

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
PURE INSURANCE ON 10/19/17

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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

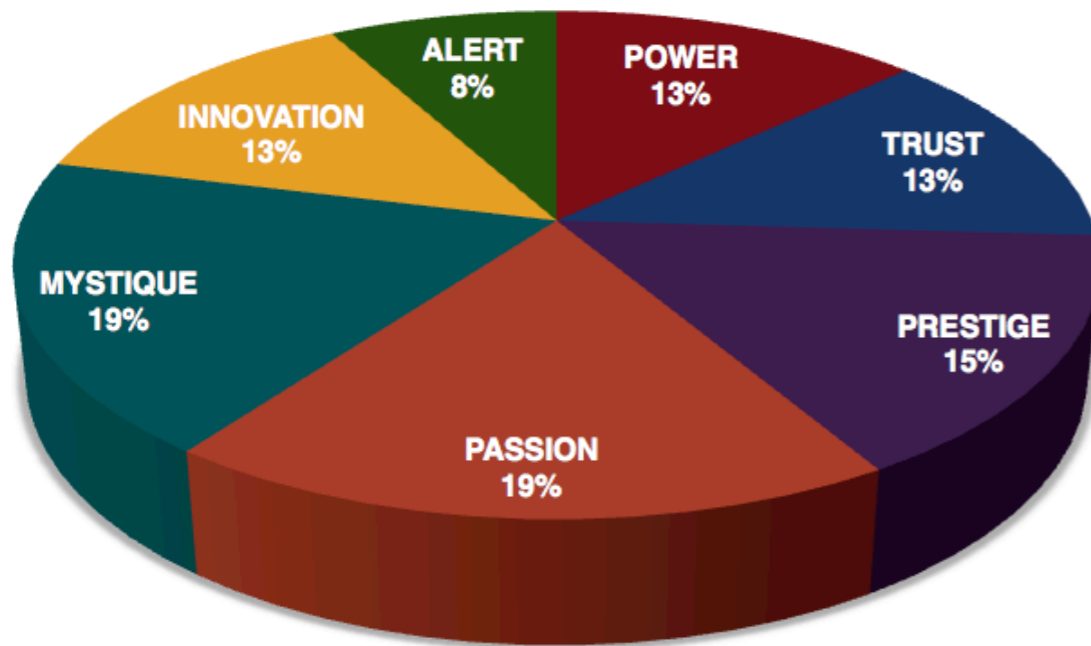
SOLO INTELLECT
BEHIND THE SCENES

ALERT

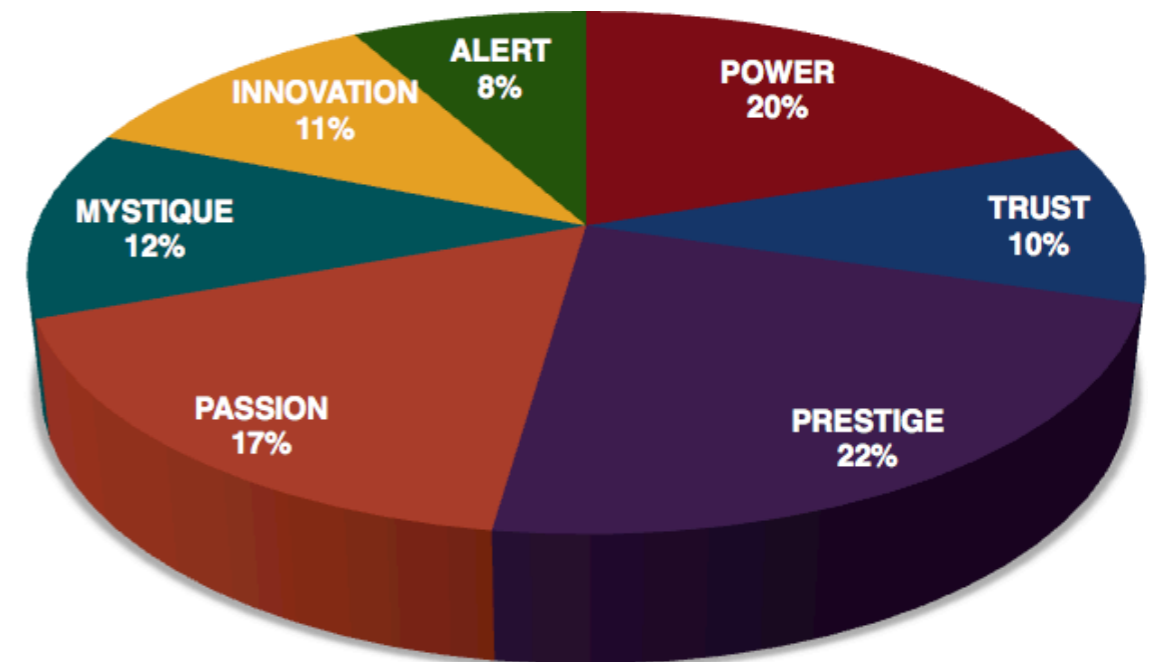
PRECISE DETAIL MANAGER

