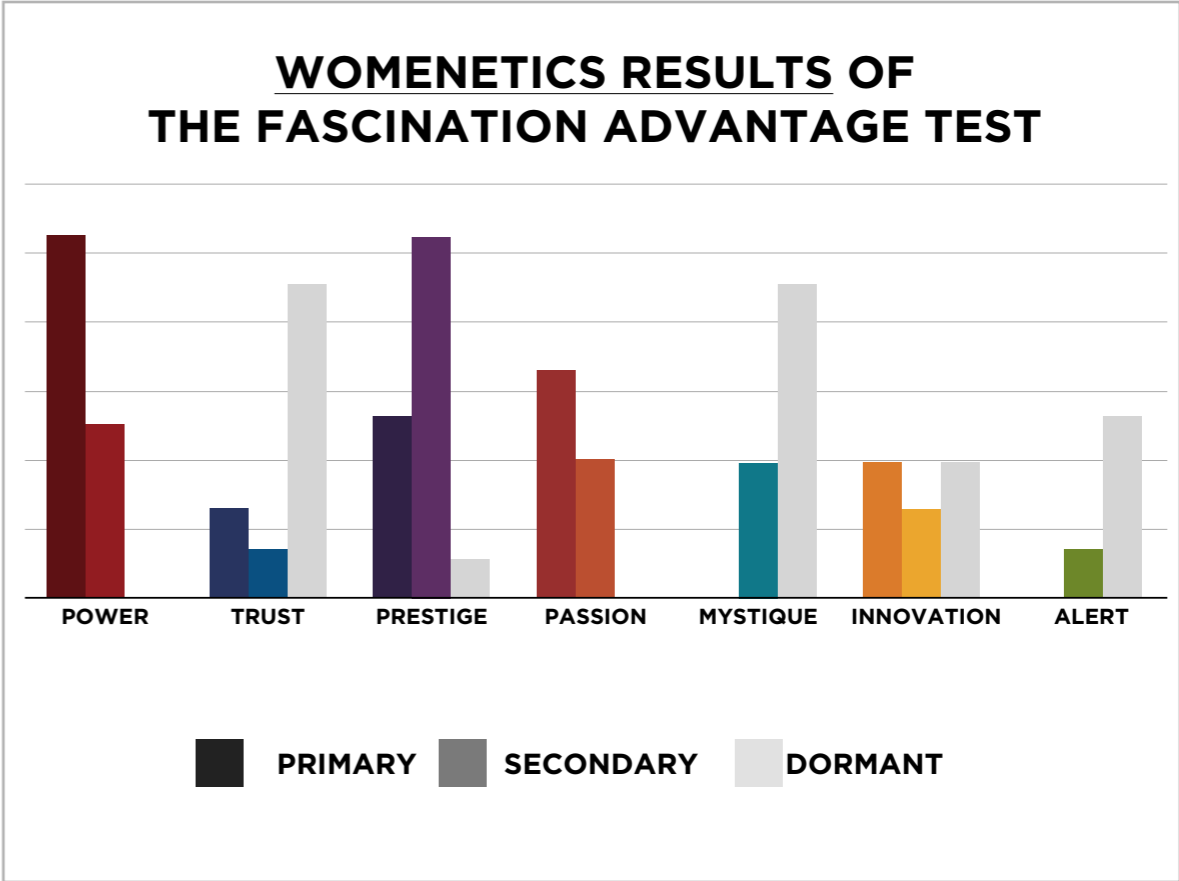
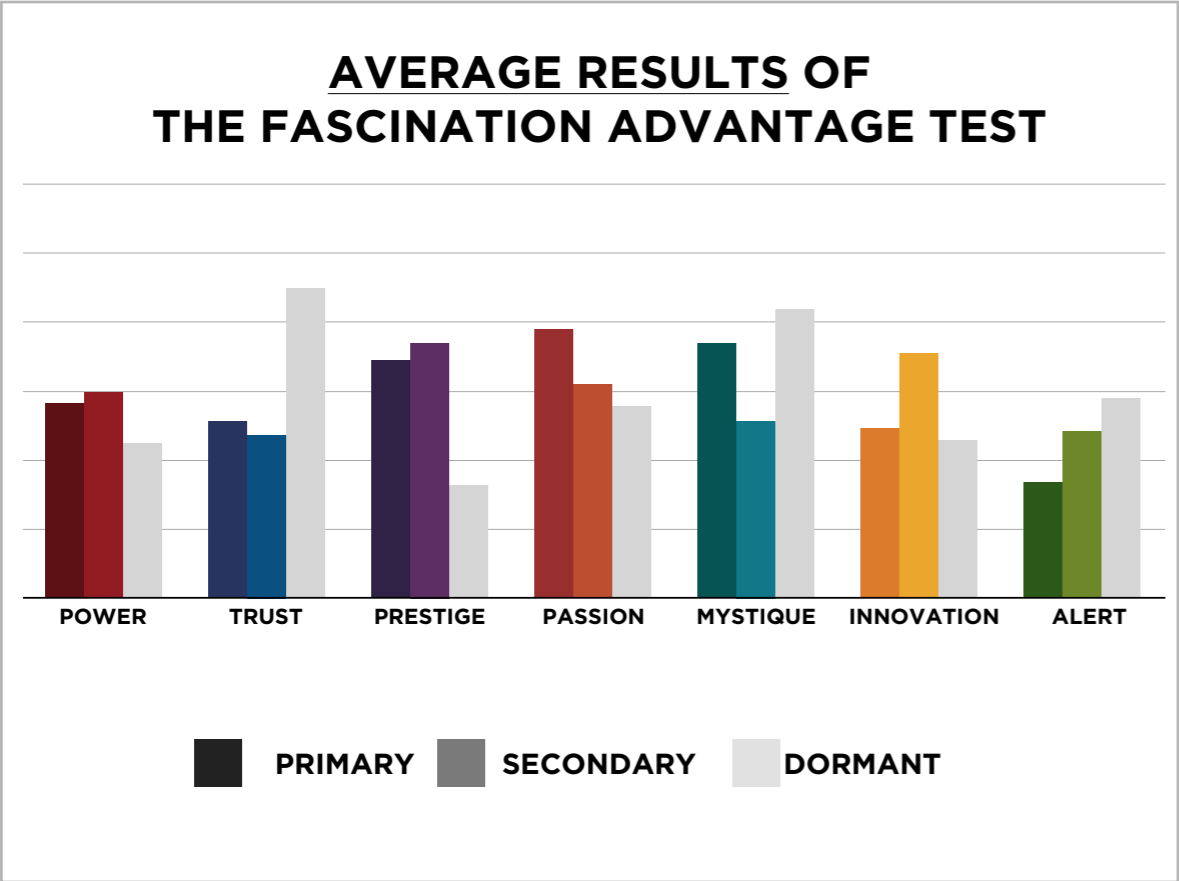


