

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
NLC 7TH ANNUAL LEADERSHIP CONFERENCE ON 05/10/17

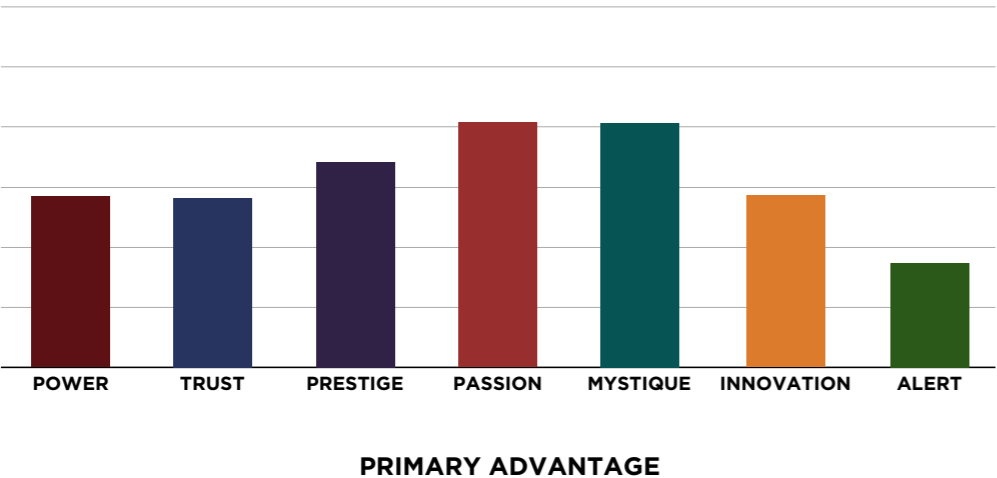
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***NLC2017-EXPRESS***



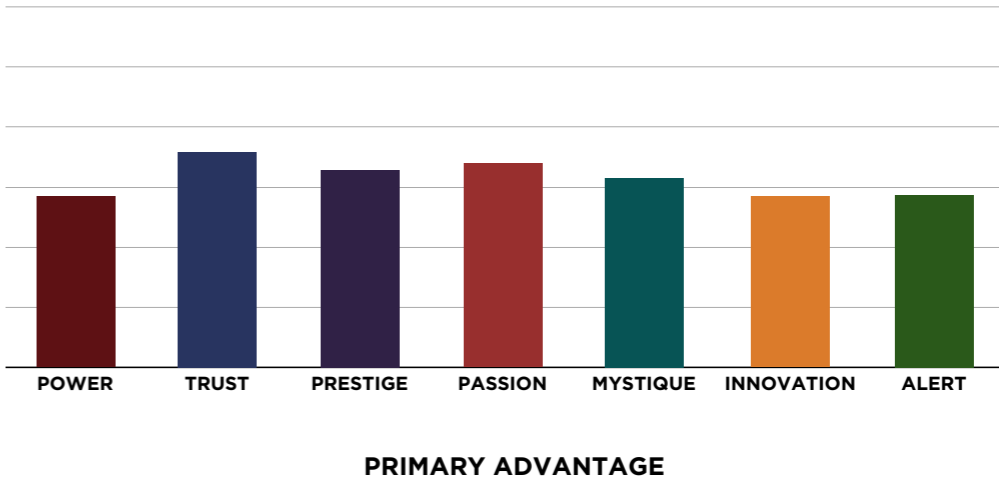
**THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.**

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**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**NLC 7TH ANNUAL LEADERSHIP CONFERENCE  
RESULTS OF THE FASCINATION ADVANTAGE TEST**

