

AN INSIDER'S *look* AT THE RESEARCH

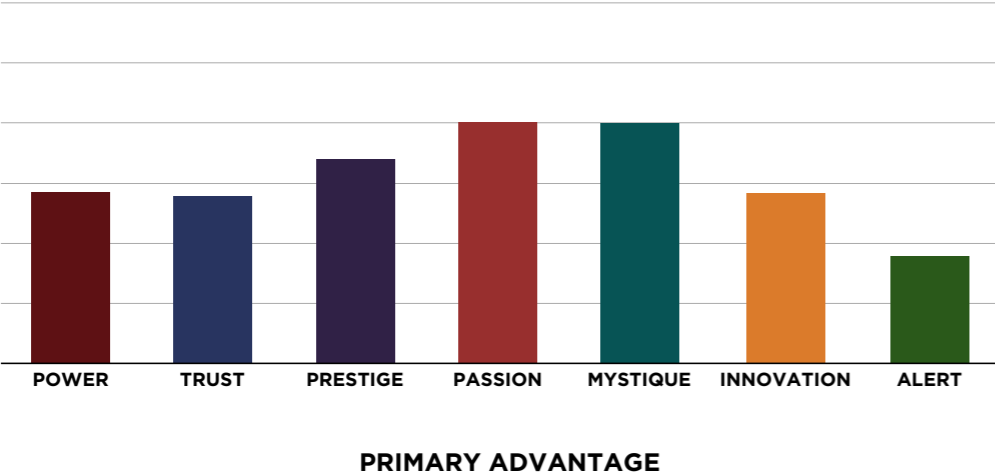
FROM SALLY HOGSHEAD'S PRESENTATION TO
EDWARDS JONES MPC ON 04/20/17

BONUS GIFT:
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BONUS GIFT WITH
YOUR COMMUNITY
MPC17-EXPRESS

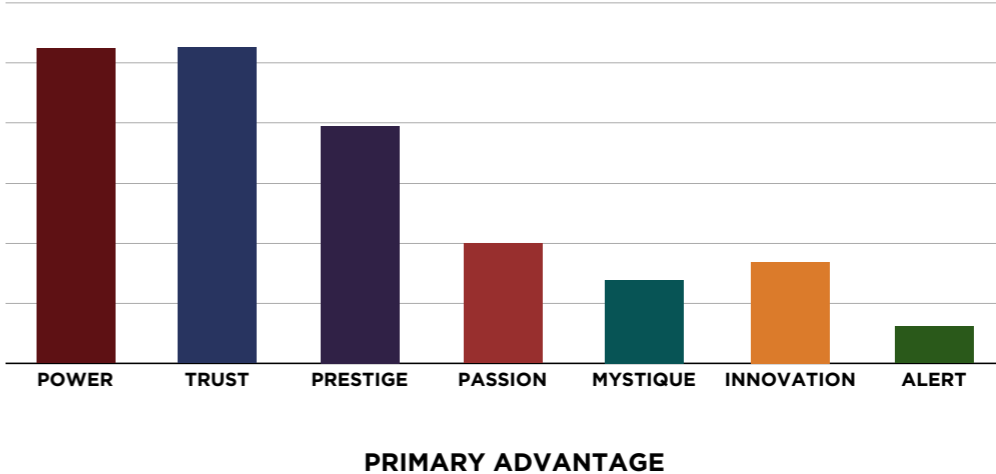


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**EDWARDS JONES MPC RESULTS
OF THE FASCINATION ADVANTAGE TEST**

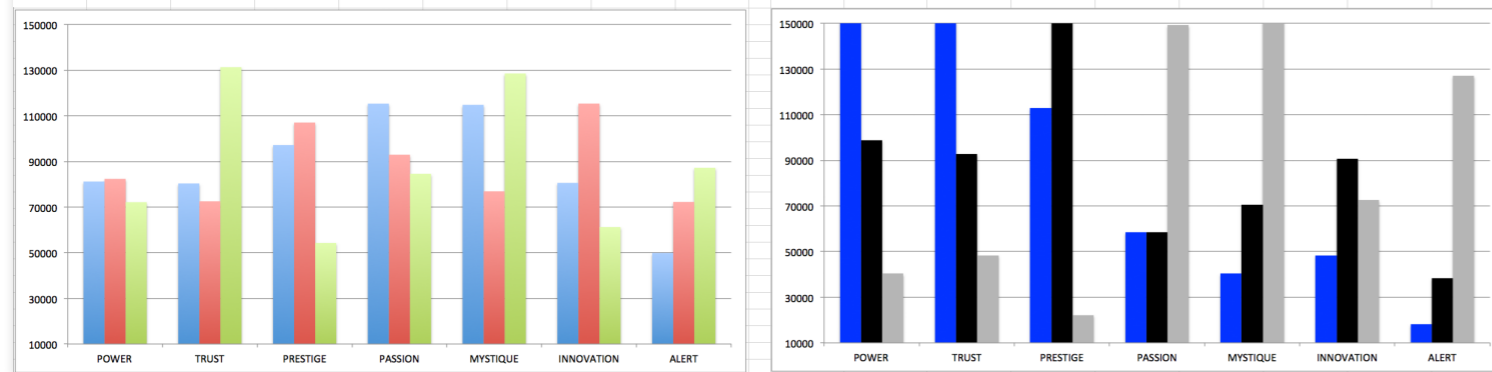


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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Trust	Prestige	The Diplomat	40	13.03%	INNOVATION		3	10	5	3		3
Power	Prestige	The Maestro	33	10.75%	PASSION	13		6	4	2	1	3
Power	Trust	The Guardian	21	6.84%	POWER	8	8		33	21	4	2
Trust	Mystique	The Anchor	20	6.51%	PRESTIGE	13	6	14		13	7	3
Trust	Power	The Gravitass	16	5.21%	TRUST	5	7	16	40		20	5
Prestige	Power	The Victor	14	4.56%	MYSTIQUE	5	3	3		6		3
Passion	Innovation	The Catalyst	13	4.23%	ALERT	1	2		2	1	3	
Prestige	Innovation	The Avant-Garde	13	4.23%								
Prestige	Trust	The Blue Chip	13	4.23%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Innovation	Power	The Maverick Leader	10	3.26%	INNOVATION		1.0%	3.3%	1.6%	1.0%		1.0%