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
WOMENETICS ON 10/14/14



**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 500,000 PEOPLE.**

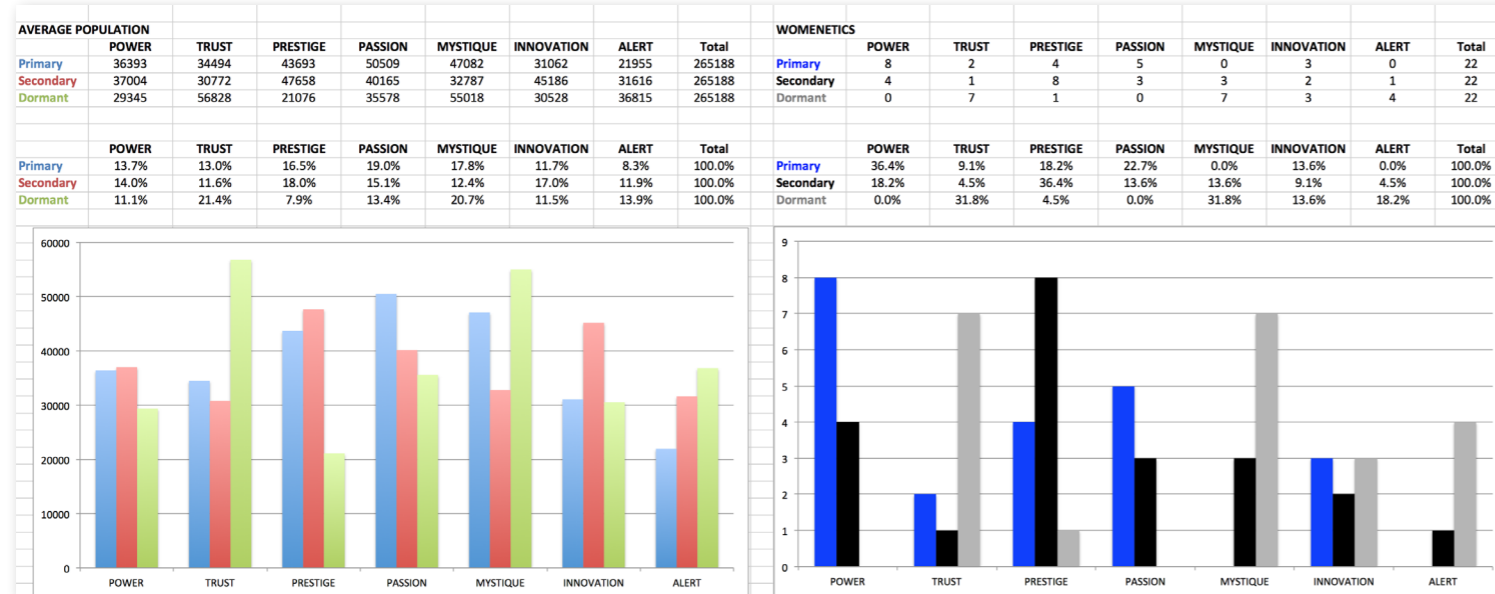


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 500,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	5	22.73%	INNOVATION	2	1				
Passion	Prestige	The Talent	3	13.64%	PASSION	2		3			
Prestige	Power	The Victor	3	13.64%	POWER	1		5		2	
Innovation	Passion	The Rockstar	2	9.09%	PRESTIGE		3		1		
Passion	Innovation	The Catalyst	2	9.09%	TRUST					1	1
Power	Mystique	The Mastermind	2	9.09%	MYSTIQUE						
Innovation	Power	The Maverick Leader	1	4.55%	ALERT						
Power	Passion	The Ringleader	1	4.55%							
Prestige	Trust	The Blue Chip	1	4.55%	INNOVATION						
Trust	Alert	The Good Citizen	1	4.55%	PASSION	9.1%	4.5%	13.6%			
Trust	Mystique	The Anchor	1	4.55%	POWER		4.5%	22.7%		9.1%	
					PRESTIGE			13.6%	4.5%		4.5%
					TRUST					4.5%	
					MYSTIQUE						4.5%
					ALERT						