PURE INSURANCE'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST

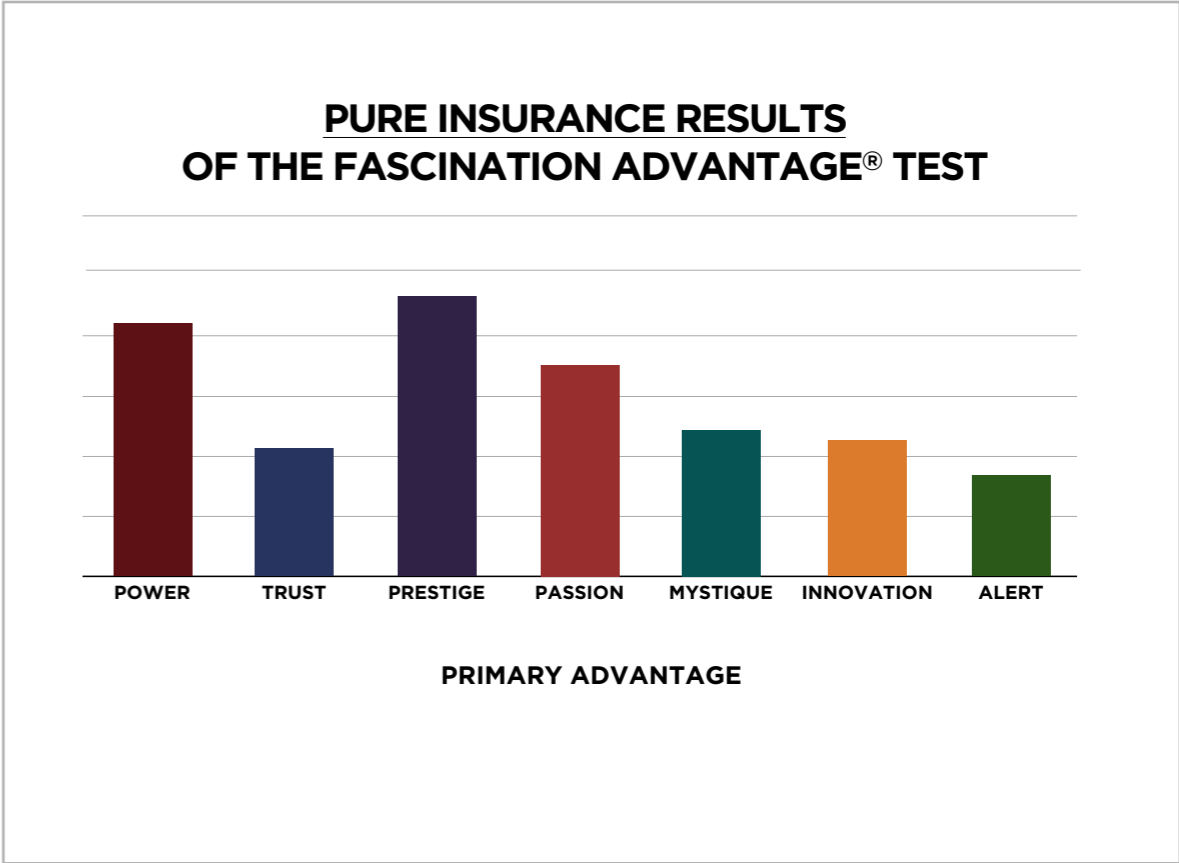
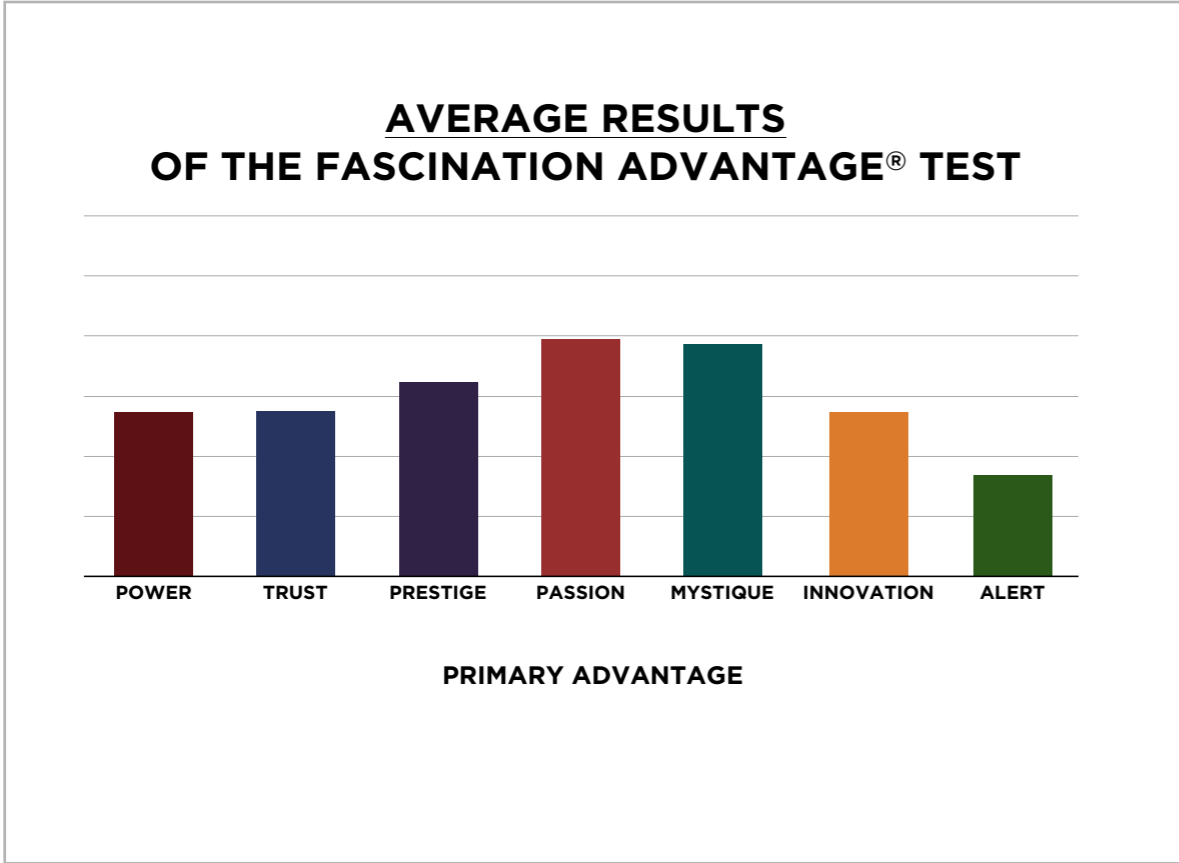