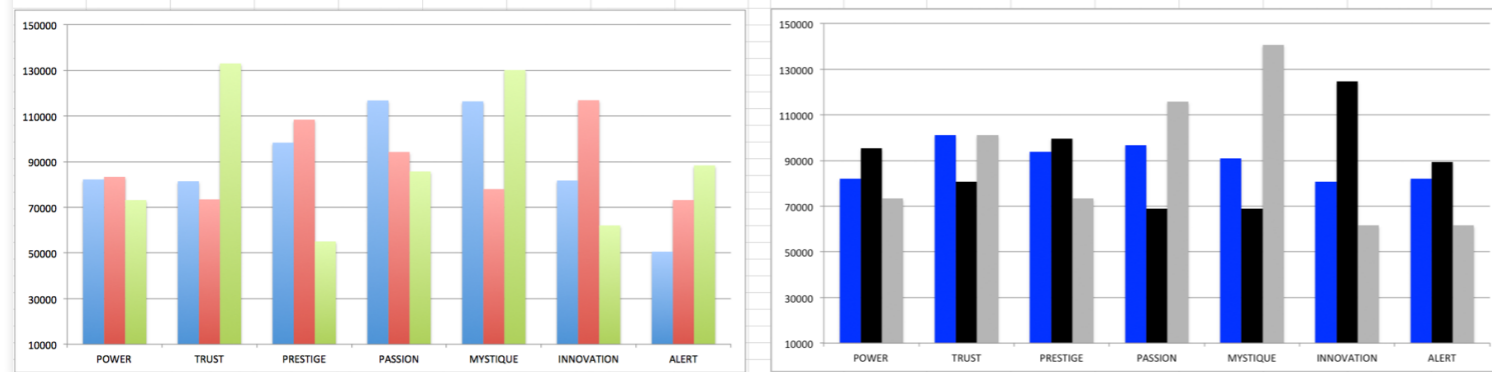


# THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

| Primary    | Secondary  | Archetype            | Sum | Percent | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|----------------------|-----|---------|------------|---------|-------|----------|-------|----------|-------|
| Passion    | Innovation | The Catalyst         | 35  | 8.18%   | INNOVATION | 9       | 14    | 9        | 5     | 8        | 10    |
| Power      | Prestige   | The Maestro          | 25  | 5.84%   | PASSION    | 35      | 8     | 3        | 3     | 6        | 11    |
| Alert      | Trust      | The Mediator         | 24  | 5.61%   | POWER      | 11      | 4     | 25       | 9     | 5        | 2     |
| Prestige   | Power      | The Victor           | 19  | 4.44%   | PRESTIGE   | 15      | 13    | 19       | 2     | 7        | 8     |
| Trust      | Alert      | The Good Citizen     | 18  | 4.21%   | TRUST      | 7       | 3     | 10       | 16    | 15       | 18    |
| Trust      | Prestige   | The Diplomat         | 16  | 3.74%   | MYSTIQUE   | 15      | 11    | 7        | 5     | 12       | 12    |
| Mystique   | Innovation | The Secret Weapon    | 15  | 3.50%   | ALERT      | 2       | 7     | 7        | 10    | 24       | 6     |
| Prestige   | Innovation | The Avant-Garde      | 15  | 3.50%   |            |         |       |          |       |          |       |
| Trust      | Mystique   | The Anchor           | 15  | 3.50%   |            |         |       |          |       |          |       |
| Innovation | Power      | The Maverick Leader  | 14  | 3.27%   | INNOVATION | 2.1%    | 3.3%  | 2.1%     | 1.2%  | 1.9%     | 2.3%  |
| Prestige   | Passion    | The Connoisseur      | 13  | 3.04%   | PASSION    | 8.2%    | 1.9%  | 0.7%     | 0.7%  | 1.4%     | 2.6%  |
| Mystique   | Alert      | The Archer           | 12  | 2.80%   | POWER      | 2.6%    | 0.9%  | 5.8%     | 2.1%  | 1.2%     | 0.5%  |
| Mystique   | Trust      | The Wise Owl         | 12  | 2.80%   | PRESTIGE   | 3.5%    | 3.0%  | 4.4%     | 0.5%  | 1.6%     | 1.9%  |
| Mystique   | Passion    | The Subtle Touch     | 11  | 2.57%   | TRUST      | 1.6%    | 0.7%  | 2.3%     | 3.7%  | 3.5%     | 4.2%  |
| Passion    | Alert      | The Orchestrator     | 11  | 2.57%   | MYSTIQUE   | 3.5%    | 2.6%  | 1.6%     | 1.2%  | 2.8%     | 2.8%  |
| Power      | Innovation | The Change Agent     | 11  | 2.57%   | ALERT      | 0.5%    | 1.6%  | 1.6%     | 2.3%  | 5.6%     |       |
| Alert      | Prestige   | The Editor-in-Chief  | 10  | 2.34%   |            |         |       |          |       |          |       |
| Innovation | Alert      | The Quick-Start      | 10  | 2.34%   |            |         |       |          |       |          |       |
| Trust      | Power      | The Gravitas         | 10  | 2.34%   |            |         |       |          |       |          |       |
| Innovation | Passion    | The Rockstar         | 9   | 2.10%   |            |         |       |          |       |          |       |
| Innovation | Prestige   | The Trendsetter      | 9   | 2.10%   |            |         |       |          |       |          |       |
| Power      | Trust      | The Guardian         | 9   | 2.10%   |            |         |       |          |       |          |       |
| Innovation | Mystique   | The Provocateur      | 8   | 1.87%   |            |         |       |          |       |          |       |
| Passion    | Power      | The Peoples Champion | 8   | 1.87%   |            |         |       |          |       |          |       |
| Prestige   | Alert      | The Scholar          | 8   | 1.87%   |            |         |       |          |       |          |       |
| Alert      | Passion    | The Coordinator      | 7   | 1.64%   |            |         |       |          |       |          |       |
| Alert      | Power      | The Ace              | 7   | 1.64%   |            |         |       |          |       |          |       |
| Mystique   | Power      | The Veiled Strength  | 7   | 1.64%   |            |         |       |          |       |          |       |
| Prestige   | Mystique   | The Architect        | 7   | 1.64%   |            |         |       |          |       |          |       |