: Missing Archetypes  
 : Most Prevalent Archetypes

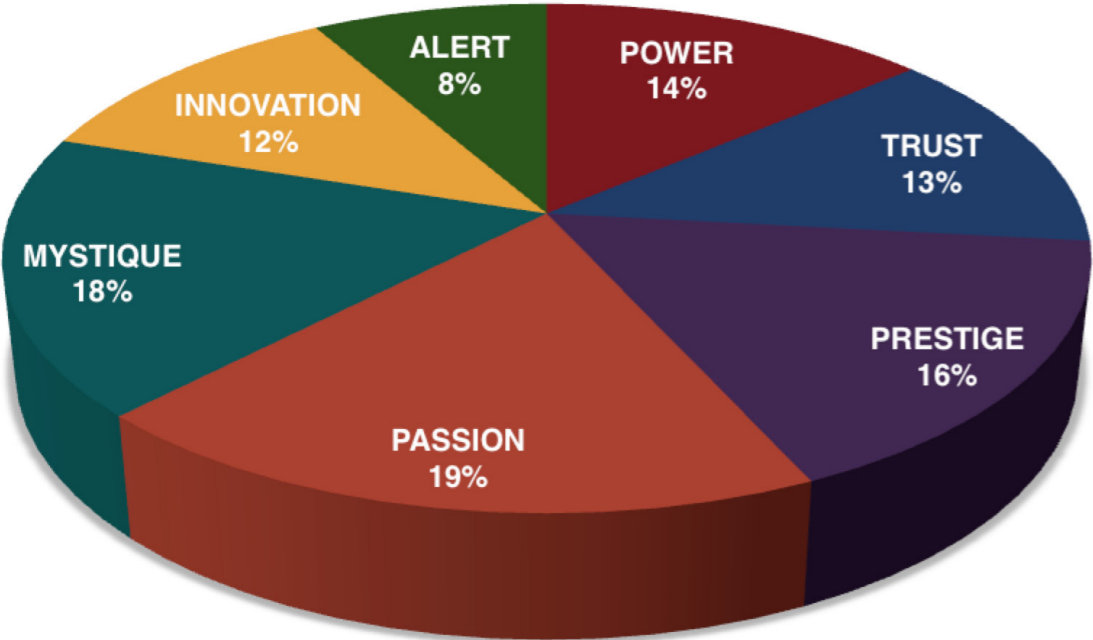
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"



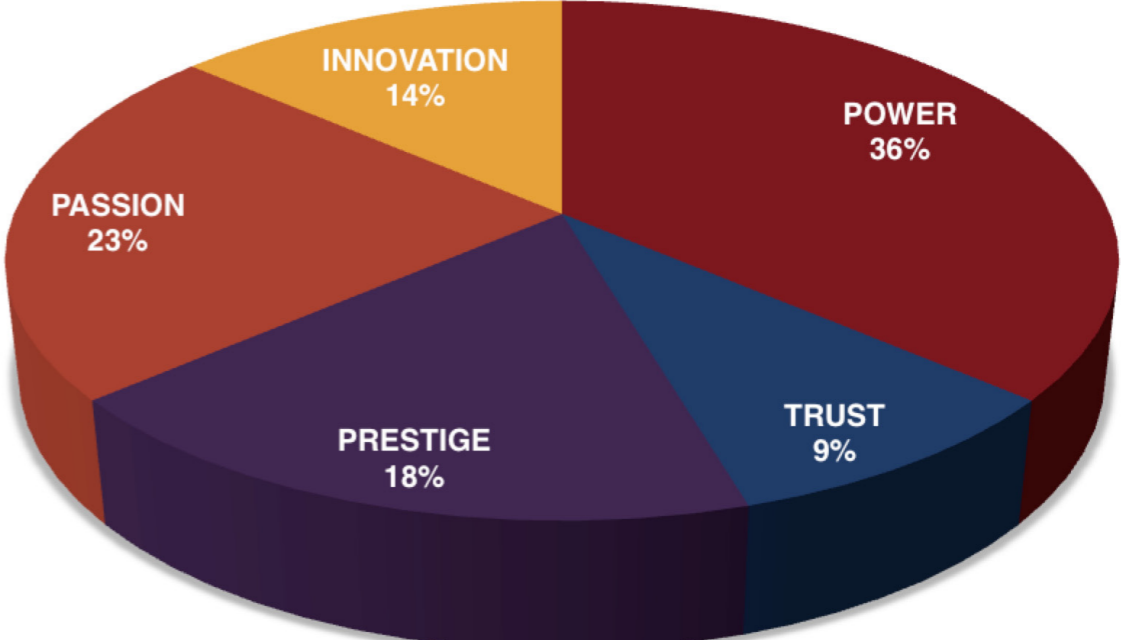
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 500,000 PEOPLE.**

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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**WOMENETICS RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