Power	Innovation	The Change Agent	8	2.61%	PASSION	4.2%		2.0%	1.3%	0.7%	0.3%	1.0%
Power	Passion	The Ringleader	8	2.61%	POWER	2.6%	2.6%		10.7%	6.8%	1.3%	0.7%
Prestige	Mystique	The Architect	7	2.28%	PRESTIGE	4.2%	2.0%	4.6%		4.2%	2.3%	1.0%
Trust	Passion	The Authentic	7	2.28%	TRUST	1.6%	2.3%	5.2%	13.0%		6.5%	1.6%
Mystique	Trust	The Wise Owl	6	1.95%	MYSTIQUE	1.6%	1.0%	1.0%		2.0%		1.0%
Passion	Power	The Peoples Champion	6	1.95%	ALERT	0.3%	0.7%		0.7%	0.3%	1.0%	
Prestige	Passion	The Connoisseur	6	1.95%								
Innovation	Prestige	The Trendsetter	5	1.63%								
Mystique	Innovation	The Secret Weapon	5	1.63%								
Trust	Alert	The Good Citizen	5	1.63%								
Trust	Innovation	The Evolutionary	5	1.63%								
Passion	Prestige	The Talent	4	1.30%								
Power	Mystique	The Mastermind	4	1.30%								
Alert	Mystique	The Detective	3	0.98%								
Innovation	Alert	The Quick-Start	3	0.98%								
Innovation	Passion	The Rockstar	3	0.98%								
Innovation	Trust	The Artisan	3	0.98%								
Mystique	Alert	The Archer	3	0.98%								
Mystique	Passion	The Subtle Touch	3	0.98%								

