

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
MORGAN STANLEY PRESIDENT'S CLUB CONFERENCE 2016 ON 04/08/16



# HOW TO FASCINATE® TEAM TRAINING

LEARN HOW YOUR TEAM CAN APPLY THEIR FASCINATION ADVANTAGE® TO INFLUENCE OTHERS AND COMMUNICATE AT THEIR BEST

Finka Jerkovic, Certified Fascinate Advisor Program Director delivers high energy, interactive team training based on the Fascinate Advantage system. Participants leave with a basic understanding of how to use these tools in their work and with each other. Training sessions are customized to meet your specific needs and can be delivered live or virtually. Your team will learn to:

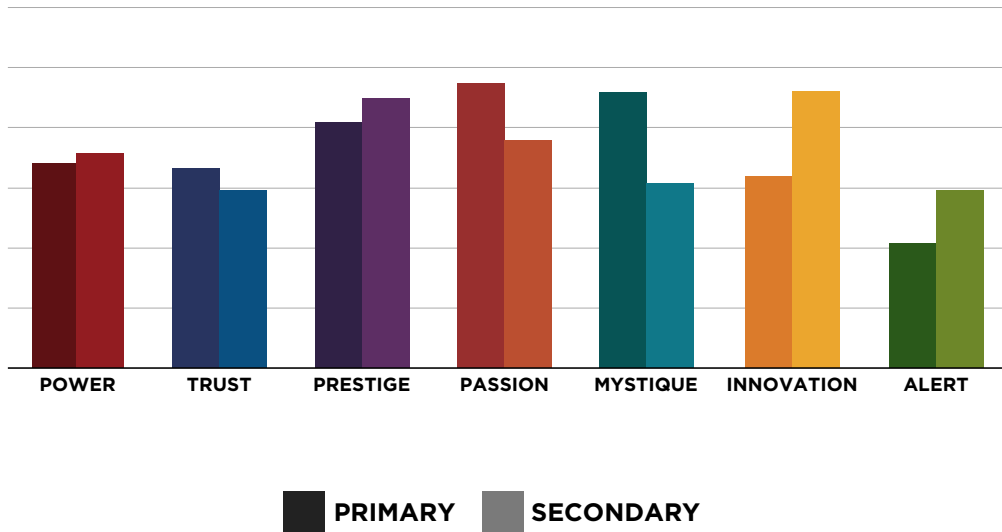
- Leverage their Advantages and create a personal brand that stands out.
- Learn about their communication “red flags” and how they could be turning people off.
- Describe their value in 2-3 words by creating an Anthem; also known as a personality tagline.
- Understand your team’s core strengths and communication style.
- Solve real work situations using the Fascinate Advantages.
- Predict how, as a team, you’re most and least likely to solve problems, deal with conflict and achieve results.



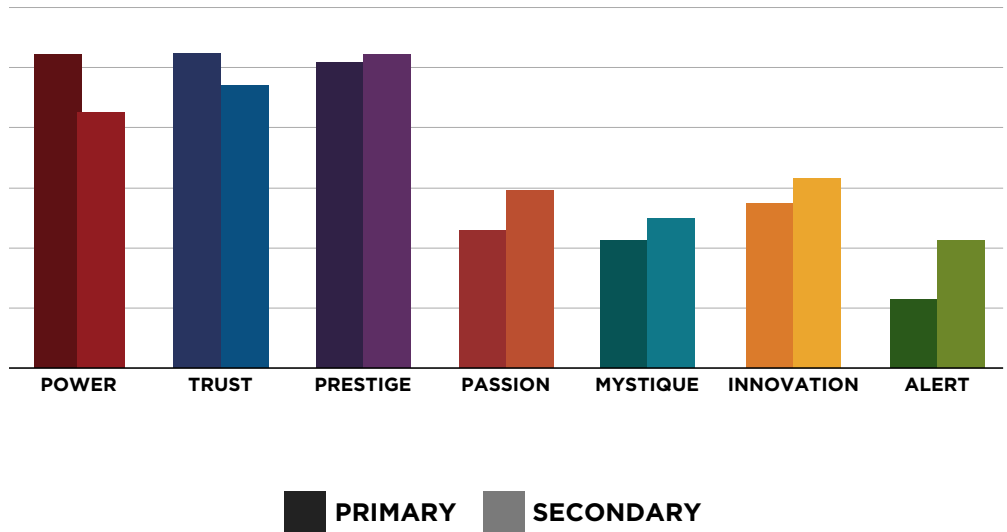
**CLICK HERE TO CONTACT US AND  
LEARN MORE ABOUT TEAM TRAINING**

**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 700,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**MORGAN STANLEY PRESIDENT'S CLUB CONFERENCE  
2016 RESULTS OF THE FASCINATION ADVANTAGE TEST**