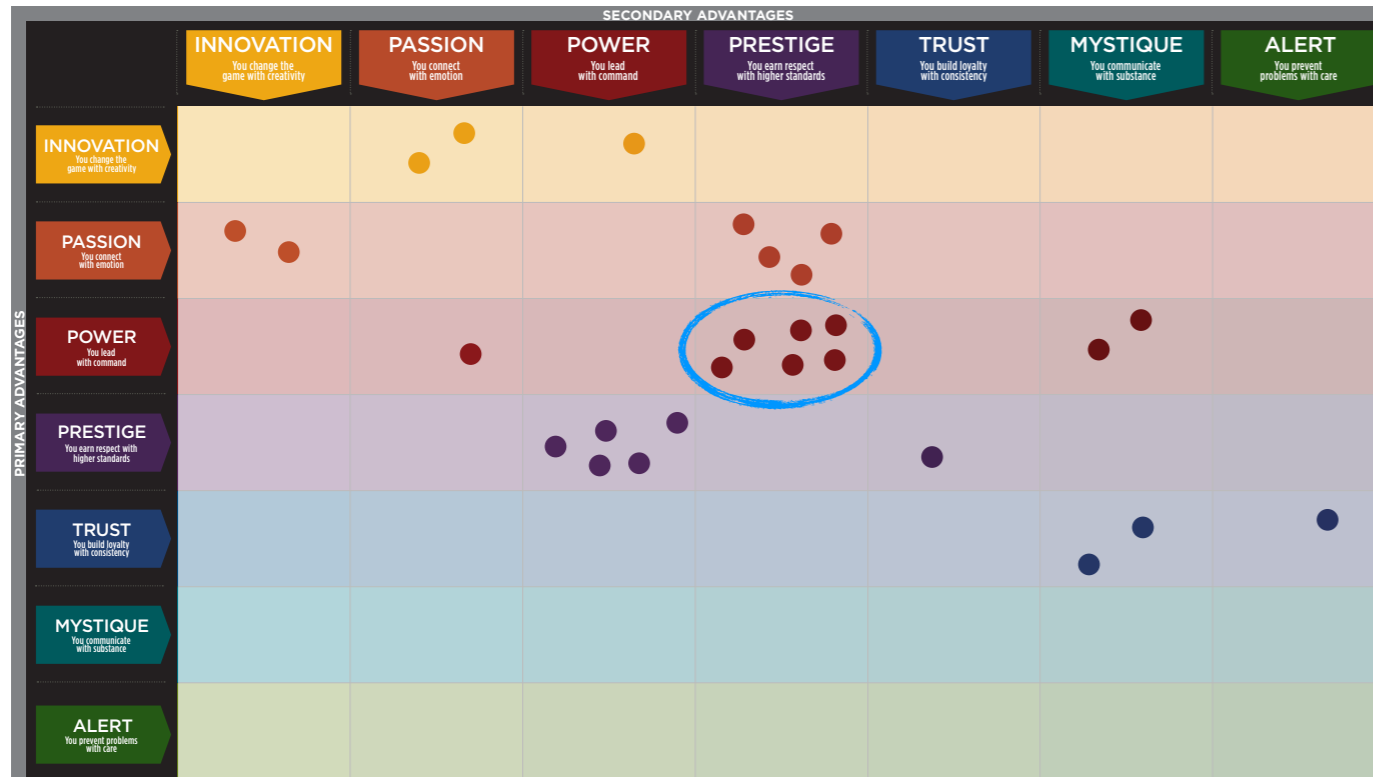
## THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