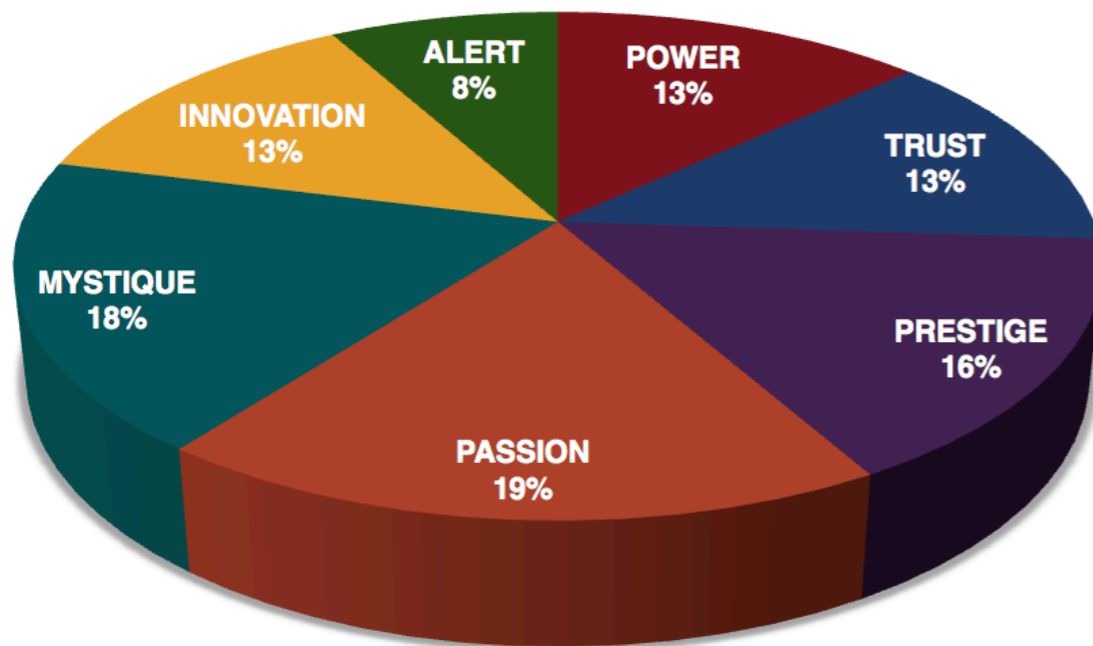
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION									Managing Partners Conference								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	81199	80353	97187	115326	114803	80600	49893	619361	Primary	76	93	56	29	20	24	9	307
Secondary	82355	72527	107032	92944	76901	115352	72250	619361	Secondary	49	46	84	29	35	45	19	307
Dormant	72153	131318	54282	84586	128553	61246	87223	619361	Dormant	20	24	11	74	79	36	63	307

