

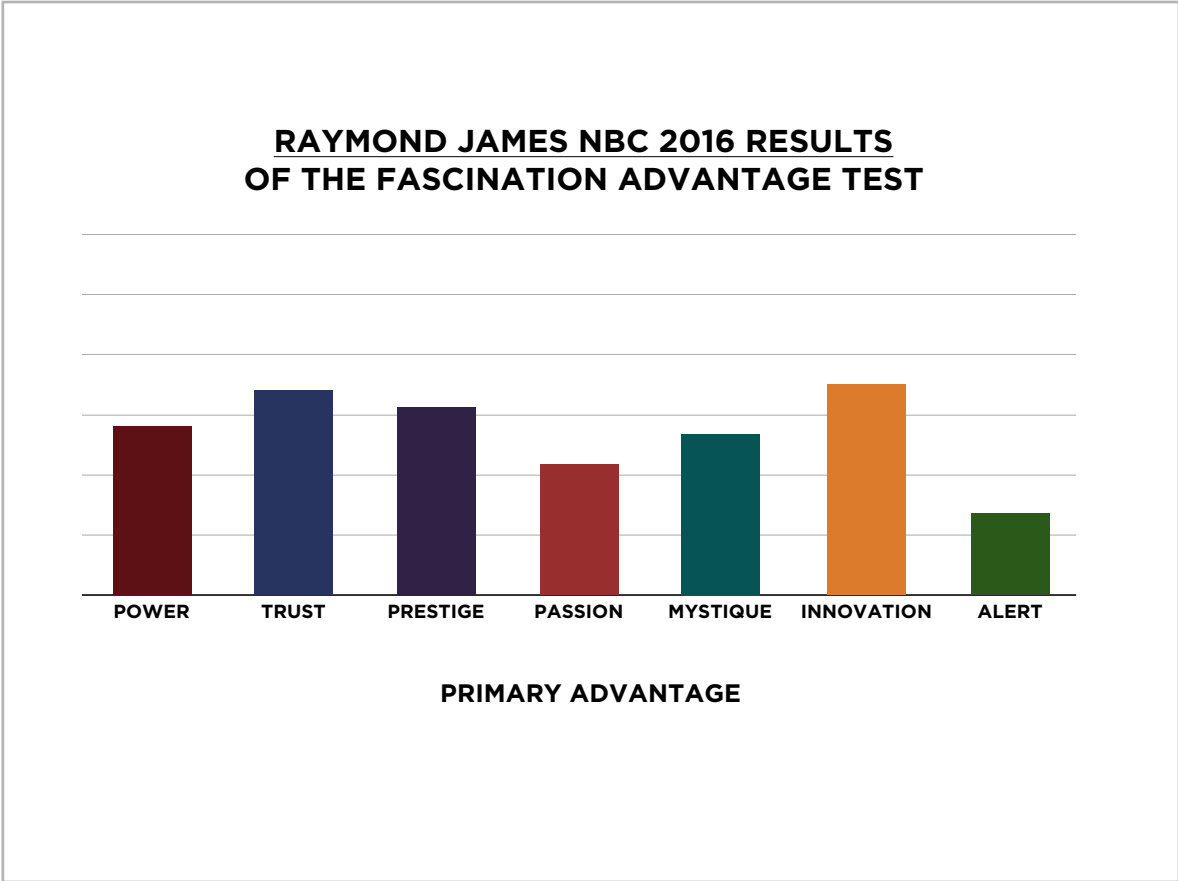
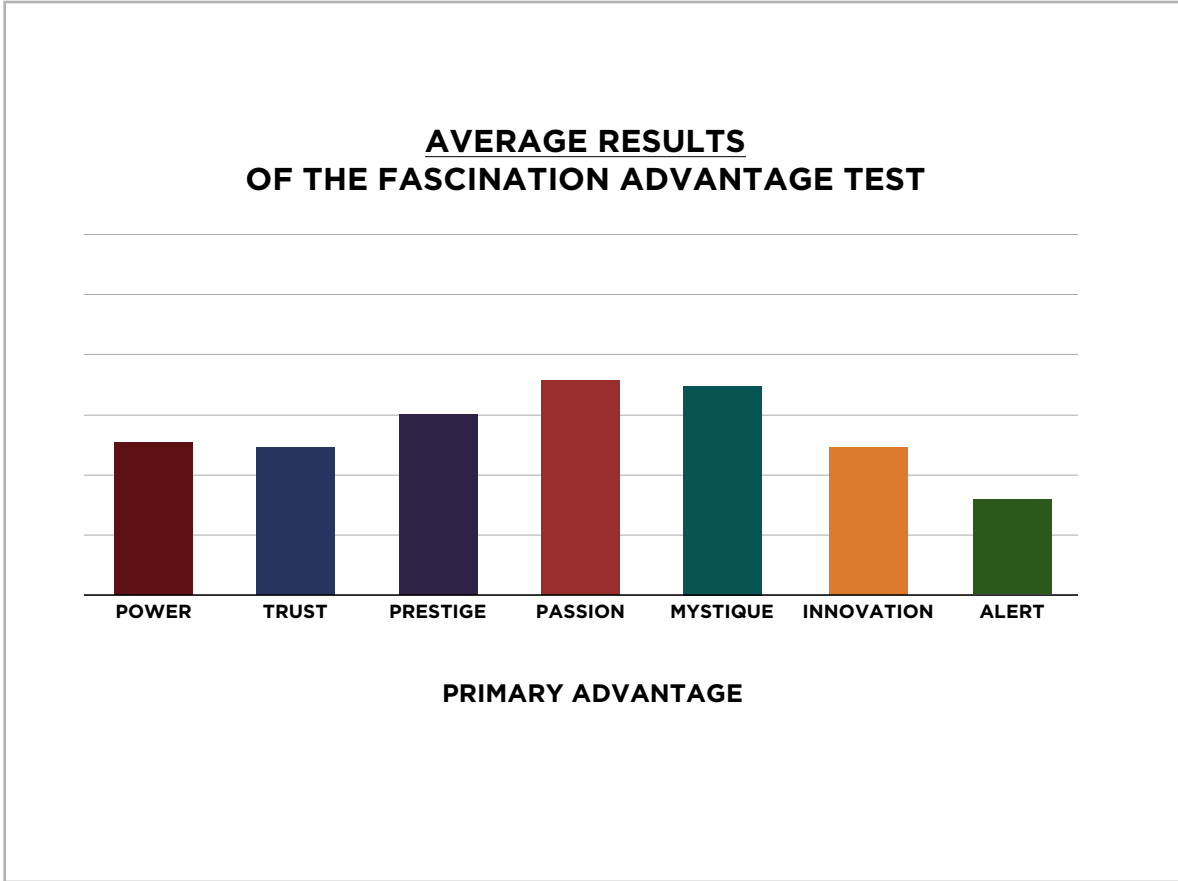
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
RAYMOND JAMES NBC 2016 ON 10/22/16