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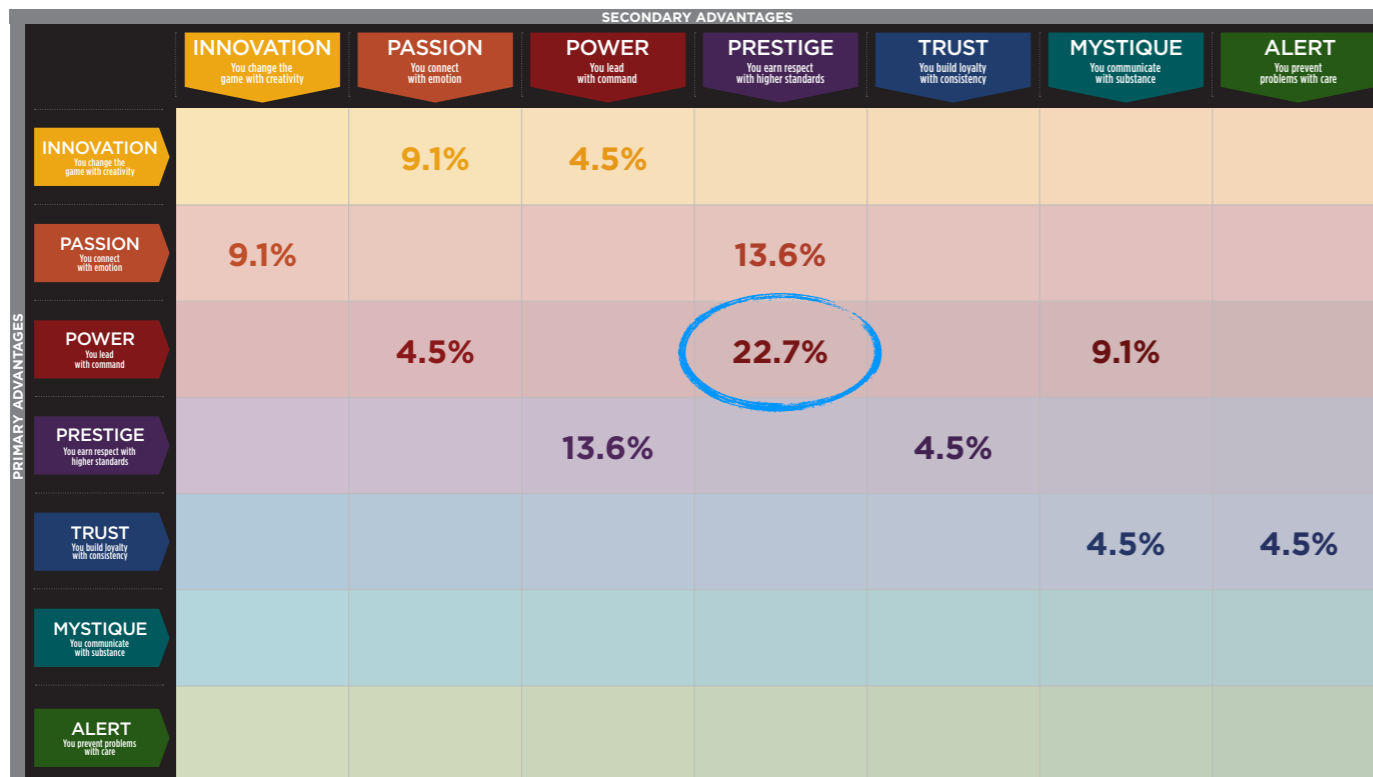
### SECONDARY FASCINATION ADVANTAGE®