RESULTS FROM PURE INSURANCE FOR THE FASCINATION ADVANTAGE® TEST

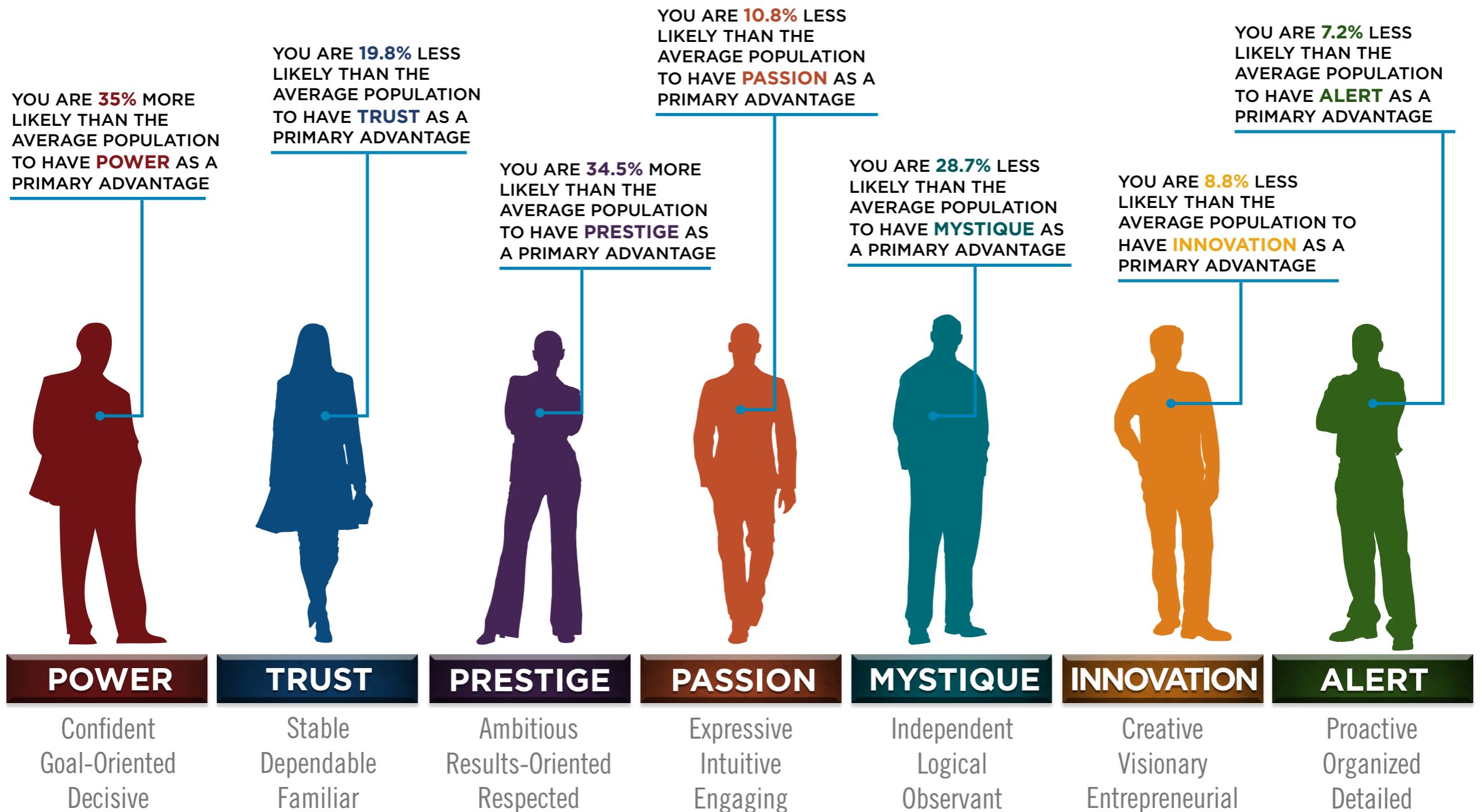


Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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



CUSTOMIZED INSIGHT: PURE INSURANCE'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