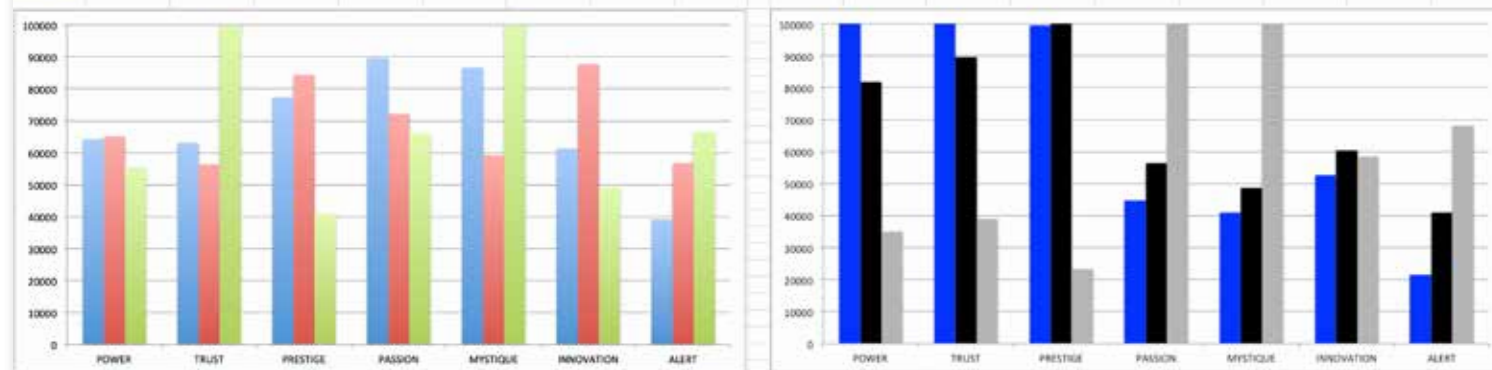


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Trust	The Guardian	23	9.31%	INNOVATION	4	7	9	3	2	2
Power	Prestige	The Maestro	21	8.50%	PASSION	10	3	2	5	2	1
Prestige	Power	The Victor	15	6.07%	POWER	5	2	21	23	2	3
Trust	Prestige	The Diplomat	15	6.07%	PRESTIGE	13	14	15	3	4	2
Prestige	Passion	The Connoisseur	14	5.67%	TRUST	1	8	10	15	14	10
Trust	Mystique	The Anchor	14	5.67%	MYSTIQUE	2	5	4	7	3	3
Prestige	Innovation	The Avant-Garde	13	5.26%	ALERT	1	2	2	5	1	3
Passion	Innovation	The Catalyst	10	4.05%							
Trust	Alert	The Good Citizen	10	4.05%	INNOVATION	1.6%	2.8%	3.6%	1.2%	0.8%	0.8%
Trust	Power	The Gravitas	10	4.05%	PASSION	4.0%	1.2%	0.8%	2.0%	0.8%	0.4%
Innovation	Prestige	The Trendsetter	9	3.64%	POWER	2.0%	0.8%	8.5%	9.3%	0.8%	1.2%
Trust	Passion	The Authentic	8	3.24%	PRESTIGE	5.3%	5.7%	6.1%	1.2%	1.6%	0.8%
Innovation	Power	The Maverick Leader	7	2.83%	TRUST	0.4%	3.2%	4.0%	6.1%	5.7%	4.0%
Mystique	Trust	The Wise Owl	7	2.83%	MYSTIQUE	0.8%	2.0%	1.6%	2.8%	1.2%	1.2%
Alert	Trust	The Mediator	5	2.02%	ALERT	0.4%	0.8%	0.8%	2.0%	0.4%	0.4%
Mystique	Power	The Veiled Strength	5	2.02%							
Passion	Trust	The Beloved	5	2.02%							
Power	Innovation	The Change Agent	5	2.02%							
Innovation	Passion	The Rockstar	4	1.62%							
Mystique	Prestige	The Royal Guard	4	1.62%							
Prestige	Mystique	The Architect	4	1.62%							
Innovation	Trust	The Artisan	3	1.21%							
Mystique	Alert	The Archer	3	1.21%							
Passion	Power	The Peoples Champion	3	1.21%							
Power	Alert	The Defender	3	1.21%							
Prestige	Trust	The Blue Chip	3	1.21%							
Alert	Power	The Ace	2	0.81%							
Alert	Prestige	The Editor-in-Chief	2	0.81%							
Innovation	Alert	The Quick-Start	2	0.81%							
Innovation	Mystique	The Provocateur	2	0.81%							

