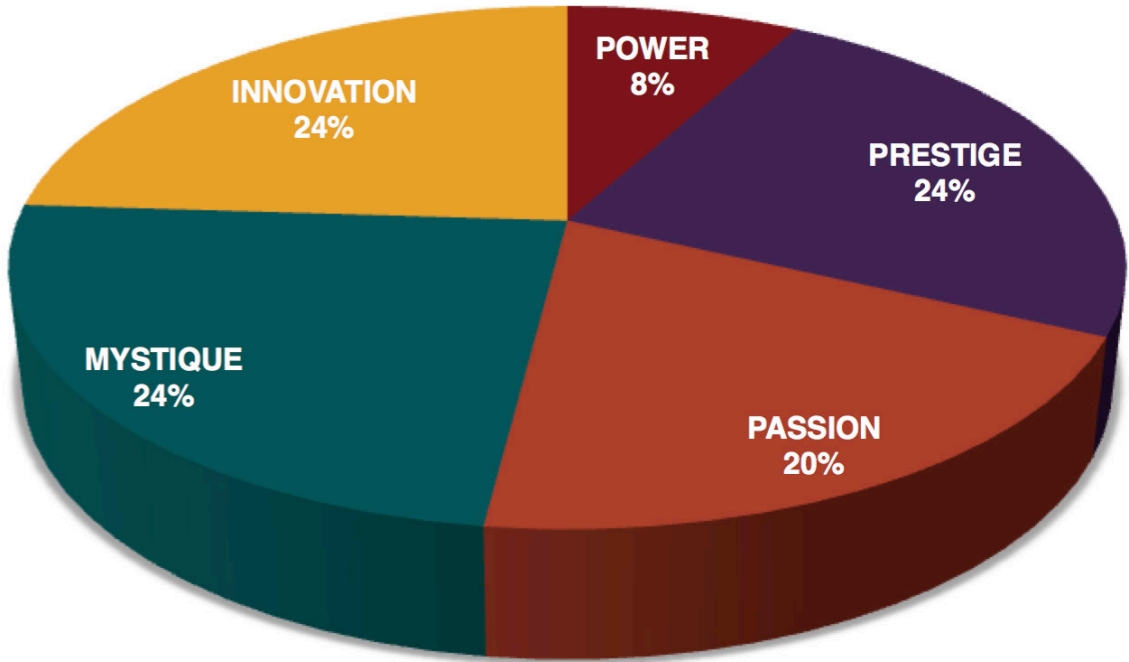
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**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

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		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	<b>THE ANARCHY</b> Volatile • Startling Chaotic	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> Cutting-Edge • Elite Progressive	<b>THE ARTISAN</b> Deliberate • Thoughtful Flexible	<b>THE PROVOCATEUR</b> Clever • Adept Contemporary	<b>THE QUICK-START</b> Prolific • Thorough Diligent
	PASSION You connect with emotion	<b>THE CATALYST</b> Out-of-the-Box • Social Energizing	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE PEOPLE'S CHAMPION</b> Dynamic • Inclusive Engaging	<b>THE TALENT</b> Expressive • Stylish Emotionally-Intelligent	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Discerning • Perceptive Considerate	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Efficient
	POWER You lead with command	<b>THE CHANGE AGENT</b> Inventive • Untraditional Self-Propelled	<b>THE RINGLEADER</b> Motivating • Spirited Compelling	<b>THE AGGRESSOR</b> Dominant • Overbearing Dogmatic	<b>THE MAESTRO</b> Ambitious • Focused Confident	<b>THE GUARDIAN</b> Prominent • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE DEFENDER</b> Proactive • Cautionary Strong-Willed
	PRESTIGE You earn respect with higher standards	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> Insightful • Distinguished In-the-Know	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE IMPERIAL</b> Arrogant • Cold Superior	<b>THE BLUE CHIP</b> Classic • Established Best-In-Class	<b>THE ARCHITECT</b> Skillful • Restrained Polished	<b>THE SCHOLAR</b> Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	<b>THE EVOLUTIONARY</b> Curious • Adaptable Open-Minded	<b>THE AUTHENTIC</b> Approachable • Dependable Trustworthy	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE DIPLOMAT</b> Levelheaded • Subtle Capable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE ANCHOR</b> Protective • Purposeful Analytical	<b>THE GOOD CITIZEN</b> Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	<b>THE SECRET WEAPON</b> Nimble • Unassuming Independent	<b>THE SUBTLE TOUCH</b> Tactful • Self-Sufficient Mindful	<b>THE VEILED STRENGTH</b> Realistic • Intentional To-the-Point	<b>THE ROYAL GUARD</b> Elegant • Astute Discreet	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Unemotional • Introverted Concentrated	<b>THE ARCHER</b> On-Target • Reasoned Pragmatic
	ALERT You prevent problems with care	<b>THE COMPOSER</b> Strategic • Fine-Tuned Judicious	<b>THE COORDINATOR</b> Constructive • Organized Practical	<b>THE ACE</b> Decisive • Tireless Forthright	<b>THE EDITOR-IN-CHIEF</b> Productive • Skilled Detailed	<b>THE MEDIATOR</b> Steadfast • Composed Structured	<b>THE DETECTIVE</b> Clear-Cut • Accurate Meticulous	<b>THE CONTROL FREAK</b> Compulsive • Driven Exacting