TRAITS FOR DORMANT ADVANTAGES

INNOVATION

FRUSTRATED BY CHAOS
OR AMBIGUITY

PASSION

PERSUADED BY FACTS, NOT EMOTION

POWER

UNLIKELY TO FORCE OPINIONS OR
“BULLY” TEAMS

PRESTIGE

BUILDS CONSENSUS IN GROUPS
RATHER THAN COMPETITION

TRUST

SEEKS TO EXPLORE AND EXPERIMENT,
DISLIKES RIDGID STRUCTURES

MYSTIQUE

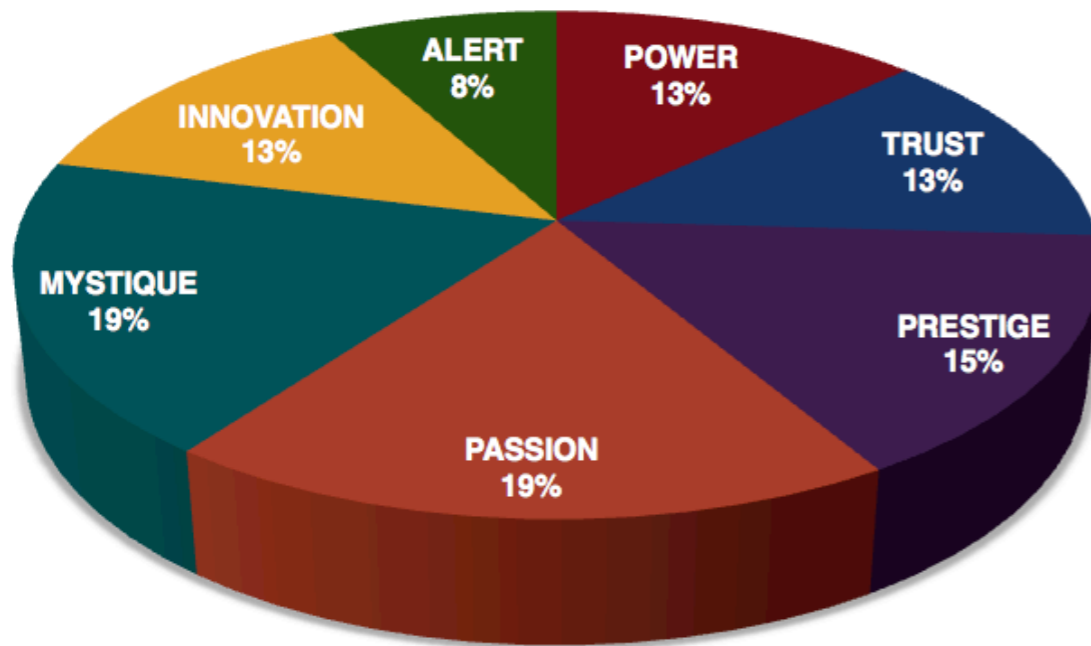
WANTS CLEAR, OPEN,
CANDID DISCUSSION

ALERT

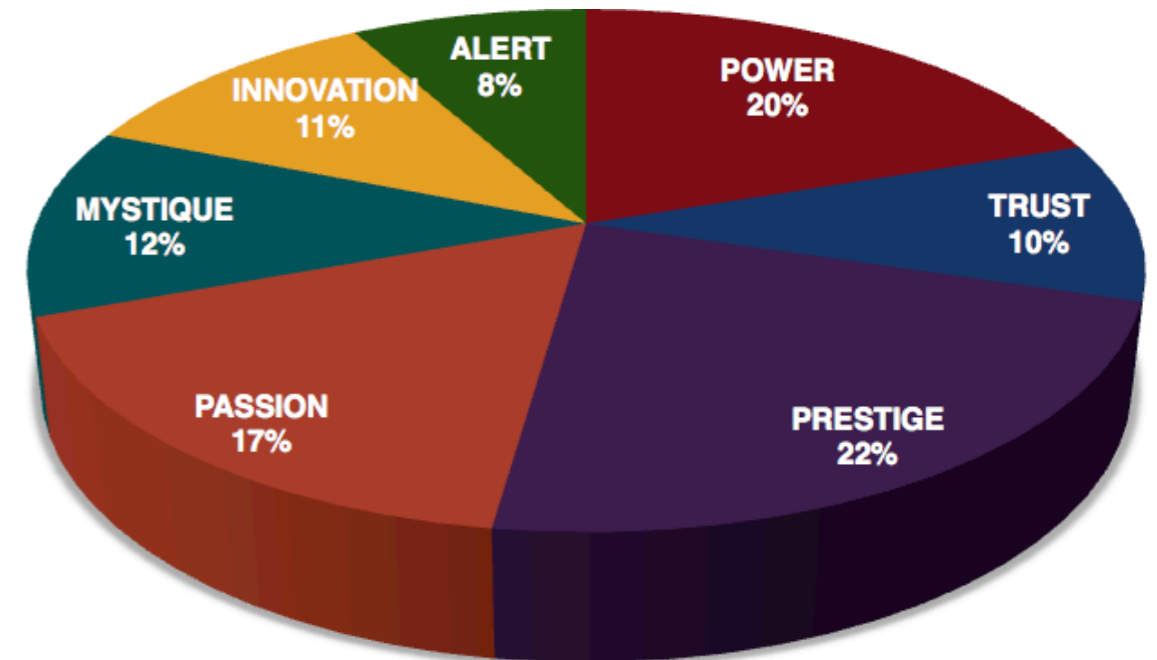
EXHAUSTED BY DETAILS; THRIVES WHEN
LOOKING AT THE BIGGER PICTURE

PURE INSURANCE'S DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM PURE INSURANCE FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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

