

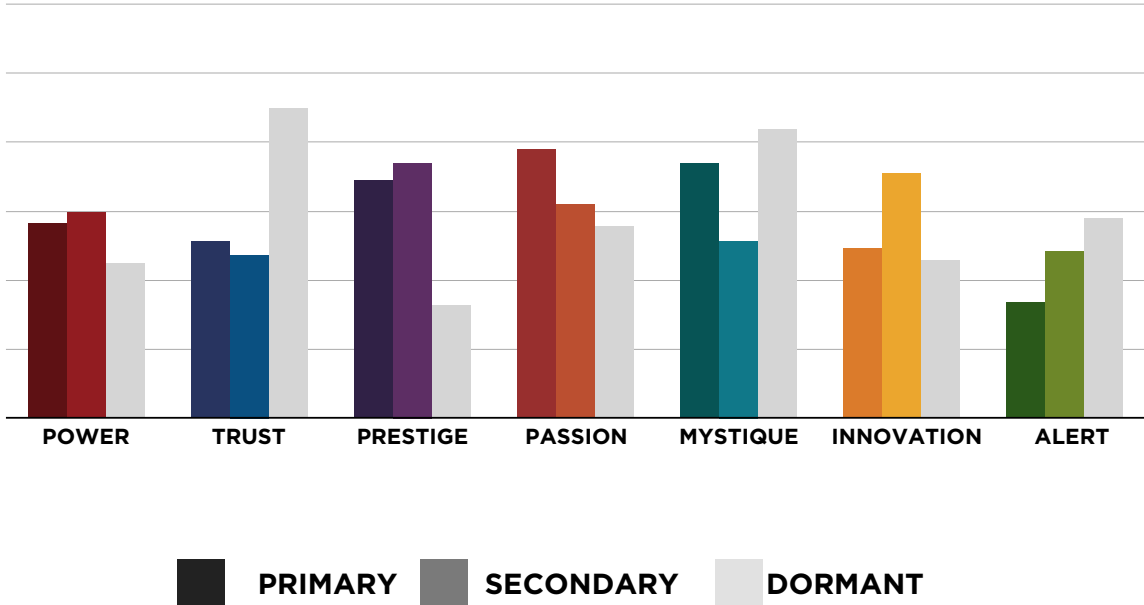
AN INSIDER'S *look* AT THE RESEARCH

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

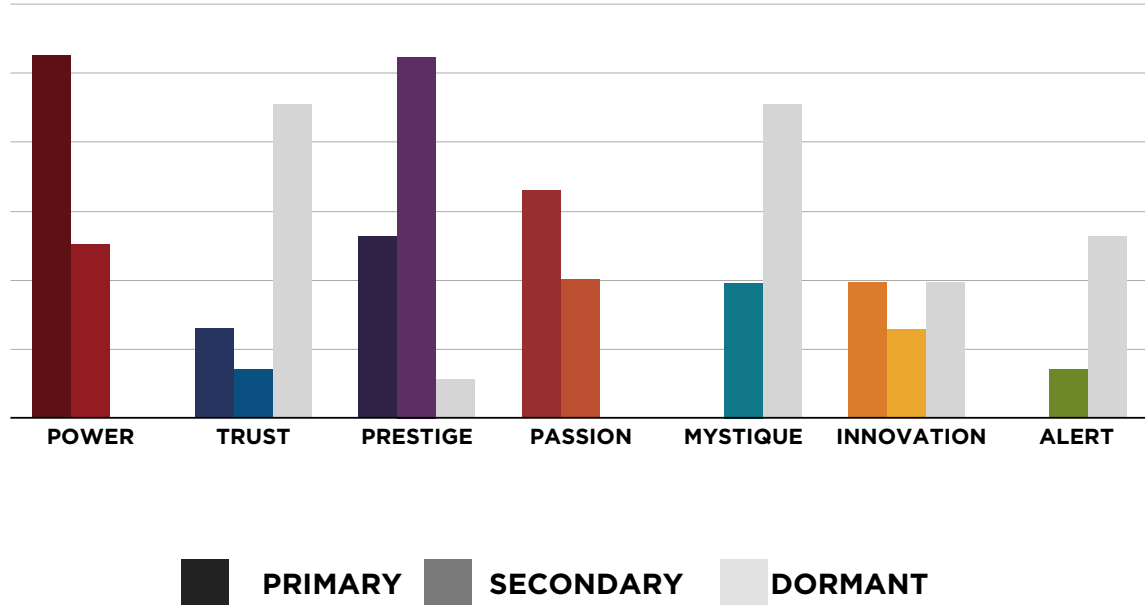


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 500,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



WOMENETICS RESULTS OF THE FASCINATION ADVANTAGE TEST

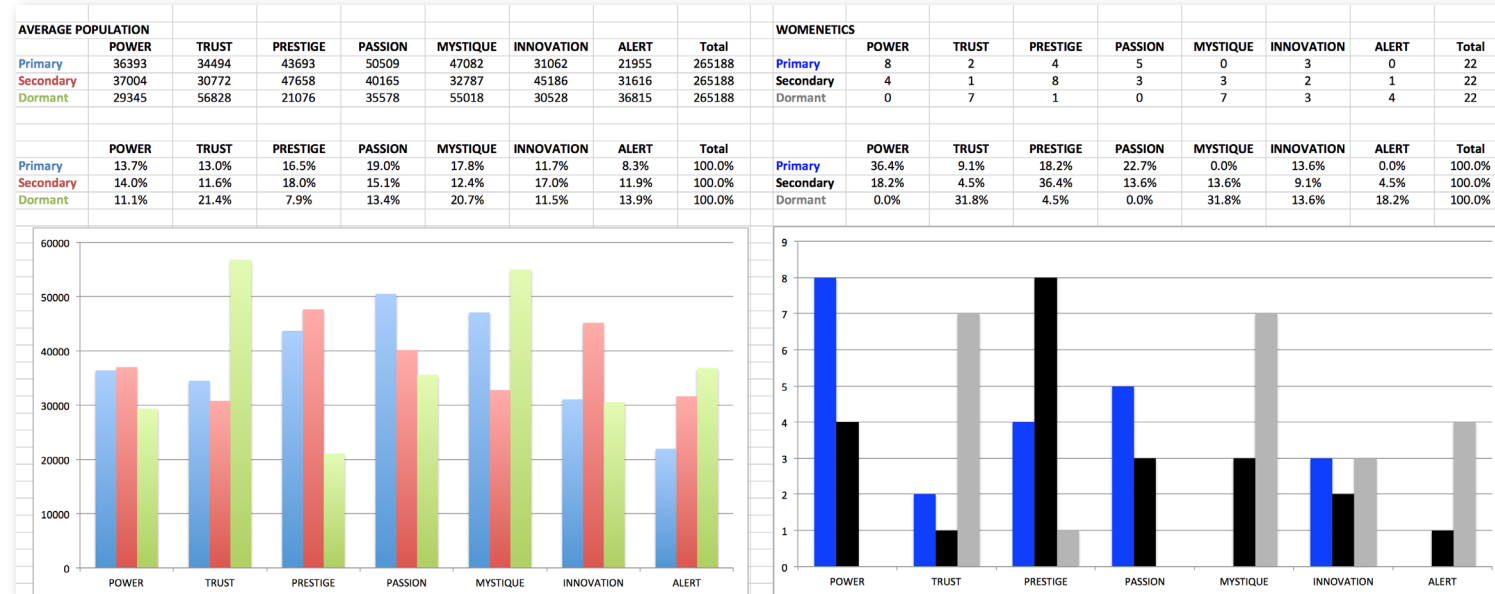


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	5	22.73%	INNOVATION	2	1				
Passion	Prestige	The Talent	3	13.64%	PASSION	2		3			
Prestige	Power	The Victor	3	13.64%	POWER	1		5		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%							
Trust	Alert	The Good Citizen	1	4.55%	INNOVATION	9.1%	4.5%	13.6%			
Trust	Mystique	The Anchor	1	4.55%	PASSION		4.5%	22.7%		9.1%	
					POWER						
					PRESTIGE		13.6%		4.5%		4.5%
					TRUST					4.5%	
					MYSTIQUE						4.5%
					ALERT						