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

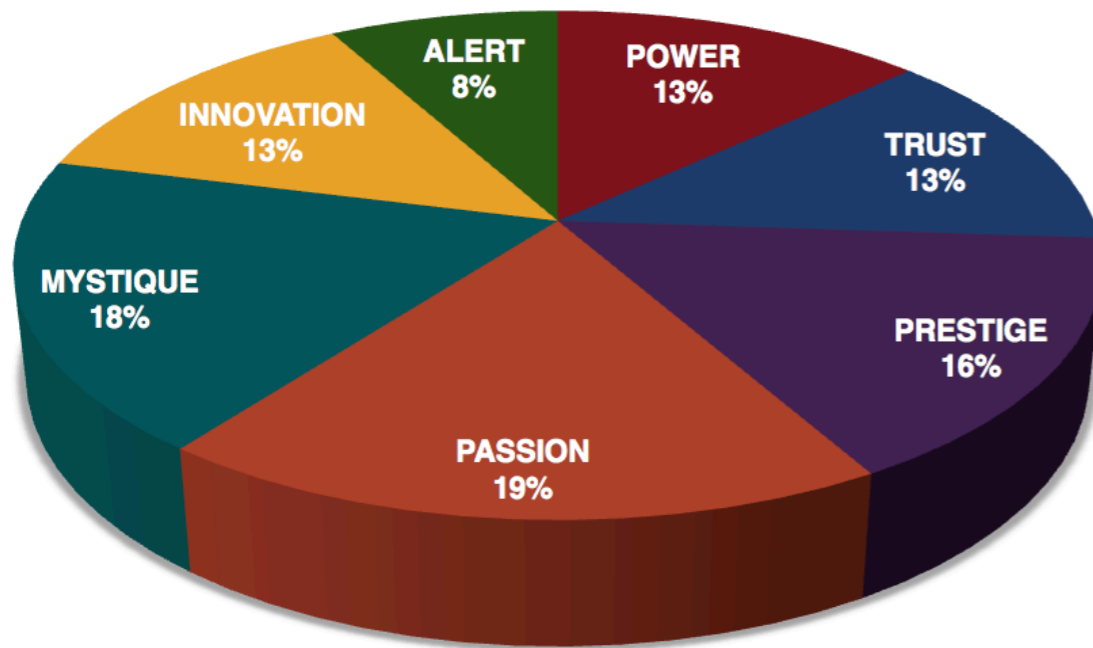
| AVERAGE POPULATION |       |        |          |         |          |            |       | NLC 7th annual Leadership Conference |           |       |       |          |         |          |            |       |       |
|--------------------|-------|--------|----------|---------|----------|------------|-------|--------------------------------------|-----------|-------|-------|----------|---------|----------|------------|-------|-------|
|                    | POWER | TRUST  | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total                                |           | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total |
| Primary            | 82210 | 81418  | 98332    | 116822  | 116419   | 81736      | 50565 | 627502                               | Primary   | 56    | 69    | 64       | 66      | 62       | 55         | 56    | 428   |
| Secondary          | 83328 | 73485  | 108397   | 94212   | 77983    | 116919     | 73178 | 627502                               | Secondary | 65    | 55    | 68       | 47      | 47       | 85         | 61    | 428   |
| Dormant            | 73157 | 133016 | 55072    | 85702   | 130141   | 62054      | 88360 | 627502                               | Dormant   | 50    | 69    | 50       | 79      | 96       | 42         | 42    | 428   |