	<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

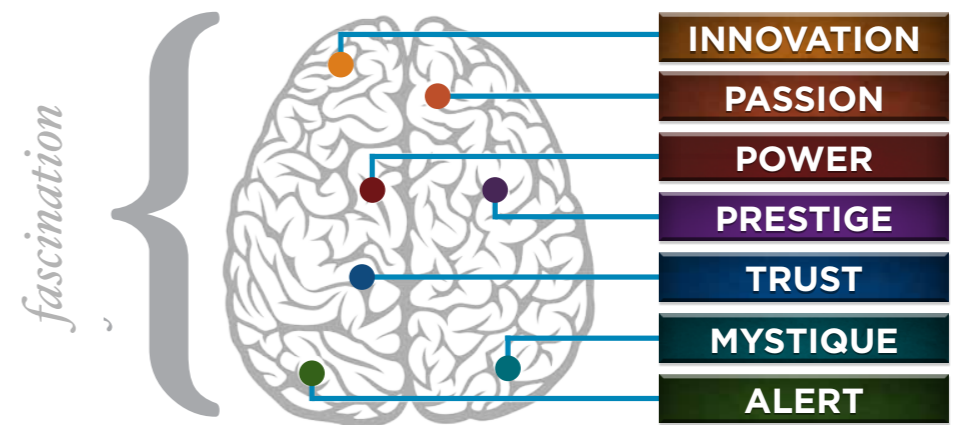
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of the organization.