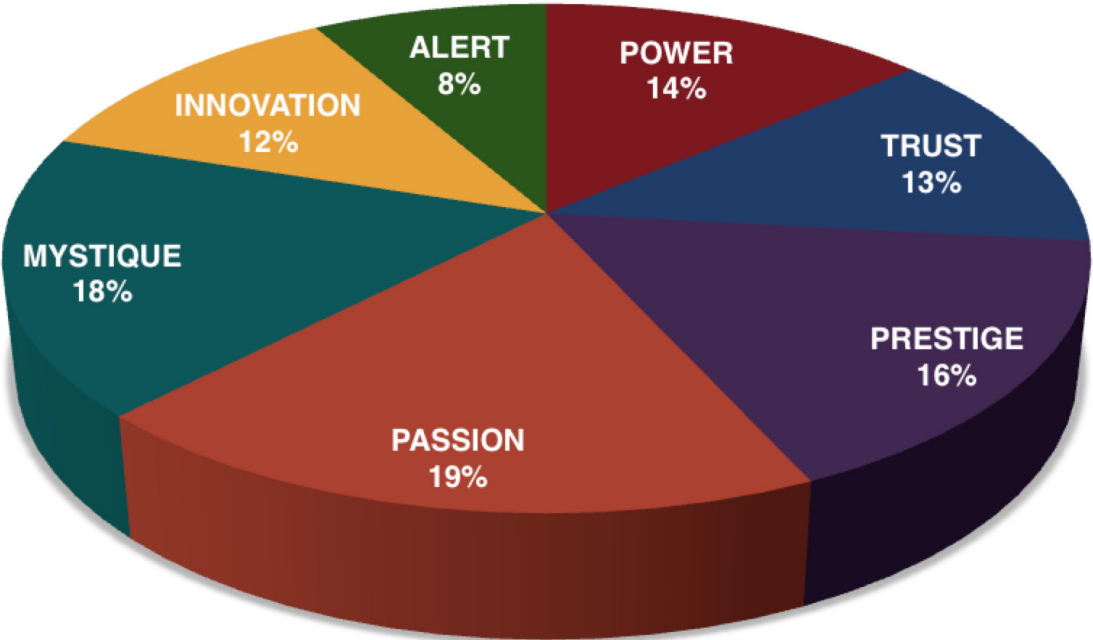
: Missing Archetypes
 : Most Prevalent Archetypes