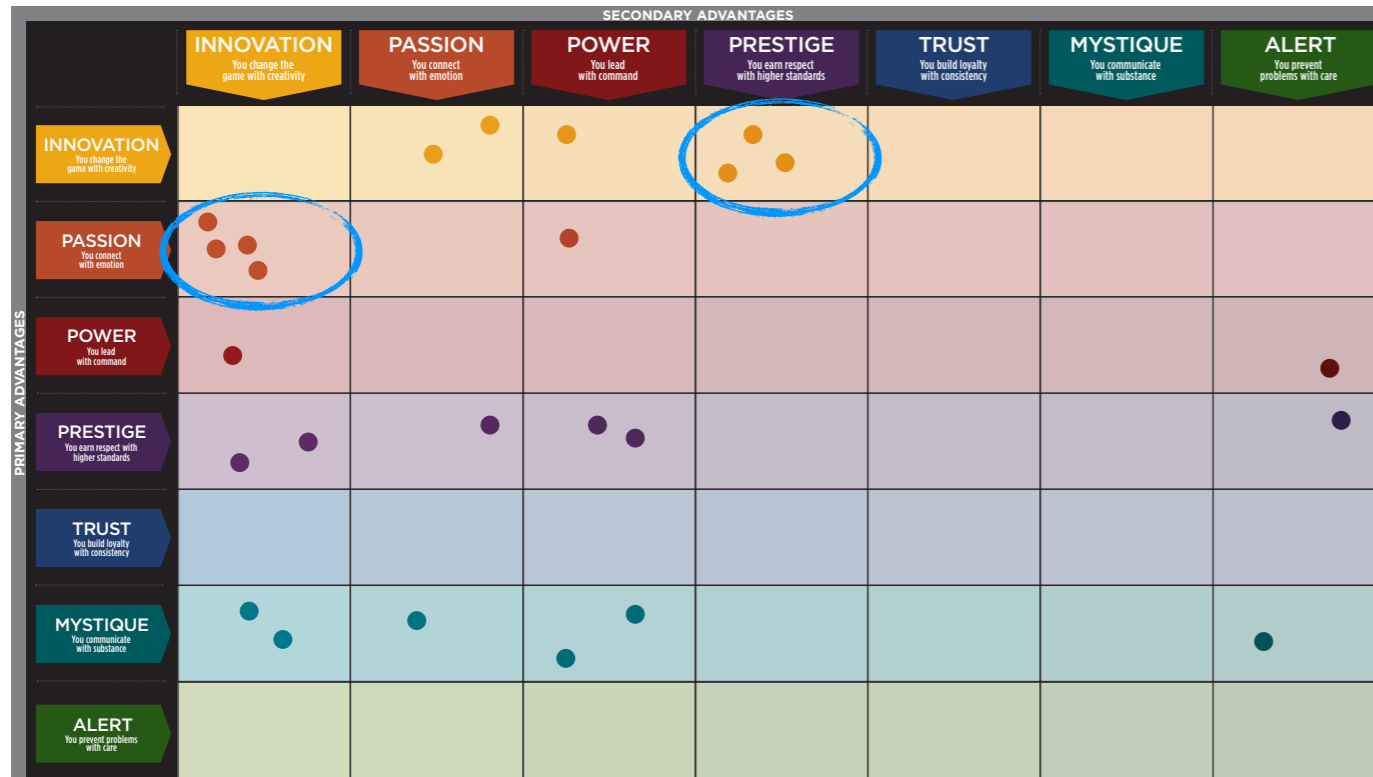
⋮ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)