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

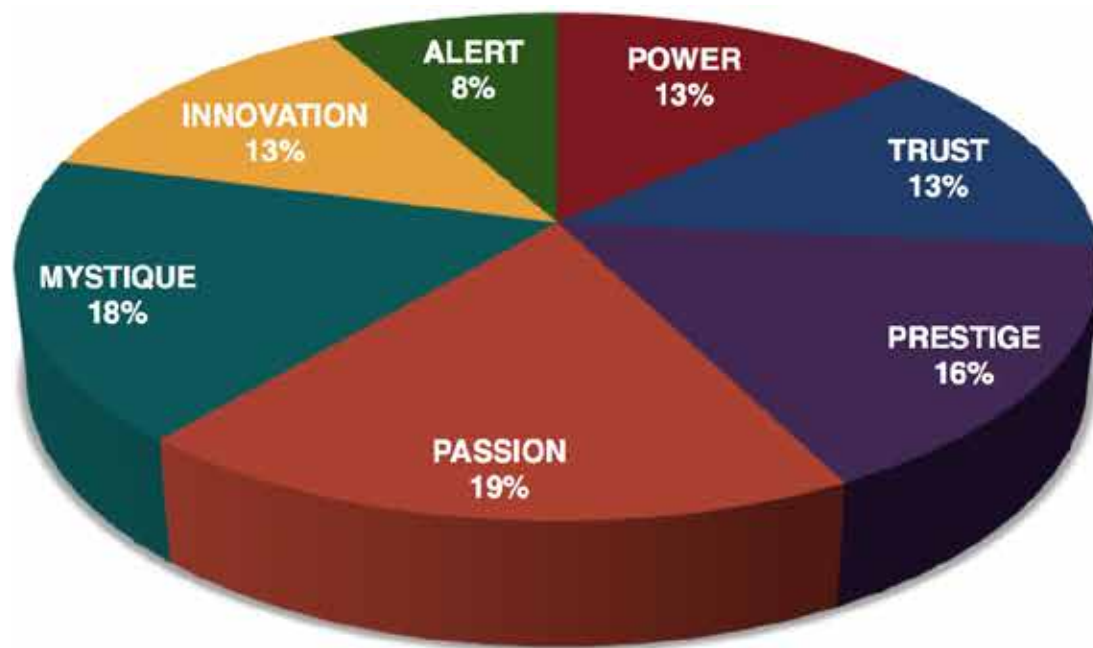
AVERAGE POPULATION									Morgan Stanley President's Club Conference 2016								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	64284	63195	77406	89671	86672	61393	39246	481867	Primary	56	58	51	23	21	27	11	247
Secondary	65111	56438	84401	72185	59204	87727	56801	481867	Secondary	42	46	53	29	25	31	21	247
Dormant	55499	102039	40852	66017	101615	49226	66619	481867	Dormant	18	20	12	60	72	30	35	247
	13.3%	13.1%	16.1%	18.6%	18.0%	12.7%	8.1%	100.0%	Primary	22.7%	23.5%	20.6%	9.3%	8.5%	10.9%	4.5%	100.0%
Secondary	13.5%	11.7%	17.5%	15.0%	12.3%	18.2%	11.8%	100.0%	Secondary	17.0%	18.6%	21.5%	11.7%	10.1%	12.6%	8.5%	100.0%
Dormant	11.5%	21.2%	8.5%	13.7%	21.1%	10.2%	13.8%	100.0%	Dormant	7.3%	8.1%	4.9%	24.8%	29.1%	12.1%	14.2%	100.0%