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

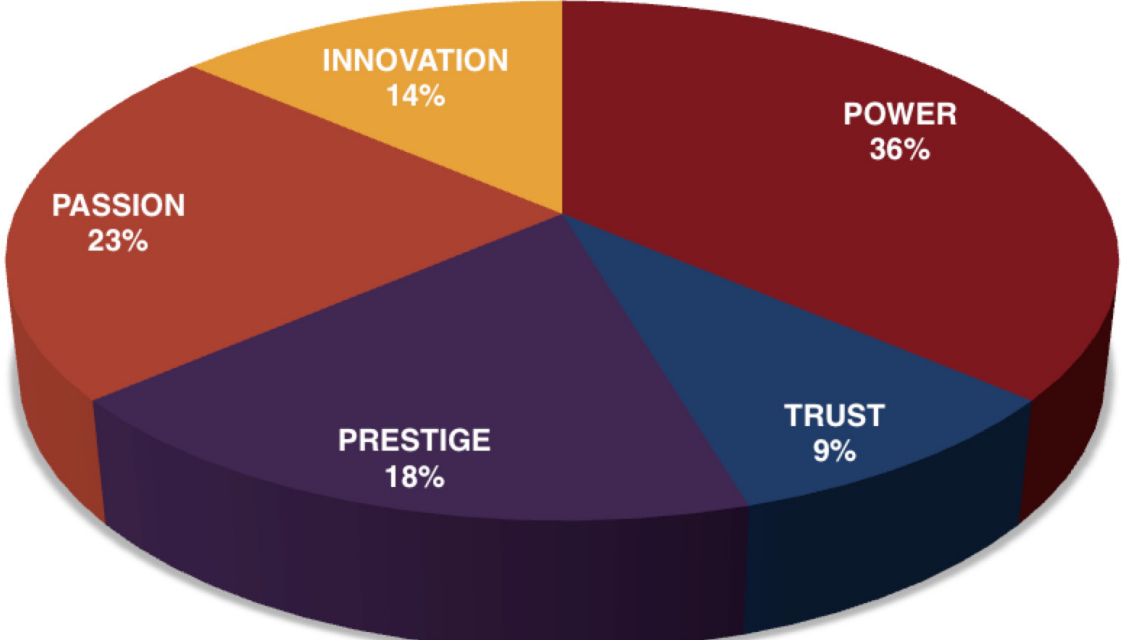


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 500,000 PEOPLE.

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.