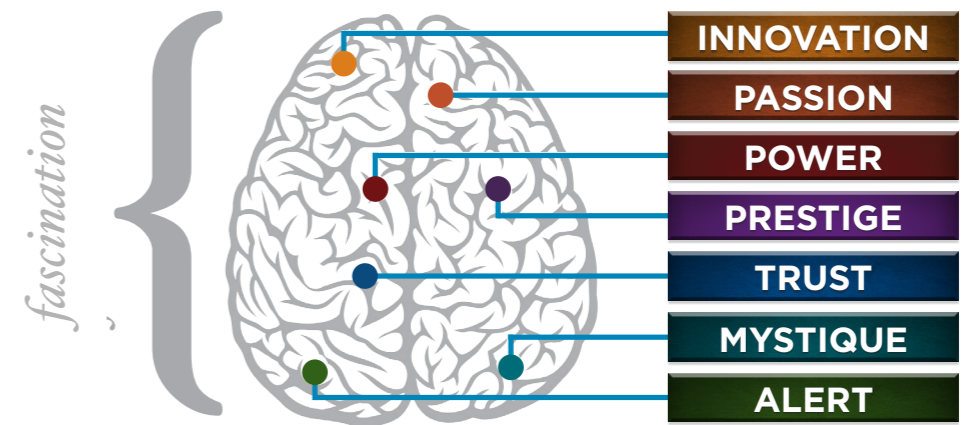
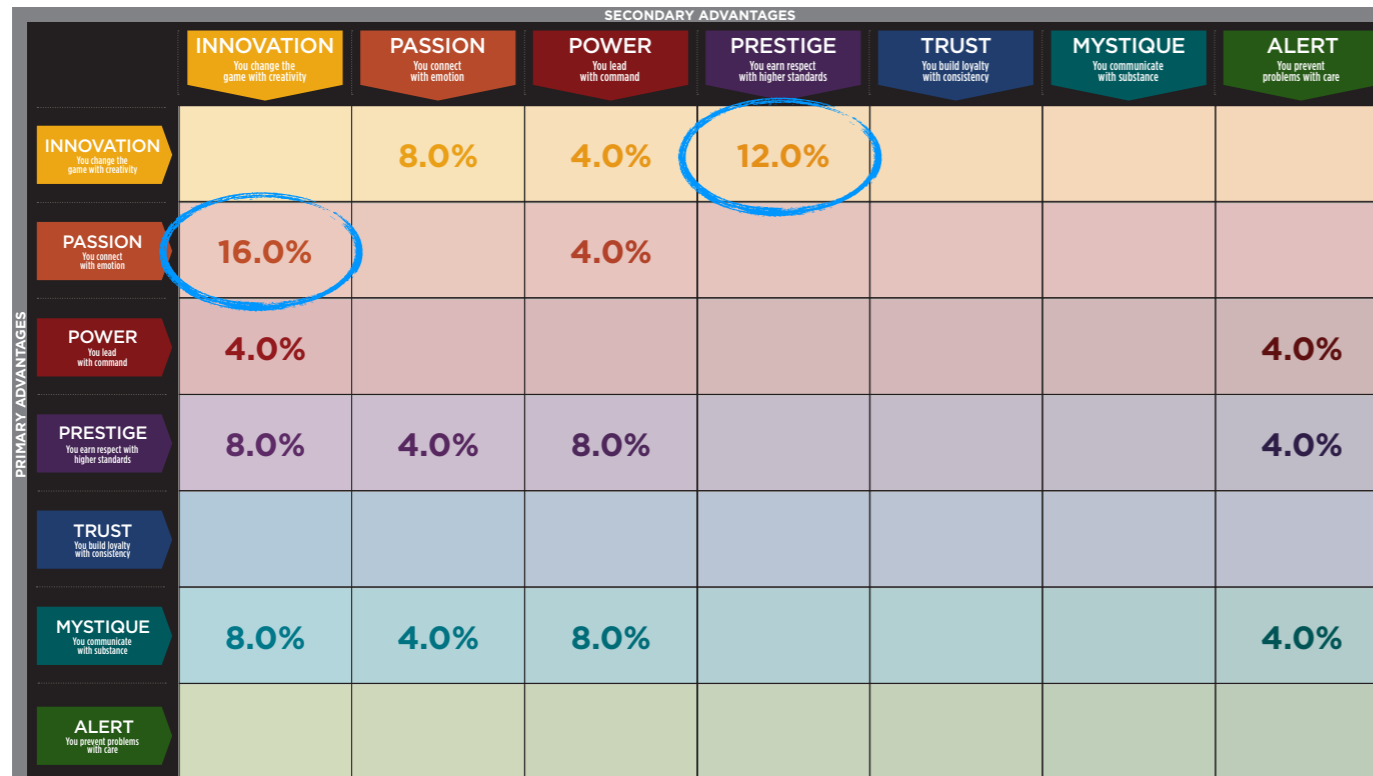
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# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