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GET YOUR FREE
NBC16-EXPRESS
CODE TO 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.

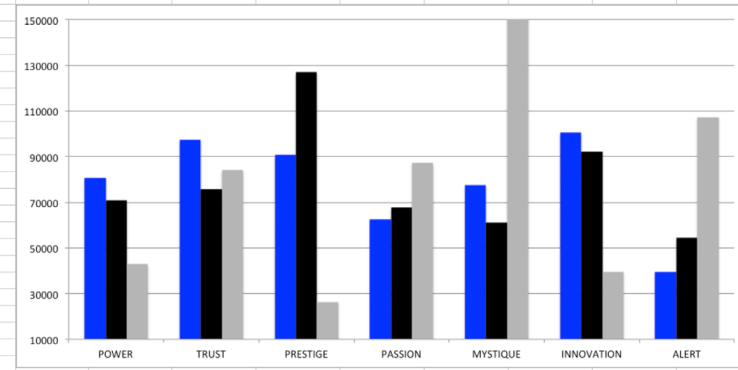
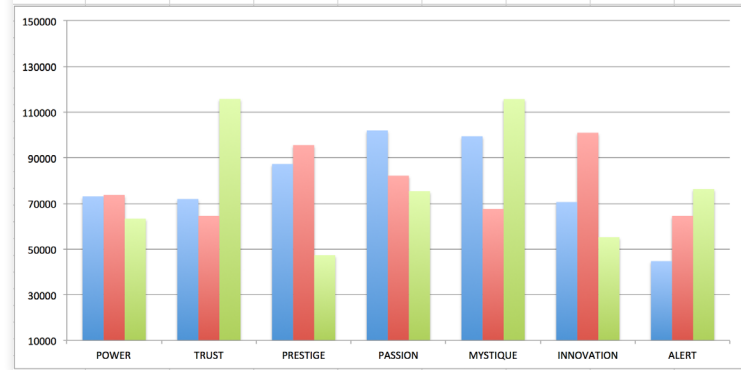