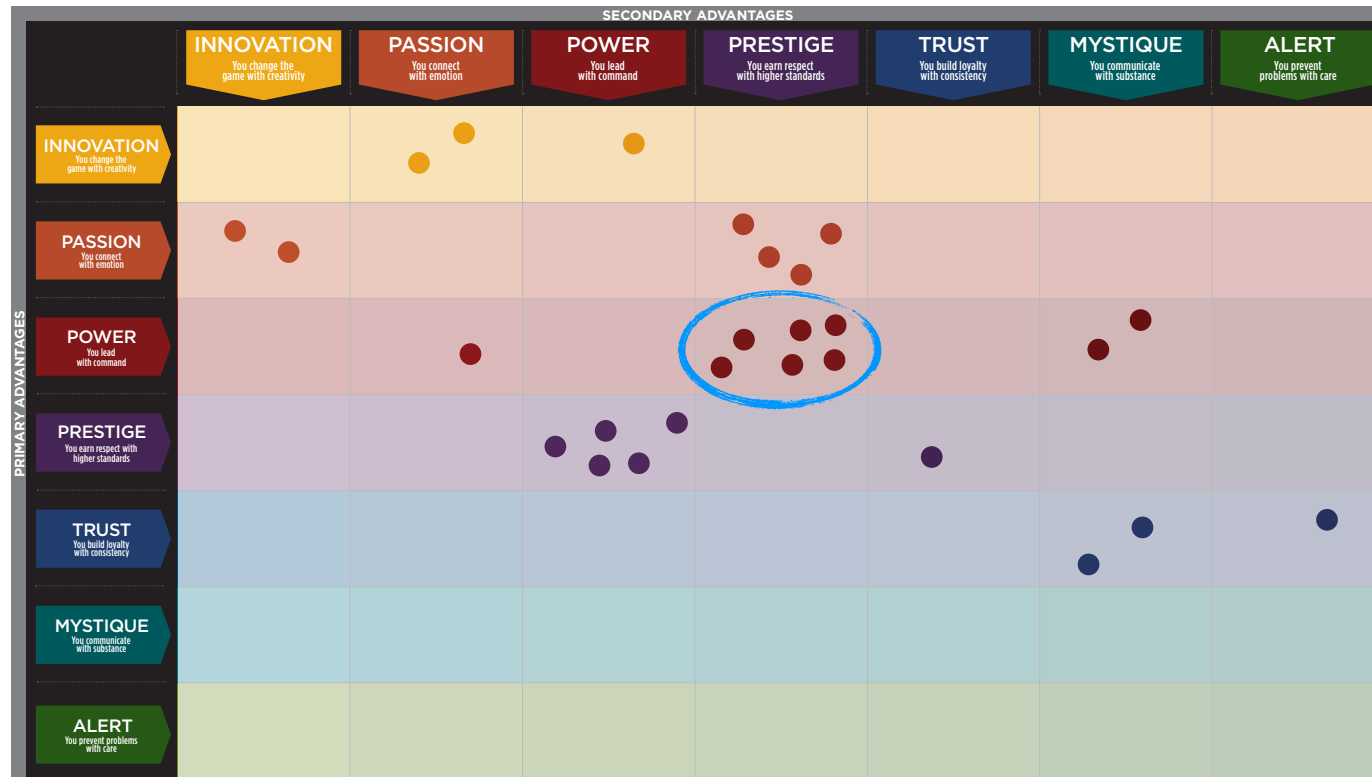
THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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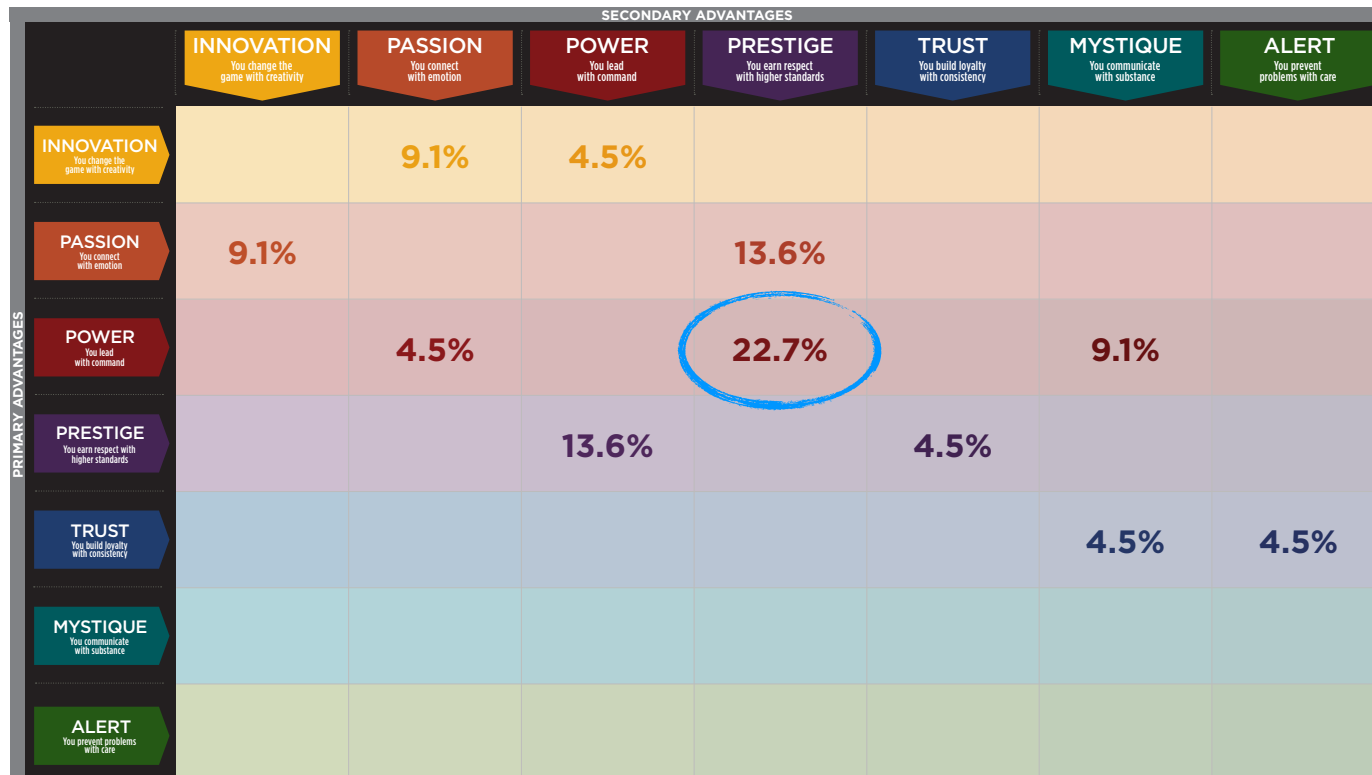
SECONDARY FASCINATION ADVANTAGE®