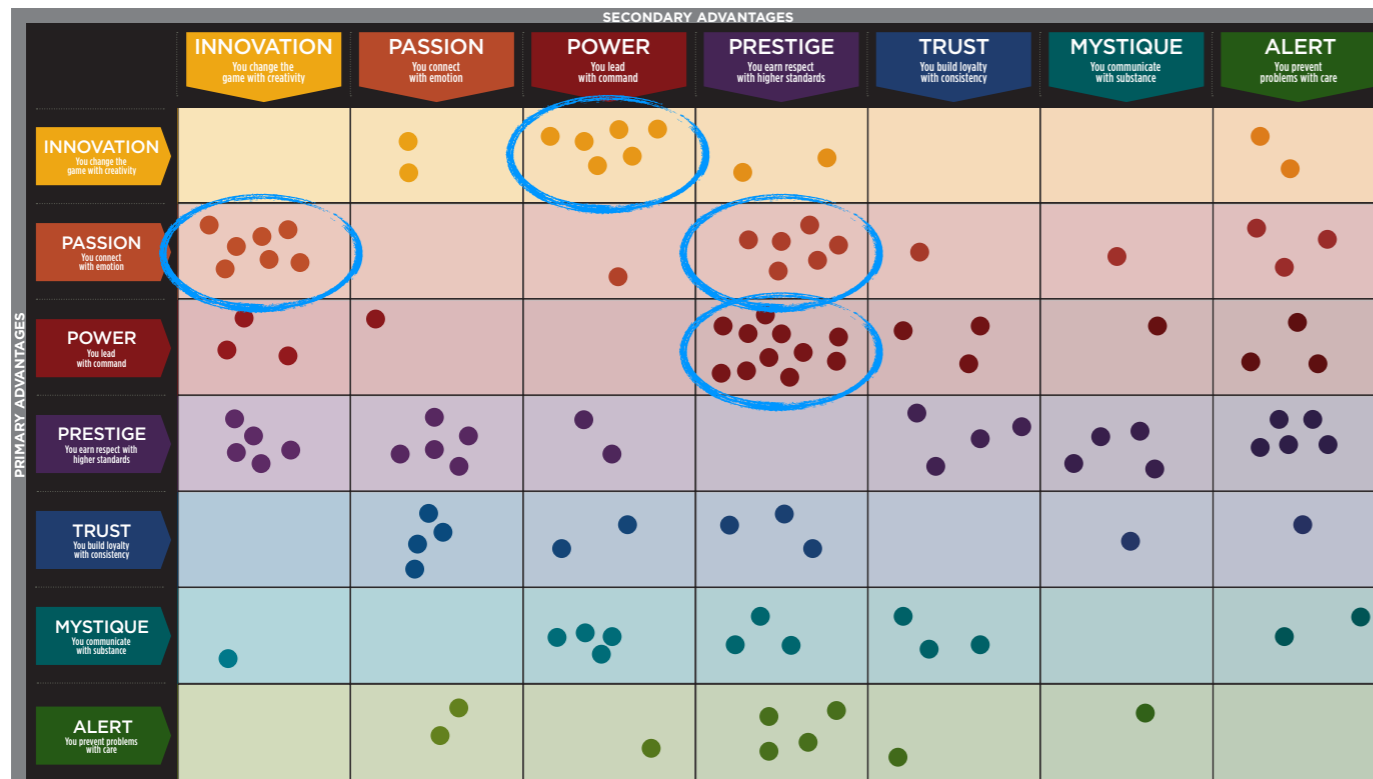


DOTTED STROKE = DOUBLE TROUBLE

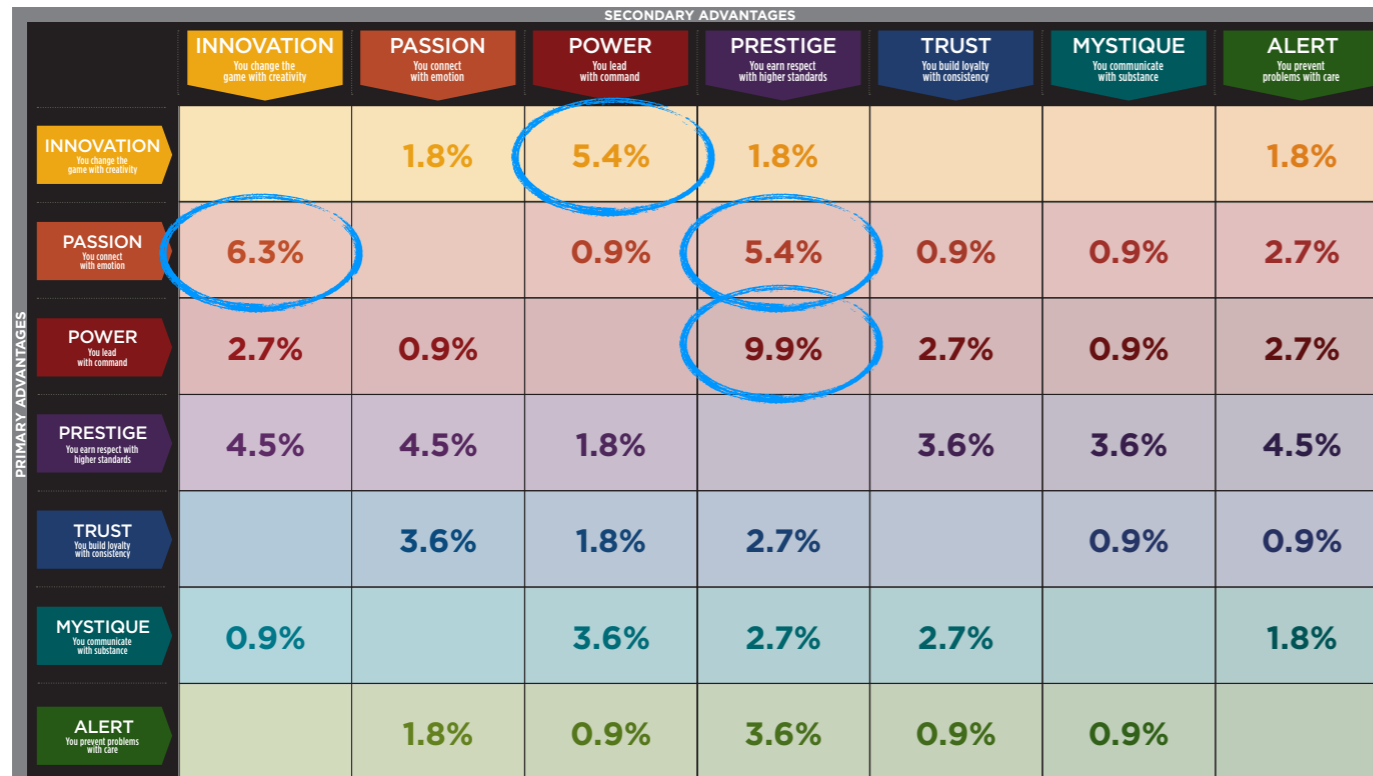
WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