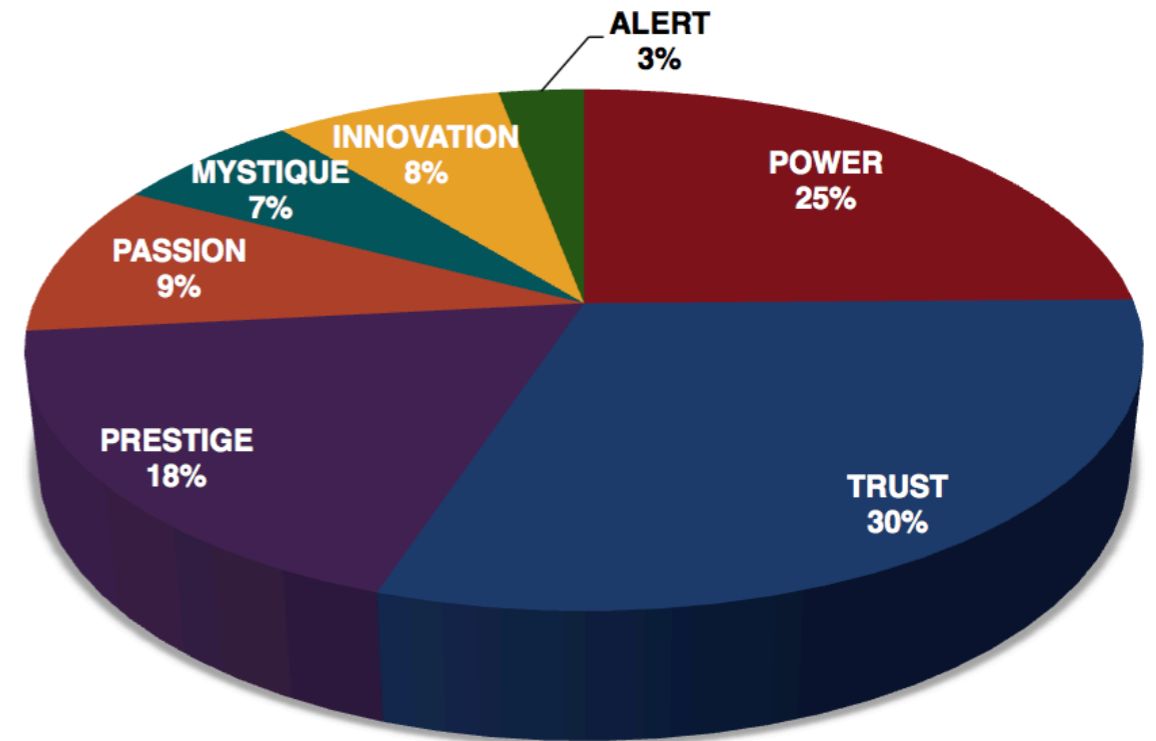


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



EDWARDS JONES MPC 