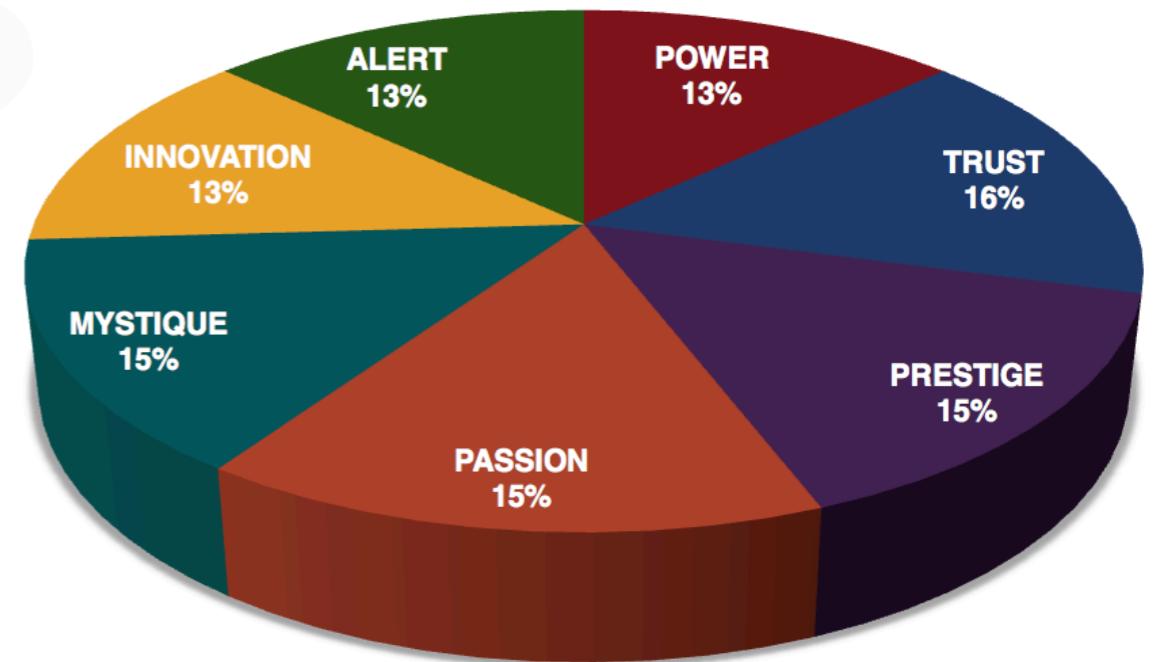
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**NLC 7TH ANNUAL LEADERSHIP CONFERENCE 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<br>You change the game with creativity                      | PASSION<br>You connect with emotion                                 | POWER<br>You lead with command   | PRESTIGE<br>You earn respect with higher standards                   | TRUST<br>You build loyalty with consistency                    | MYSTIQUE<br>You communicate with substance                       | ALERT<br>You prevent problems with care                           |
| PRIMARY ADVANTAGE | INNOVATION<br>You change the game with creativity  | <b>THE ANARCHY</b><br>Volatile • Startling<br>Chaotic                  | <b>THE ROCKSTAR</b><br>Bold • Artistic<br>Unorthodox                | <b>THE MAVERICK LEADER</b><br>Pioneering • Irreverent<br>Entrepreneurial | <b>THE TRENDSETTER</b><br>Cutting-Edge • Elite<br>Progressive        | <b>THE ARTISAN</b><br>Deliberate • Thoughtful<br>Flexible      | <b>THE PROVOCATEUR</b><br>Clever • Adept<br>Contemporary         | <b>THE QUICK-START</b><br>Prolific • Thorough<br>Diligent         |
|                   | PASSION<br>You connect with emotion                | <b>THE CATALYST</b><br>Out-of-the-Box • Social<br>Energizing           | <b>THE DRAMA</b><br>Theatrical • Emotive<br>Sensitive               | <b>THE PEOPLE'S CHAMPION</b><br>Dynamic • Inclusive<br>Engaging          | <b>THE TALENT</b><br>Expressive • Stylish<br>Emotionally-Intelligent | <b>THE BELOVED</b><br>Nurturing • Loyal<br>Sincere             | <b>THE INTRIGUE</b><br>Discerning • Perceptive<br>Considerate    | <b>THE ORCHESTRATOR</b><br>Attentive • Dedicated<br>Efficient     |
|                   | POWER<br>You lead with command                     | <b>THE CHANGE AGENT</b><br>Inventive • Untraditional<br>Self-Propelled | <b>THE RINGLEADER</b><br>Motivating • Spirited<br>Compelling        | <b>THE AGGRESSOR</b><br>Dominant • Overbearing<br>Dogmatic               | <b>THE MAESTRO</b><br>Ambitious • Focused<br>Confident               | <b>THE GUARDIAN</b><br>Prominent • Genuine<br>Sure-Footed      | <b>THE MASTERMIND</b><br>Methodical • Intense<br>Self-Reliant    | <b>THE DEFENDER</b><br>Proactive • Cautionary<br>Strong-Willed    |
|                   | PRESTIGE<br>You earn respect with higher standards | <b>THE AVANT-GARDE</b><br>Original • Enterprising<br>Forward-Thinking  | <b>THE CONNOISSEUR</b><br>Insightful • Distinguished<br>In-the-Know | <b>THE VICTOR</b><br>Respected • Competitive<br>Results-Oriented         | <b>THE IMPERIAL</b><br>Arrogant • Cold<br>Superior                   | <b>THE BLUE CHIP</b><br>Classic • Established<br>Best-In-Class | <b>THE ARCHITECT</b><br>Skillful • Restrained<br>Polished        | <b>THE SCHOLAR</b><br>Intellectual • Disciplined<br>Systematic    |
|                   | TRUST<br>You build loyalty with consistency        | <b>THE EVOLUTIONARY</b><br>Curious • Adaptable<br>Open-Minded          | <b>THE AUTHENTIC</b><br>Approachable • Dependable<br>Trustworthy    | <b>THE GRAVITAS</b><br>Dignified • Stable<br>Hardworking                 | <b>THE DIPLOMAT</b><br>Levelheaded • Subtle<br>Capable               | <b>THE OLD GUARD</b><br>Predictable • Safe<br>Unmovable        | <b>THE ANCHOR</b><br>Protective • Purposeful<br>Analytical       | <b>THE GOOD CITIZEN</b><br>Principled • Prepared<br>Conscientious |
|                   | MYSTIQUE<br>You communicate with substance         | <b>THE SECRET WEAPON</b><br>Nimble • Unassuming<br>Independent         | <b>THE SUBTLE TOUCH</b><br>Tactful • Self-Sufficient<br>Mindful     | <b>THE VEILED STRENGTH</b><br>Realistic • Intentional<br>To-the-Point    | <b>THE ROYAL GUARD</b><br>Elegant • Astute<br>Discreet               | <b>THE WISE OWL</b><br>Observant • Assured<br>Unruffled        | <b>THE DEADBOLT</b><br>Unemotional • Introverted<br>Concentrated | <b>THE ARCHER</b><br>On-Target • Reasoned<br>Pragmatic            |
|                   | ALERT<br>You prevent problems with care            | <b>THE COMPOSER</b><br>Strategic • Fine-Tuned<br>Judicious             | <b>THE COORDINATOR</b><br>Constructive • Organized<br>Practical     | <b>THE ACE</b><br>Decisive • Tireless<br>Forthright                      | <b>THE EDITOR-IN-CHIEF</b><br>Productive • Skilled<br>Detailed       | <b>THE MEDIATOR</b><br>Steadfast • Composed<br>Structured      | <b>THE DETECTIVE</b><br>Clear-Cut • Accurate<br>Meticulous       | <b>THE CONTROL FREAK</b><br>Compulsive • Driven<br>Exacting       |