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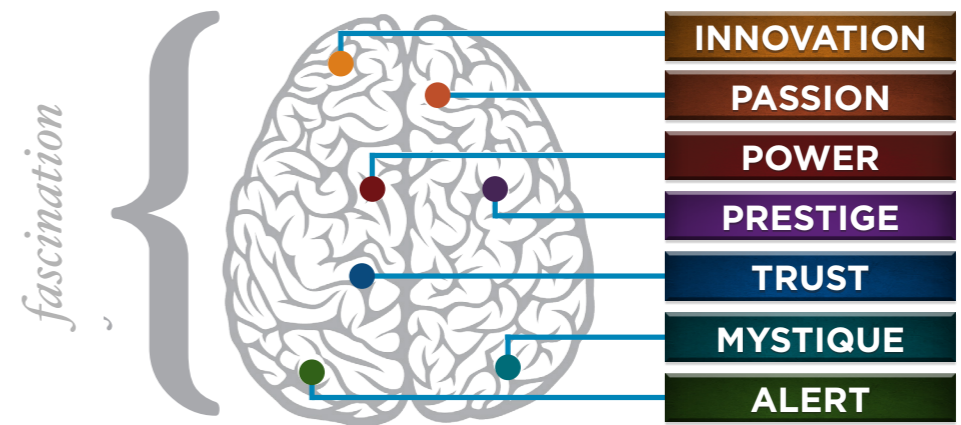
PURE INSURANCE'S "FASCINATION FINGERPRINT"