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

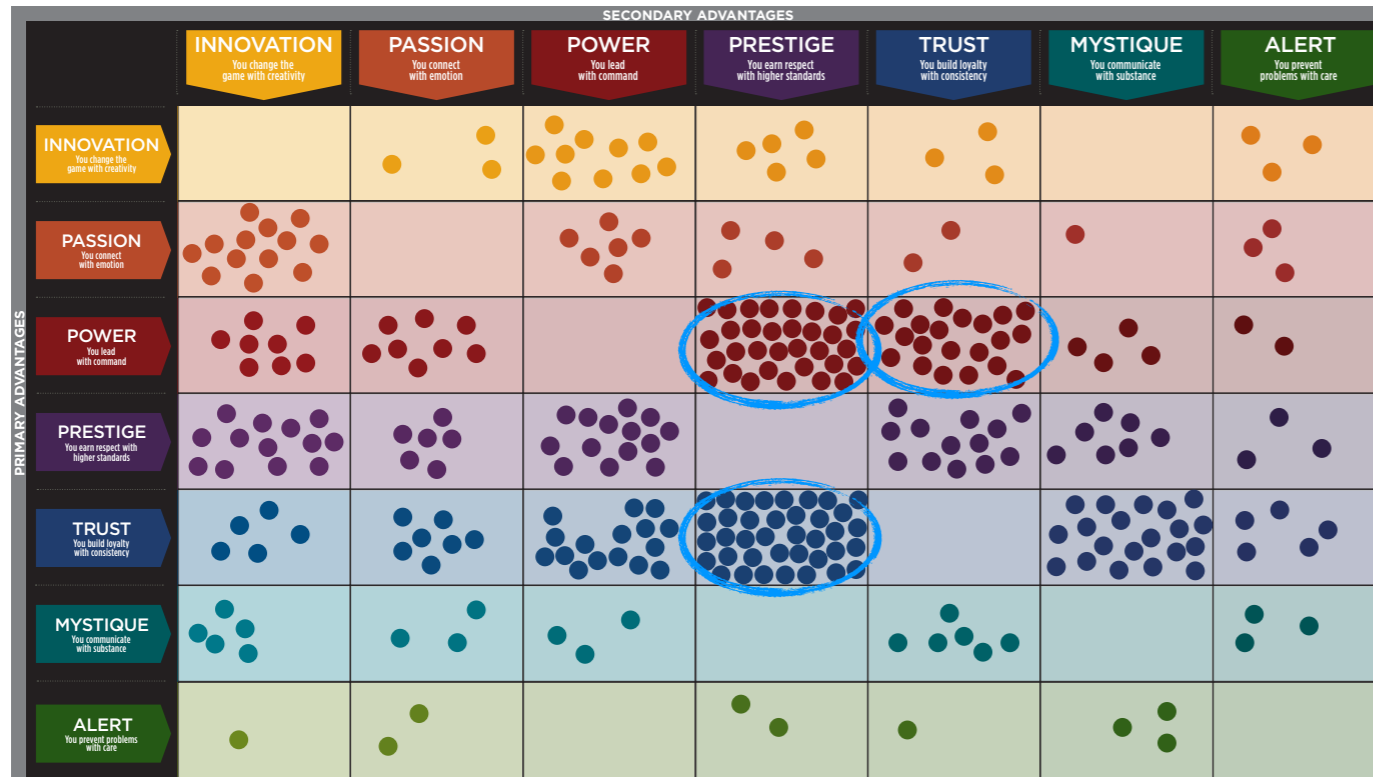
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