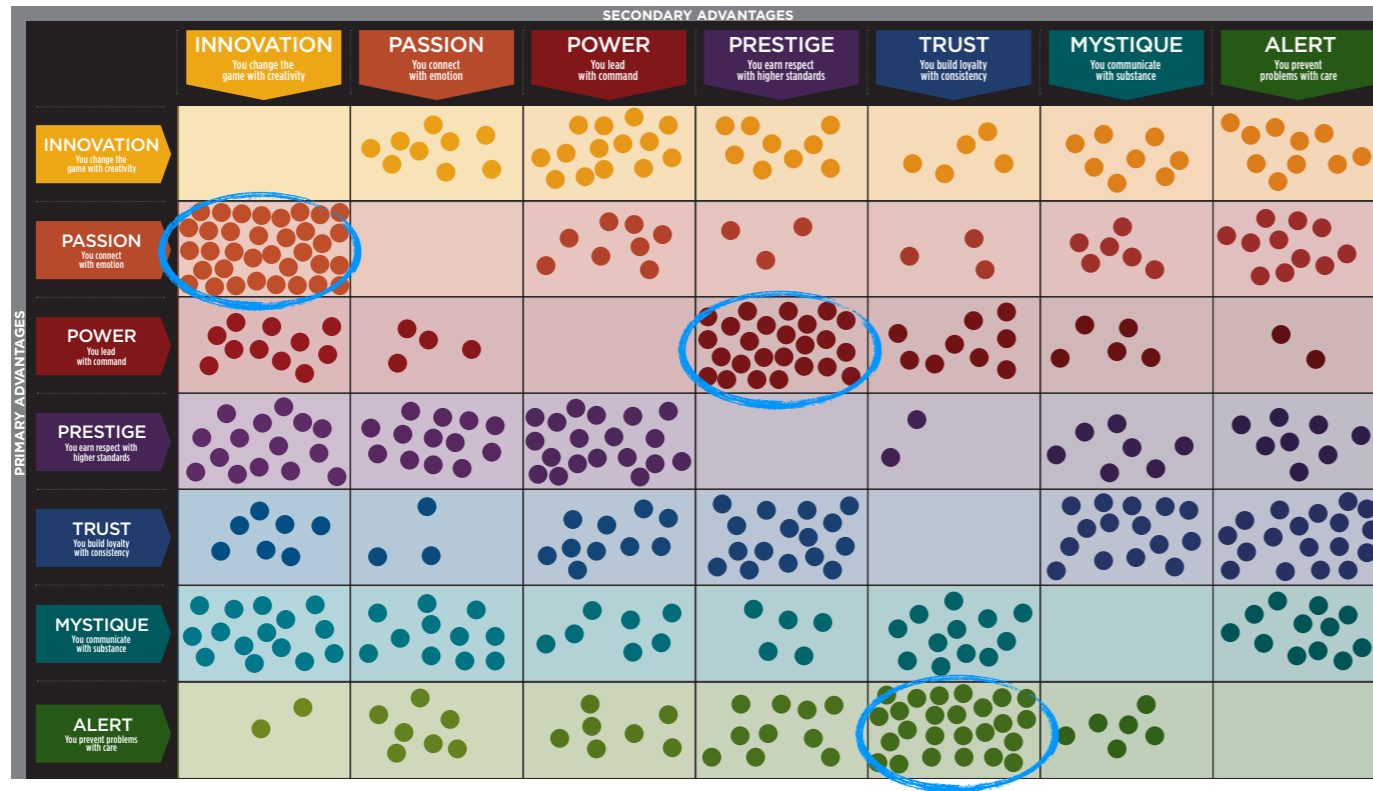
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