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	25	7.51%	INNOVATION	11	10	23	8	4	5
Innovation	Prestige	The Trendsetter	23	6.91%	PASSION	15	3	3	2	8	7
Trust	Prestige	The Diplomat	19	5.71%	POWER	8	1	25	7	5	3
Prestige	Passion	The Connoisseur	18	5.41%	PRESTIGE	11	18	12	5	6	3
Mystique	Innovation	The Secret Weapon	17	5.11%	TRUST	4	3	9	19	13	11
Passion	Innovation	The Catalyst	15	4.50%	MYSTIQUE	17	4	5	4	13	4
Mystique	Trust	The Wise Owl	13	3.90%	ALERT	1	4	4	3	11	1
Trust	Mystique	The Anchor	13	3.90%							
Prestige	Power	The Victor	12	3.60%							
Alert	Trust	The Mediator	11	3.30%	INNOVATION	3.3%	3.0%	6.9%	2.4%	1.2%	1.5%
Innovation	Passion	The Rockstar	11	3.30%	PASSION	4.5%	0.9%	0.9%	0.6%	2.4%	2.1%
Prestige	Innovation	The Avant-Garde	11	3.30%	POWER	2.4%	0.3%	7.5%	2.1%	1.5%	0.9%
Trust	Alert	The Good Citizen	11	3.30%	PRESTIGE	3.3%	5.4%	3.6%	1.5%	1.8%	0.9%
Innovation	Power	The Maverick Leader	10	3.00%	TRUST	1.2%	0.9%	2.7%	5.7%	3.9%	3.3%
Trust	Power	The Gravitas	9	2.70%	MYSTIQUE	5.1%	1.2%	1.5%	1.2%	3.9%	1.2%
Innovation	Trust	The Artisan	8	2.40%	ALERT	0.3%	1.2%	1.2%	0.9%	3.3%	0.3%
Passion	Mystique	The Intrigue	8	2.40%							
Power	Innovation	The Change Agent	8	2.40%							
Passion	Alert	The Orchestrator	7	2.10%							
Power	Trust	The Guardian	7	2.10%							
Prestige	Mystique	The Architect	6	1.80%							
Innovation	Alert	The Quick-Start	5	1.50%							
Mystique	Power	The Veiled Strength	5	1.50%							
Power	Mystique	The Mastermind	5	1.50%							
Prestige	Trust	The Blue Chip	5	1.50%							
Alert	Passion	The Coordinator	4	1.20%							
Alert	Power	The Ace	4	1.20%							
Innovation	Mystique	The Provocateur	4	1.20%							
Mystique	Alert	The Archer	4	1.20%							
Mystique	Passion	The Subtle Touch	4	1.20%							

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

AVERAGE POPULATION									2016 National Business Conference								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	73021	71915	87226	101918	99435	70577	44735	548827	Primary	49	59	55	38	47	61	24	333
Secondary	73632	64521	95504	82119	67584	100945	64522	548827	Secondary	43	46	77	41	37	56	33	333
Dormant	63338	115727	47309	75314	115663	55178	76298	548827	Dormant	26	51	16	53	98	24	65	333



I WANT TO...