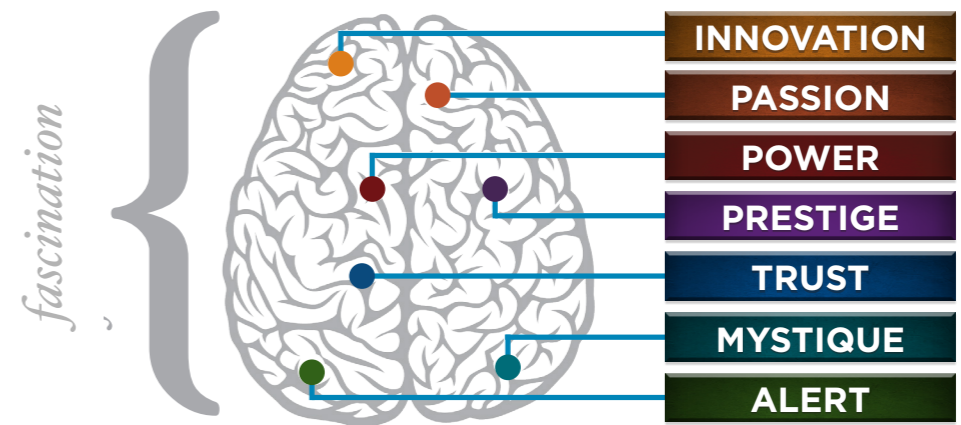
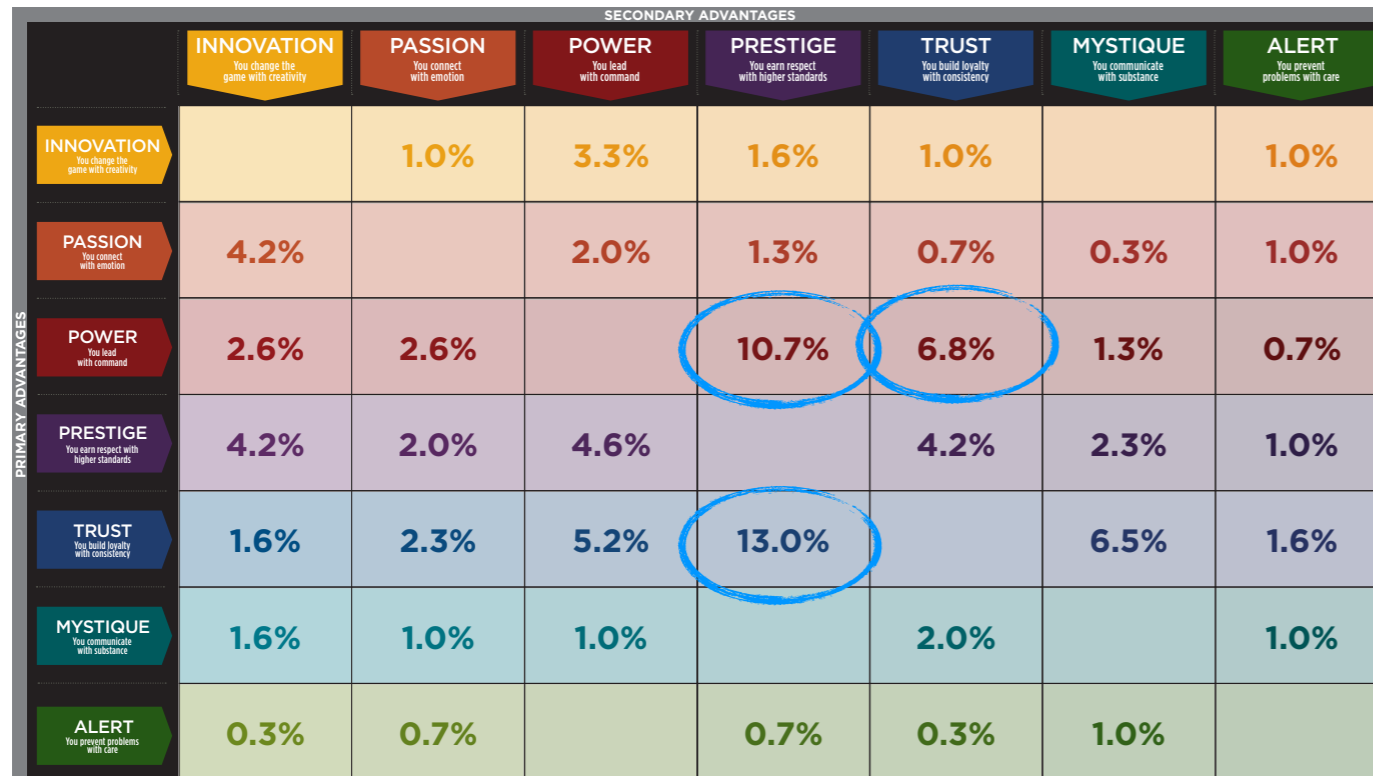
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THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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