YOU ARE **45.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **43.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **4.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **46.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **102.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial



**ALERT**

Proactive  
Organized  
Detailed

# 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](http://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](mailto: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

<b>INNOVATION</b> You're the one who always has a new idea.	<b>PASSION</b> You're the one who's always full of energy.	<b>POWER</b> You're the one who's always in charge.	<b>PRESTIGE</b> You're the one who's always the best.	<b>TRUST</b> You're the one who's always the most reliable.	<b>MYSTIQUE</b> You're the one who's always the most mysterious.	<b>ALERT</b> You're the one who's always the most watchful.
<b>THE ANARCHY</b> You're the one who's always the most rebellious.	<b>THE ROCKSTAR</b> You're the one who's always the most popular.	<b>THE MAVERICK LEADER</b> You're the one who's always the most independent.	<b>THE TRENDSSETTER</b> You're the one who's always the most fashionable.	<b>THE ARTISAN</b> You're the one who's always the most creative.	<b>THE PROVOCATEUR</b> You're the one who's always the most controversial.	<b>THE QUICK-START</b> You're the one who's always the most energetic.
<b>THE CATALYST</b> You're the one who's always the most influential.	<b>THE DESMAN</b> You're the one who's always the most dramatic.	<b>THE PEOPLE'S CHAMPION</b> You're the one who's always the most popular.	<b>THE TALENT</b> You're the one who's always the most skilled.	<b>THE RELOVED</b> You're the one who's always the most loved.	<b>THE INTROQUE</b> You're the one who's always the most intriguing.	<b>THE ORCHESTRATOR</b> You're the one who's always the most organized.
<b>THE CHANGE AGENT</b> You're the one who's always the most transformative.	<b>THE RINGLEADER</b> You're the one who's always the most influential.	<b>THE AGGRESSOR</b> You're the one who's always the most assertive.	<b>THE MAESTRO</b> You're the one who's always the most skilled.	<b>THE GUARDIAN</b> You're the one who's always the most protective.	<b>THE MASTERMIND</b> You're the one who's always the most strategic.	<b>THE DEFENDER</b> You're the one who's always the most loyal.
<b>THE AVANT-GARDE</b> You're the one who's always the most innovative.	<b>THE CONNOISSEUR</b> You're the one who's always the most knowledgeable.	<b>THE VICTOR</b> You're the one who's always the most successful.	<b>THE IMPERIAL</b> You're the one who's always the most powerful.	<b>THE BLUE CHIP</b> You're the one who's always the most reliable.	<b>THE ARCHITECT</b> You're the one who's always the most creative.	<b>THE SCHOLAR</b> You're the one who's always the most intelligent.
<b>THE EVOLUTIONARY</b> You're the one who's always the most adaptable.	<b>THE AUTHENTIC</b> You're the one who's always the most genuine.	<b>THE GRANULAR</b> You're the one who's always the most detailed.	<b>THE DIPLOMAT</b> You're the one who's always the most diplomatic.	<b>THE OIL GUARDIAN</b> You're the one who's always the most protective.	<b>THE ANCHOR</b> You're the one who's always the most stable.	<b>THE GOOD CITIZEN</b> You're the one who's always the most responsible.
<b>THE SECRET WEAPON</b> You're the one who's always the most hidden.	<b>THE SUBTLE TOUCH</b> You're the one who's always the most subtle.	<b>THE VEILED STRENGTH</b> You're the one who's always the most powerful.	<b>THE ROYAL GUARD</b> You're the one who's always the most loyal.	<b>THE WISE OWL</b> You're the one who's always the most intelligent.	<b>THE DEADBOLT</b> You're the one who's always the most secure.	<b>THE ARCHER</b> You're the one who's always the most accurate.
<b>THE COORDINATOR</b> You're the one who's always the most organized.	<b>THE ACE</b> You're the one who's always the most skilled.	<b>THE EDITOR-IN-CHIEF</b> You're the one who's always the most influential.	<b>THE MEDIATOR</b> You're the one who's always the most diplomatic.	<b>THE DETECTIVE</b> You're the one who's always the most observant.	<b>THE CONTROL FREAK</b> You're the one who's always the most organized.	<b>THE CONTROL FREAK</b> You're the one who's always the most organized.

**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

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**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.