BUILD A MORE ENGAGED TEAM

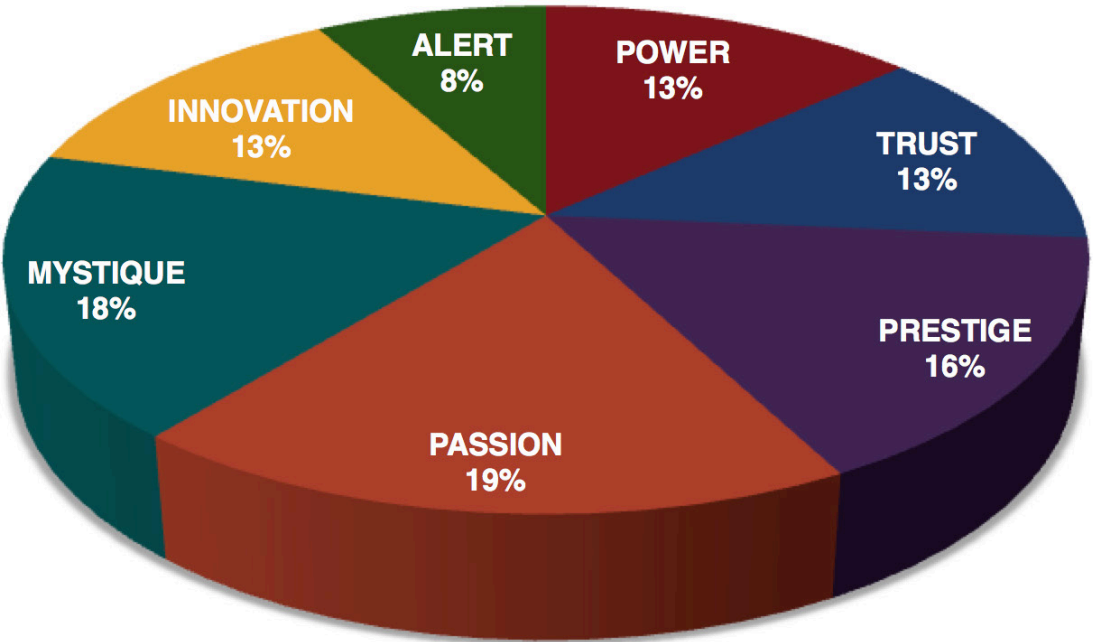
4 STEPS TO A MORE ENGAGED TEAM

- 1 DISCOVER HOW THE WORLD SEES YOU:**
Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value. **Click here** or send this link HowToFascinate.com/you to have your team take the Fascination Advantage® assessment.
- 2 ANTHEM EXERCISE:**
Have your team use the **One-Hour Personal Brand™ Kit** so each member can create an Anthem to immediately identify how they are most likely to add value. Schedule a meeting to share results.
- 3 ONLINE TRAINING:**
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Academy™ Online: FascinationAcademy.com
- 4 ONSITE TRAINING:**
Create a deeper understanding of core Fascinate principles in an interactive onsite environment with one of our **Fascinate Certified Advisors**. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.