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



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



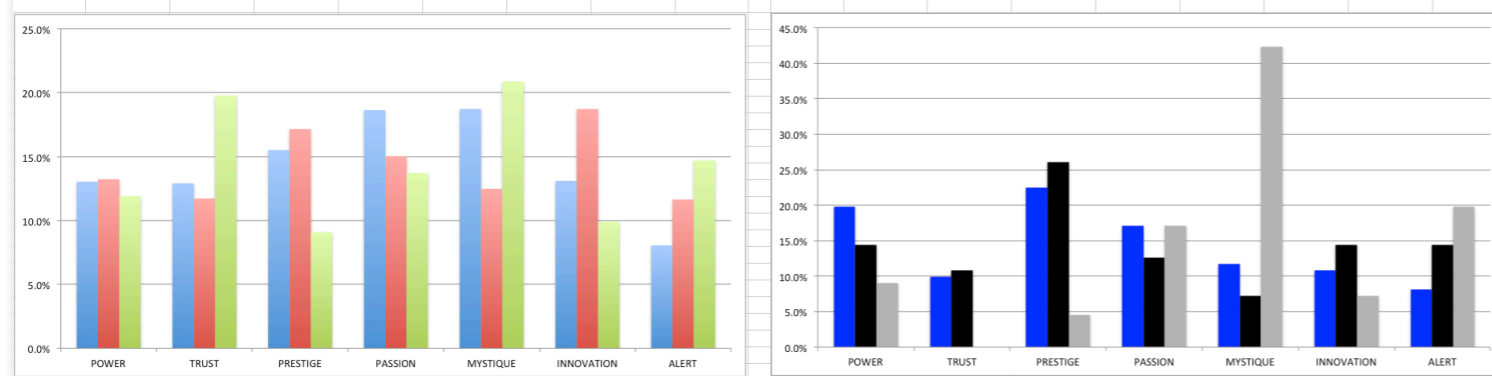
THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	11	9.91%	INNOVATION		2	6	2			2
Passion	Innovation	The Catalyst	7	6.31%	PASSION	7		1	6	1	1	3
Innovation	Power	The Maverick Leader	6	5.41%	POWER	3	1		11	3	1	3
Passion	Prestige	The Talent	6	5.41%	PRESTIGE	5	5	2		4	4	5
Prestige	Alert	The Scholar	5	4.50%	TRUST		4	2		3		1
Prestige	Innovation	The Avant-Garde	5	4.50%	MYSTIQUE	1		4	3	3		2
Prestige	Passion	The Connoisseur	5	4.50%	ALERT		2	1	4	1	1	
Prestige	Mystique	The Architect	4	3.60%								
Trust	Passion	The Authentic	4	3.60%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Mystique	Power	The Veiled Strength	4	3.60%	INNOVATION		1.8%	5.4%	1.8%			1.8%
Alert	Prestige	The Editor-in-Chief	4	3.60%	PASSION	6.3%		0.9%	5.4%	0.9%	0.9%	2.7%
Prestige	Trust	The Blue Chip	4	3.60%	POWER	2.7%	0.9%		9.9%	2.7%	0.9%	2.7%
Passion	Alert	The Orchestrator	3	2.70%	PRESTIGE	4.5%	4.5%	1.8%		3.6%	3.6%	4.5%
Power	Alert	The Defender	3	2.70%	TRUST		3.6%	1.8%	2.7%		0.9%	0.9%
Power	Innovation	The Change Agent	3	2.70%	MYSTIQUE	0.9%		3.6%	2.7%	2.7%		1.8%
Mystique	Prestige	The Royal Guard	3	2.70%	ALERT		1.8%	0.9%	3.6%	0.9%	0.9%	
Trust	Prestige	The Diplomat	3	2.70%								
Mystique	Trust	The Wise Owl	3	2.70%								
Power	Trust	The Guardian	3	2.70%								
Innovation	Alert	The Quick-Start	2	1.80%								
Mystique	Alert	The Archer	2	1.80%								
Alert	Passion	The Coordinator	2	1.80%								
Innovation	Passion	The Rockstar	2	1.80%								
Prestige	Power	The Victor	2	1.80%								
Trust	Power	The Gravitas	2	1.80%								
Innovation	Prestige	The Trendsetter	2	1.80%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									PURE Insurance Growth Forum								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	88678	87773	105510	126821	127401	89114	54789	680086	Primary	22	11	25	19	13	12	9	111
Secondary	89972	79708	116700	102276	84895	127352	79183	680086	Secondary	16	12	29	14	8	16	16	111
Dormant	80987	134555	61799	93374	142056	67326	99989	680086	Dormant	10	0	5	19	47	8	22	111

These graphs include data on Primary, Secondary and Dormant Advantages.



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 \$20 each)

1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **PureShare**

3 THIS OFFER EXPIRES ON 11/10/17

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**

THE CONNOISSEUR
INSIGHTFUL | DISTINGUISHED | IN-THE-KNOW | ADMIRABLE | WELL-GROOMED

{THE CONNOISSEUR}

HOW THE WORLD SEES YOU

- Warmhearted and knowledgeable.
- Highly appreciated by colleagues.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

APPLY YOUR TOP 5 ADJECTIVES

You can use these adjectives to create your own personality. An Anthem is a very short, snappy advertising tagline, your Anthem pinpointing your unique 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.

LET'S START A CONVERSATION.