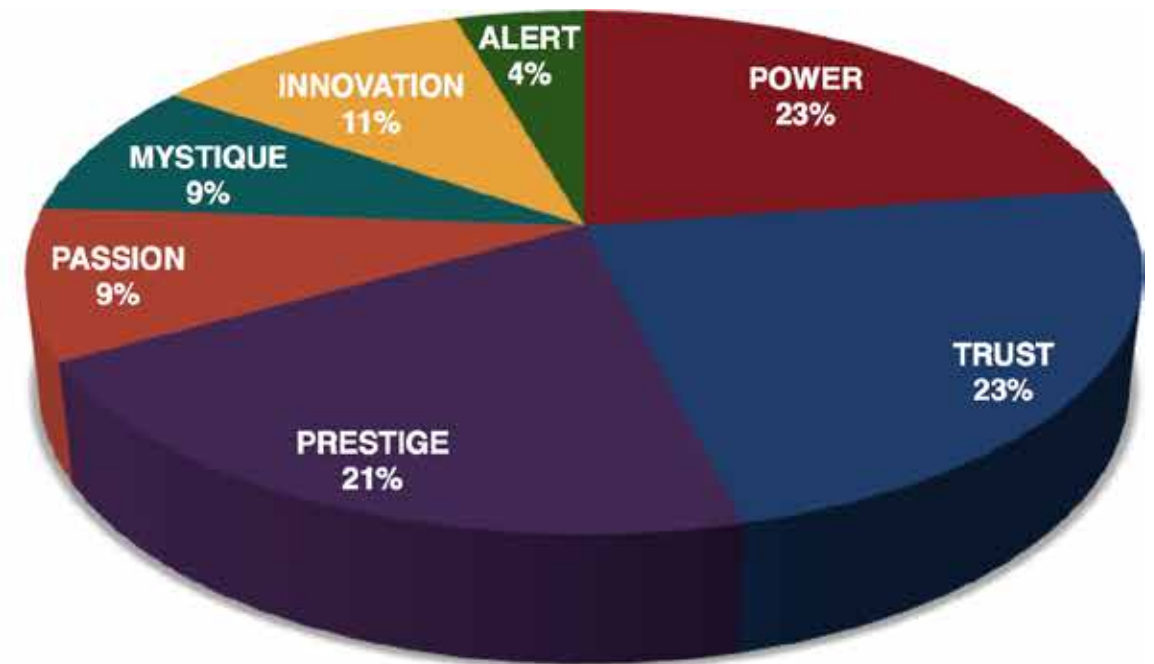
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**MORGAN STANLEY PRESIDENT'S CLUB CONFERENCE 2016 RESULTS FROM THE FASCINATION ADVANTAGE TEST**





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

## THE 49 PERSONAL BRAND ARCHETYPES

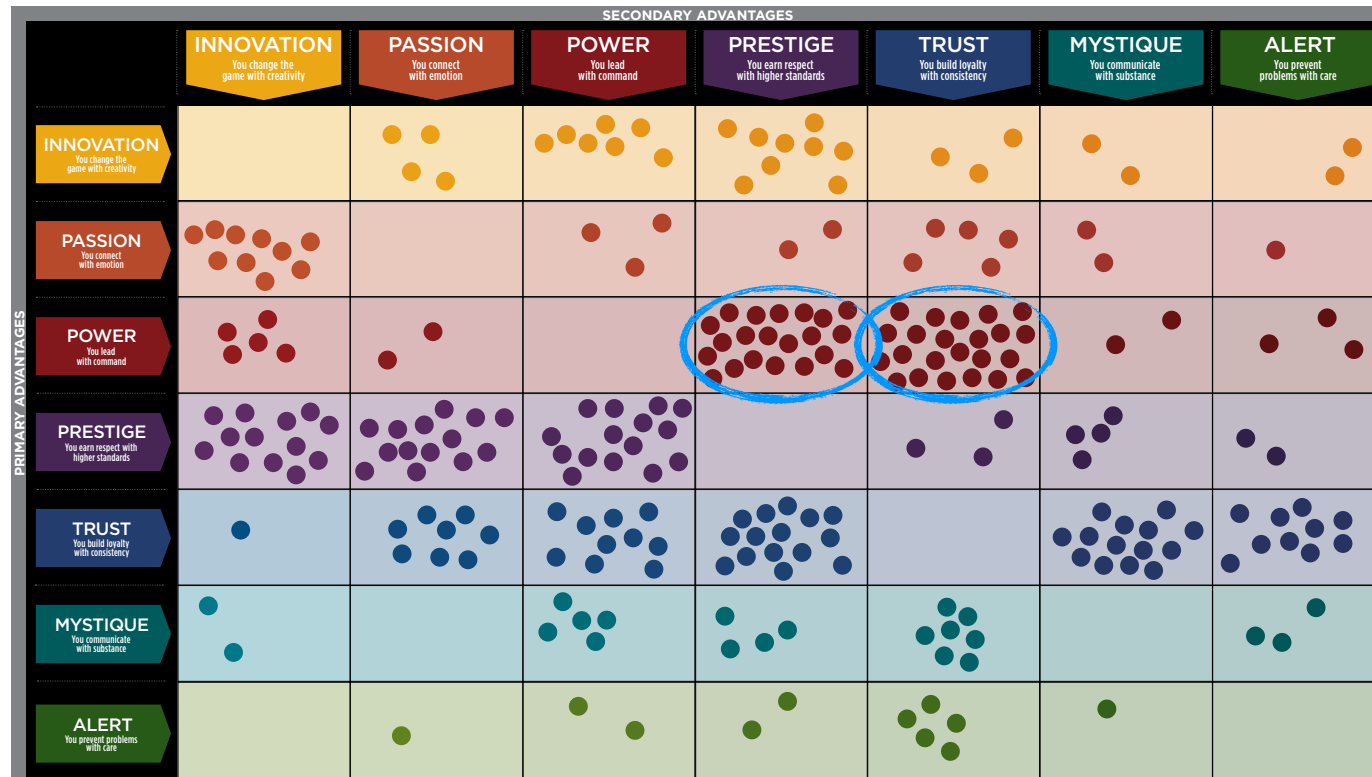
CREATED BY SALLY HOGSHEAD  
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### SECONDARY FASCINATION ADVANTAGE®