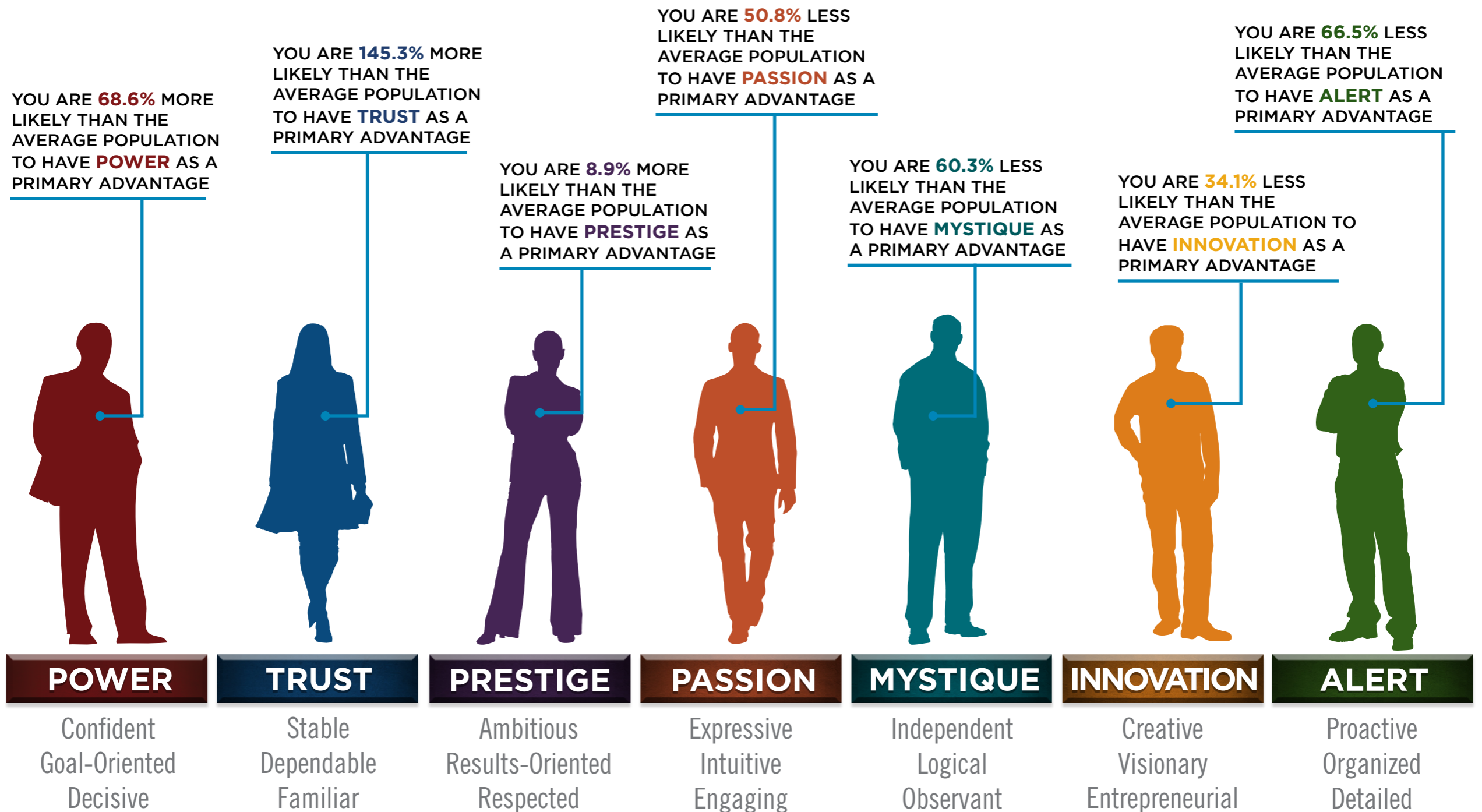


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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 \$19.99 each)

1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **MPC17-EXPRESS**

3 THIS OFFER EXPIRES ON **04/15/17**

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

PRIMARY ADVANTAGE	SECONDARY ADVANTAGE	ARCHETYPE	DESCRIPTION
PASSION	PRESTIGE	THE ANARCHY	Original, Creative, Outrageous
		THE CATALYST	Out-of-the-Box, Social, Disruptive
PASSION	PASSION	THE CHANGE AGENT	Innovative, Disruptive, Self-Motivated
		THE RINGLEADER	Charismatic, Inspiring, Self-Motivated
PASSION	PASSION	THE AGGRESSOR	Domineering, Competitive, Self-Motivated
		THE MAESTRO	Expertise, Sophisticated, Emotional Intelligence
PASSION	PASSION	THE GUARDIAN	Protective, Loyal, Self-Motivated
		THE MASTERMIND	Strategic, Analytical, Self-Motivated
PASSION	PASSION	THE DEFENDER	Protective, Loyal, Self-Motivated
		THE SCHOLAR	Intellectual, Disciplined, Self-Motivated
PASSION	PASSION	THE ANCHOR	Steadfast, Loyal, Self-Motivated
		THE GOOD CITIZEN	Prosocial, Prepared, Self-Motivated
PASSION	PASSION	THE ARCHER	Outgoing, Ambitious, Self-Motivated
		THE CONTROL FREAK	Competitive, Driven, Self-Motivated

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

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.