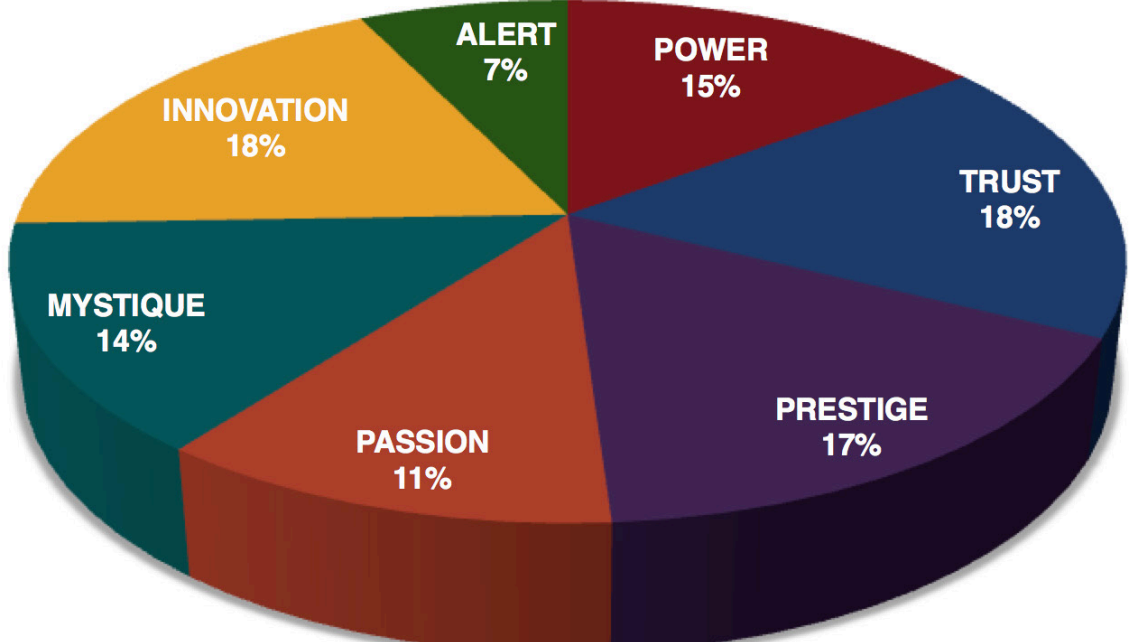


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



RAYMOND JAMES NBC 2016 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

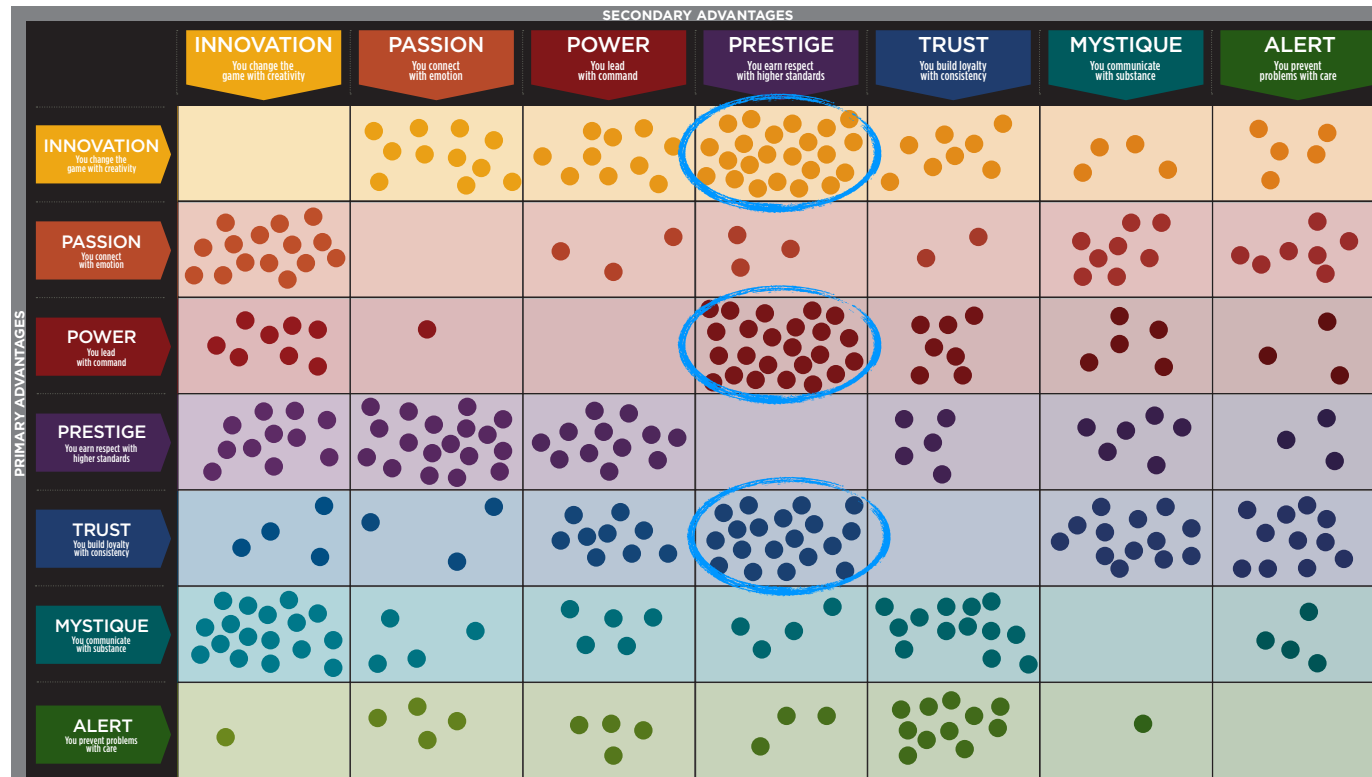
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