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

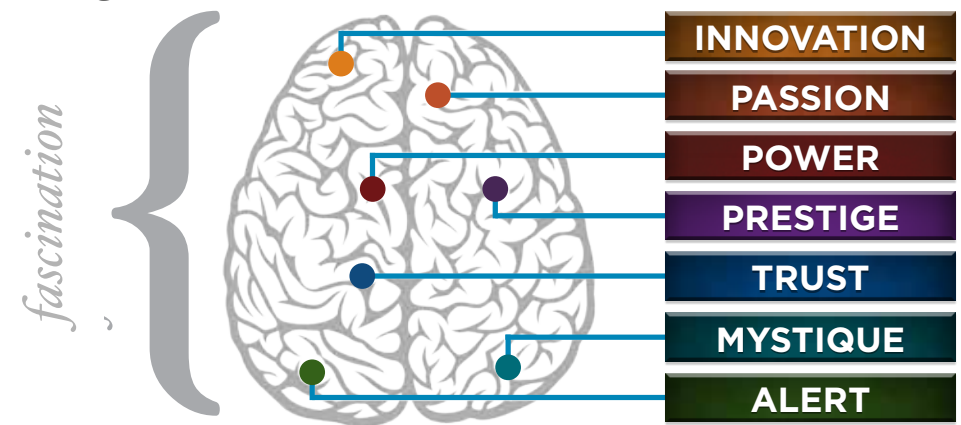
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



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

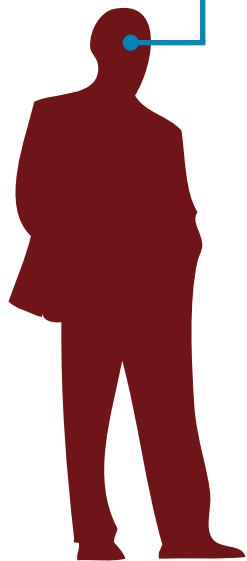
PRIMARY ADVANTAGES	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		1.6%	2.8%	3.6%	1.2%	0.8%	0.8%
PASSION <small>You connect with emotion</small>	4.0%		1.2%	0.8%	2.0%	0.8%	0.4%
POWER <small>You lead with command</small>	2.0%	0.8%		8.5%	9.3%	0.8%	1.2%
PRESTIGE <small>You earn respect with higher standards</small>	5.3%	5.7%	6.1%		1.2%	1.6%	0.8%
TRUST <small>You build loyalty with consistency</small>	0.4%	3.2%	4.0%	6.1%		5.7%	4.0%
MYSTIQUE <small>You communicate with substance</small>	0.8%		2.0%	1.6%	2.8%		1.2%
ALERT <small>You prevent problems with care</small>		0.4%	0.8%	0.8%	2.0%	0.4%	



# 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.

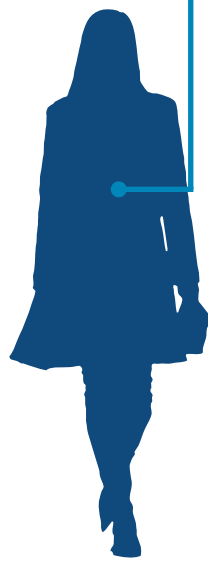
YOU ARE **54.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **90.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **23.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **51.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **48.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **7.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **49%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed



## 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