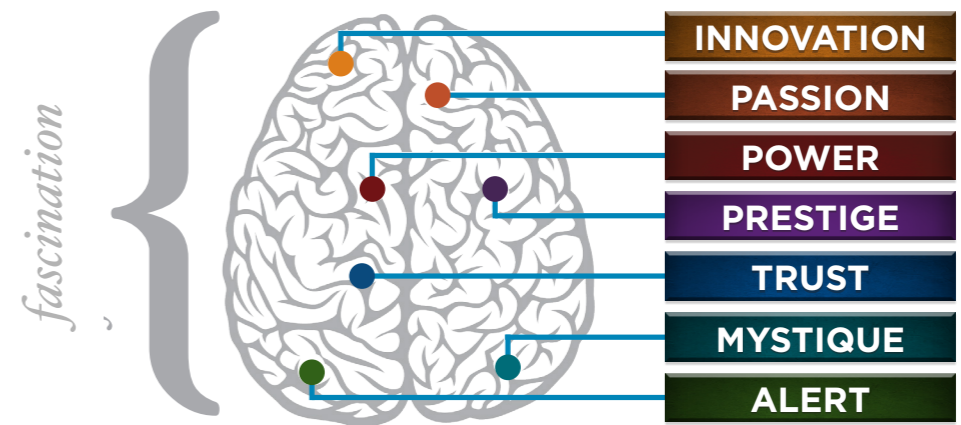
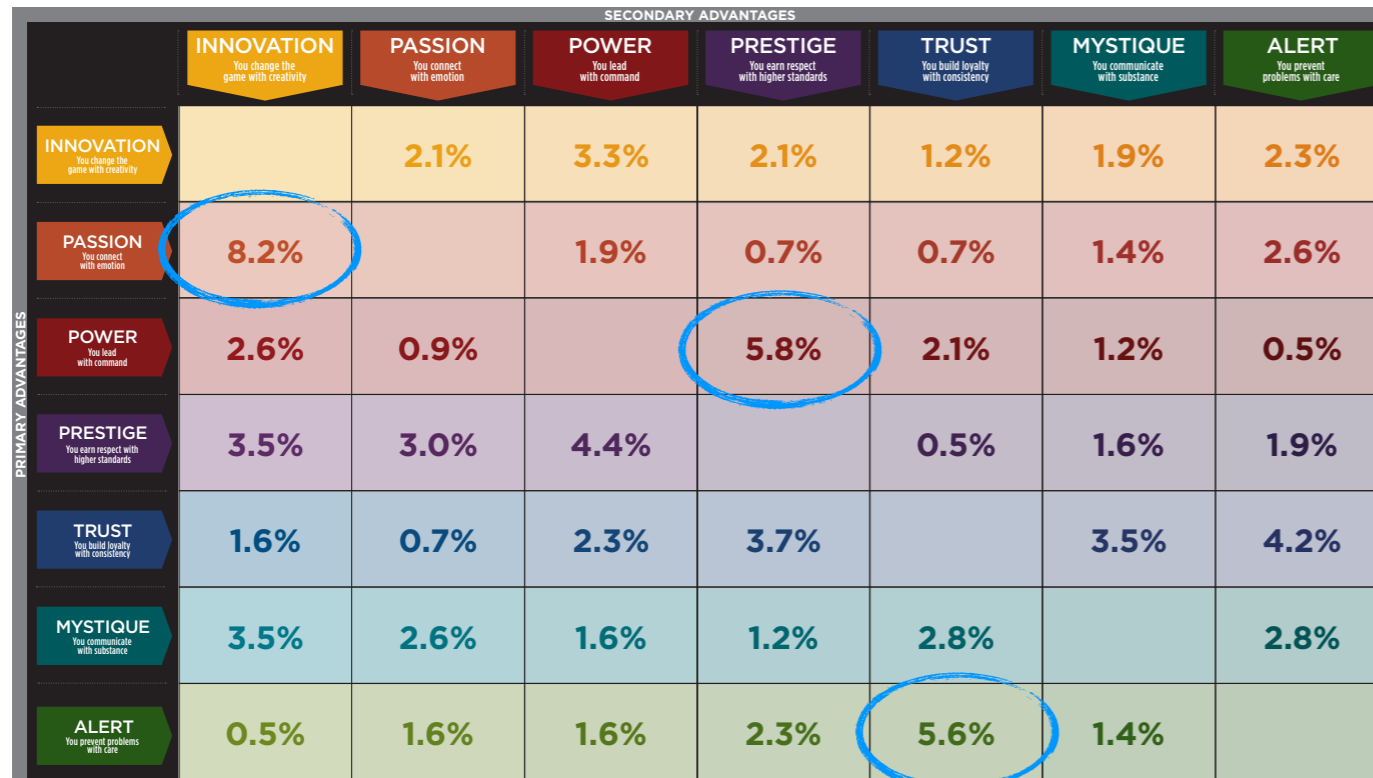
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# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