This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality 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.

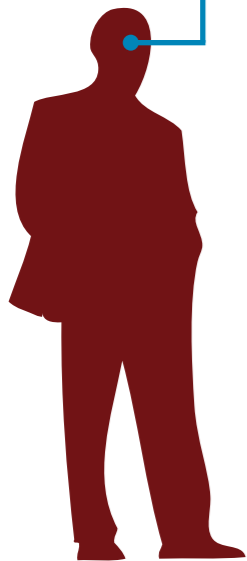
YOU ARE **147.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **26.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

YOU ARE **8.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **18.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **15%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**POWER**

**TRUST**

**PRESTIGE**

**PASSION**

**MYSTIQUE**

**INNOVATION**

**ALERT**

Confident  
Goal-Oriented  
Decisive

Stable  
Dependable  
Familiar

Ambitious  
Results-Oriented  
Respected

Expressive  
Intuitive  
Engaging

Independent  
Logical  
Observant

Creative  
Visionary  
Entrepreneurial

Proactive  
Organized  
Detailed

## 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  
HIGHER STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT BEHIND THE SCENES

**ALERT**

PRECISE DETAIL MANAGER



# OPTIMIZE YOUR TEAM WITH THE FASCINATION ADVANTAGE

You probably already recognize strengths. If you want more value from your team, start to recognize differences.

Your Fascination Advantage results identify your unique Advantages, and the Advantages of your team.

When we met in Atlanta, you were given the opportunity to take the Fascination Advantage® Assessment, the first personality assessment that shows how the world sees you.

**NOW, WE WANT TO GIVE YOU THE OPPORTUNITY TO SHARE THIS WITH YOUR TEAM.**

➡ Go to: [HowTheWorldSeesYou.com/YOU](http://HowTheWorldSeesYou.com/YOU)

➡ For the access code, enter **PORSCHE-CISION**

This code is good for 10 uses and expires on November 14, 2014.

We will follow up in a couple of weeks to discuss next steps.

**YOUR FASCINATION ADVANTAGE® REPORT**  
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

**THE CATALYST**  
PASSION + INNOVATION

**THE CATALYST'S TOP 5 SPECIALTY ADJECTIVES**  
You enjoy new experiences, ideas, foods, and friends. In fact, you pursue opportunities that allow you to explore your world. If something becomes too routine or familiar, you challenge or reinvent it.

**INSIDE YOUR FASCINATION ADVANTAGE® REPORT?**  
You know your Advantages, no one else will know them, either. This report will describe you the most likely to impress and influence others, so that you can focus on what you're already good at.

**THE 49 PERSONALITY ARCHETYPES**

INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT	
THE ANARCHY	THE ROCKSTAR	THE MAVERICK	THE LEADER	THE TRENDSSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CATALYST	THE DRAMA	THE CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR	THE DEFENDER
THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE SCHOLAR	THE GOOD CITIZEN
THE AVANT-GARDE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR	THE GOOD CITIZEN	
THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS	THE DIPLOMAT	THE OLD GUARD	THE ANCHOR	THE GOOD CITIZEN	

**ONE-MINUTE COACHING TO THE CATALYST**  
You feel passionately about things. Your enthusiasm livens up meetings and energizes your co-workers. Yet it's not enough to feel passionately—you must also learn how to turn that passion into tangible results for your client or team. Focus on the objectives you want your team to meet and agree on deadlines. Demonstrate how you contribute to the company's success.

# PLAN YOUR NEXT TEAM-BUILDING MEETING



Discover the patterns within your own organization. Download your **DIY Heat Map here**.

Once everyone in your organization takes the assessment, plot your results.

You'll start to see where your organization has a competitive advantage - and what sort of personalities are in need for your next hire.