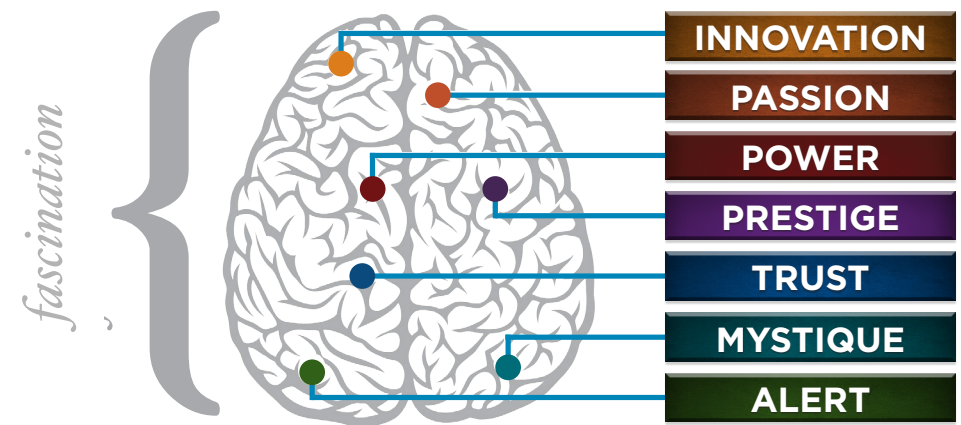
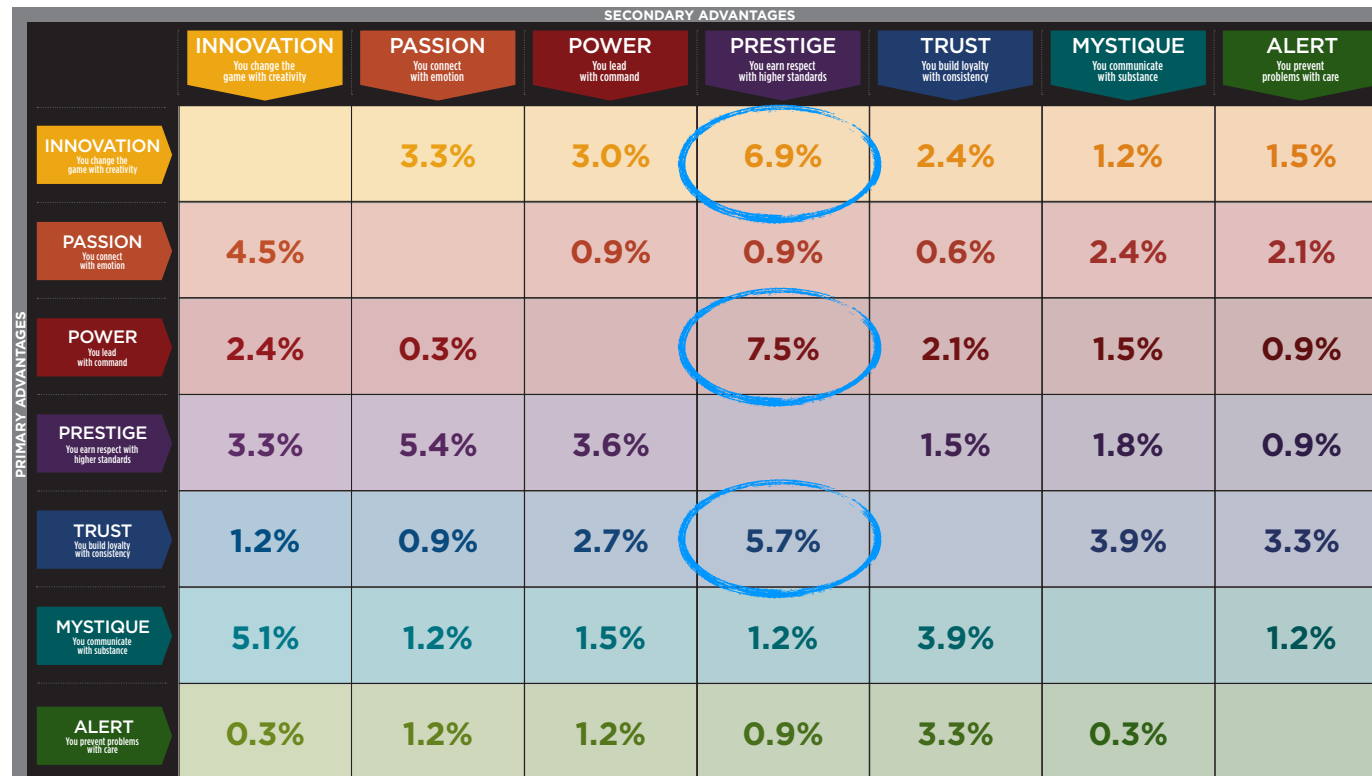
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THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



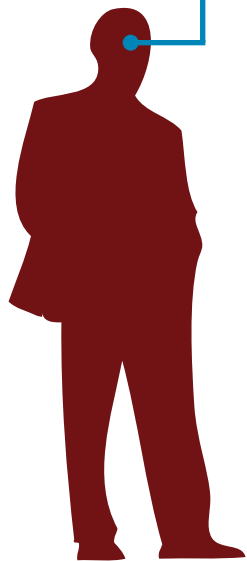
This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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.