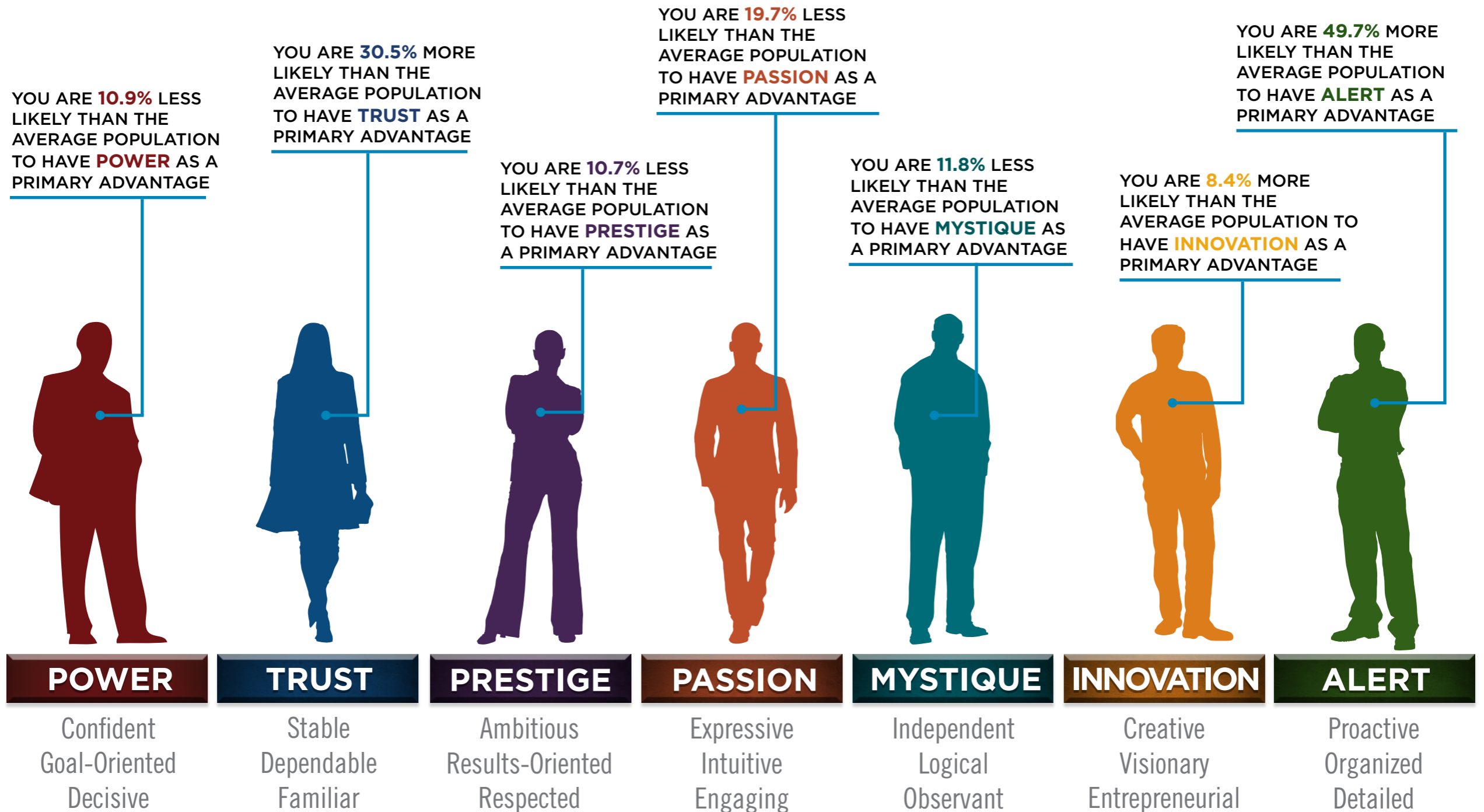
This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.





# 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.



# 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](http://HowToFascinate.com/YOU)

2 FOR THE ACCESS CODE, ENTER **NLC2017-EXPRESS**

3 THIS OFFER EXPIRES ON **05/31/17**

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

| PRIMARY ADVANTAGE | SECONDARY ADVANTAGE | DISCOVERED BY SALLY HOGSHEAD | HOWTOFASCINATE.COM |               |                 |                  |
|-------------------|---------------------|------------------------------|--------------------|---------------|-----------------|------------------|
| INNOVATION        | PASSION             | POWER                        | PRESTIGE           | TRUST         | MYSTIQUE        | ALERT            |
| THE ANARCHY       | THE ROCKSTAR        | THE MAVERICK LEADER          | THE TRENDSSETTER   | THE ARTISAN   | THE PROVOCATEUR | THE QUICK-START  |
| THE CATALYST      | THE DESMAN          | THE PEOPLE'S CHAMPION        | THE TALENT         | THE RELOVED   | THE INTROQUE    | THE ORCHESTRATOR |
| THE CHANGE AGENT  | THE RINGLEADER      | THE AGGRESSOR                | THE MAESTRO        | THE GUARDIAN  | THE MASTERMIND  | THE DEFENDER     |
| THE AVANT-GARDE   | THE CONNOISSEUR     | THE VICTOR                   | THE IMPERIAL       | THE BLUE CHIP | THE ARCHITECT   | THE SCHOLAR      |
| THE EVOLUTIONARY  | THE AUTHENTIC       | THE GRANULAR                 | THE DIPLOMAT       | THE OIL GUARD | THE ANCHOR      | THE GOOD CITIZEN |
| THE SECRET WEAPON | THE SUBTLE TOUCH    | THE VEILED STRENGTH          | THE ROYAL GUARD    | THE WISE OWL  | THE DEADBOLT    | THE ARCHER       |
| THE COORDINATOR   | THE TUNE            | THE EDITOR-IN-CHIEF          | THE MEDIATOR       | THE DETECTIVE | THE CONTROL     | THE PEAK         |

**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 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 what's hot.

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.