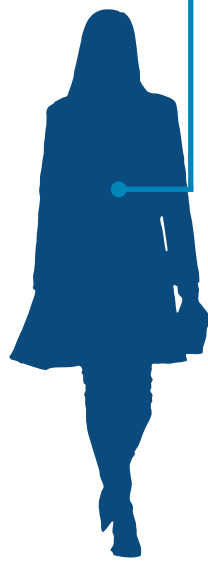
YOU ARE **0.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

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



TRUST

Stable
Dependable
Familiar

YOU ARE **1.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

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



PASSION

Expressive
Intuitive
Engaging

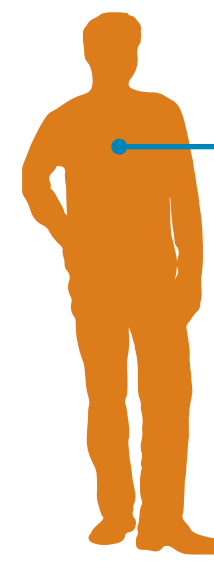
YOU ARE **14%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **54.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **17.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM

Click here to share this code for free (normally \$20 each):

1. Go to HowToFascinate.com/YOU
2. For the access code, enter **NBC16-EXPRESS**

We want to help you make your next team training or off-site meeting a fantastic success! Why? Because the greatest way to empower someone is to show them their highest value.

1 INVITE EACH TEAM MEMBER

To take the Fascination Advantage® assessment using your free code until **11/30/16**.

2 HAVE THEM BRING

Their primary & secondary Advantage and Archetype results to the meeting. (Take a screen shot or write it down, or if **upgraded**, print it out.)

3 USING THE 49 PERSONALITY ARCHETYPE MATRIX ON PAGE 5

Go around and have each person select and discuss one of their top 3 adjectives and how it applies to them — the adjective describes how they are different. This is their specialty.

4 EACH PERSON

Gives an example from the past, highlighting how they have applied their natural “specialty” to improve results for the team.

For example, someone might say: “My adjective is ‘confident.’ When I am confident, the entire team becomes focused and goal-oriented. That’s how we hit the mark every time.”

Want to build a culture of engagement? You can do it, and we’re here to help! Email our friendly customer service at hello@howfascinate.com.

THE SEVEN LANGUAGES OF FASCINATION



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



READY TO BUILD AN ENGAGING TEAM? CONNET WITH US.

1 UNLOCK YOUR FULL 16-PAGE REPORT & GET UNLIMITED ACCESS TO YOUR IN-DEPTH PROFILE

You'll have the exact words to describe yourself when you need to stand out most. Use them in **online profiles, introductions, resumes, professional bios, interviews, and more**. Your full report also includes charts that compare your Advantages to over one million others--all updated in real time! **Click here to upgrade your report now.**

2 WE CAN MAKE YOUR NEXT EVENT UNFORGETTABLE. CHOOSE AN EVENT CODE THAT REFLECTS YOUR BRAND OR CONFERENCE THEME.

When attendees take the assessment, they will enter your custom code to receive access to their Complete or Express Fascination Profiles. You'll get the raw data on everyone who uses your code, including the complete breakdown of their Advantages, delivered in a convenient spreadsheet format. **Click here to get your custom code.**

3 THE TEAM BUILDING KIT YOU'VE BEEN SEARCHING FOR.

Teams that work well together are teams that understand each other. When you understand the communication patterns and tendencies of your team members, you can cut through the conflict and encourage healthy relationships. Using the Best Team Ever kit in tandem with your Fascination Advantage reports, every one of your team members will understand how he or she contributes to the team. **Click here to the Best Team Ever™ Kit.**

LET'S START A CONVERSATION.