	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
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

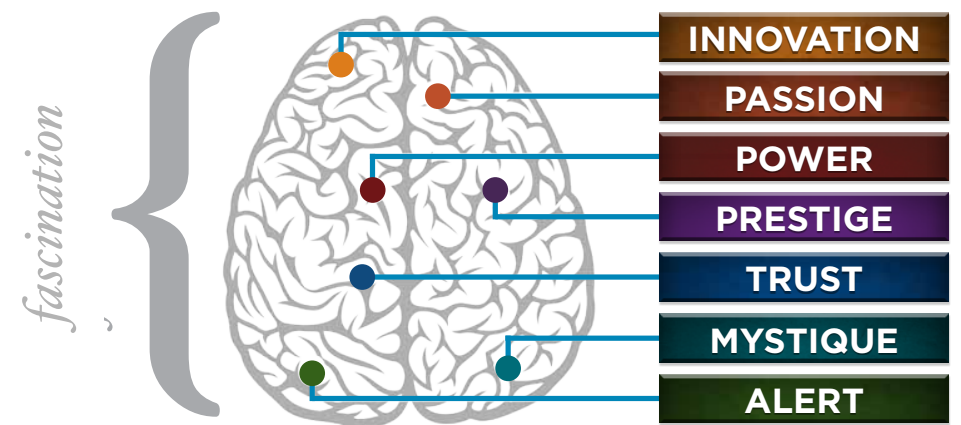
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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.

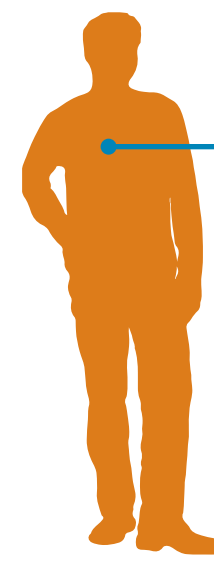
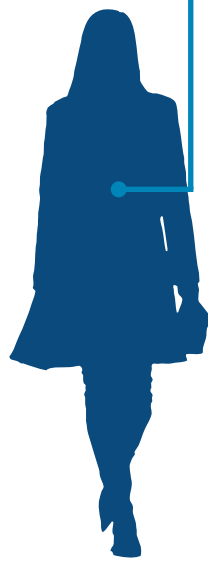
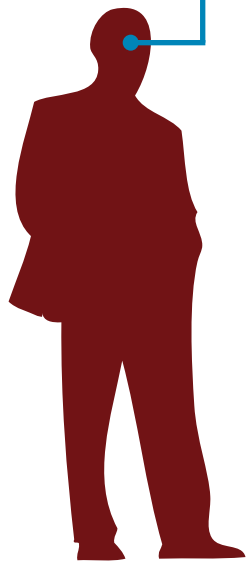
YOU ARE **147.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

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

Confident
Goal-Oriented
Decisive

TRUST

Stable
Dependable
Familiar

PRESTIGE

Ambitious
Results-Oriented
Respected

PASSION

Expressive
Intuitive
Engaging

MYSTIQUE

Independent
Logical
Observant

INNOVATION

Creative
Visionary
Entrepreneurial

ALERT

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

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

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.

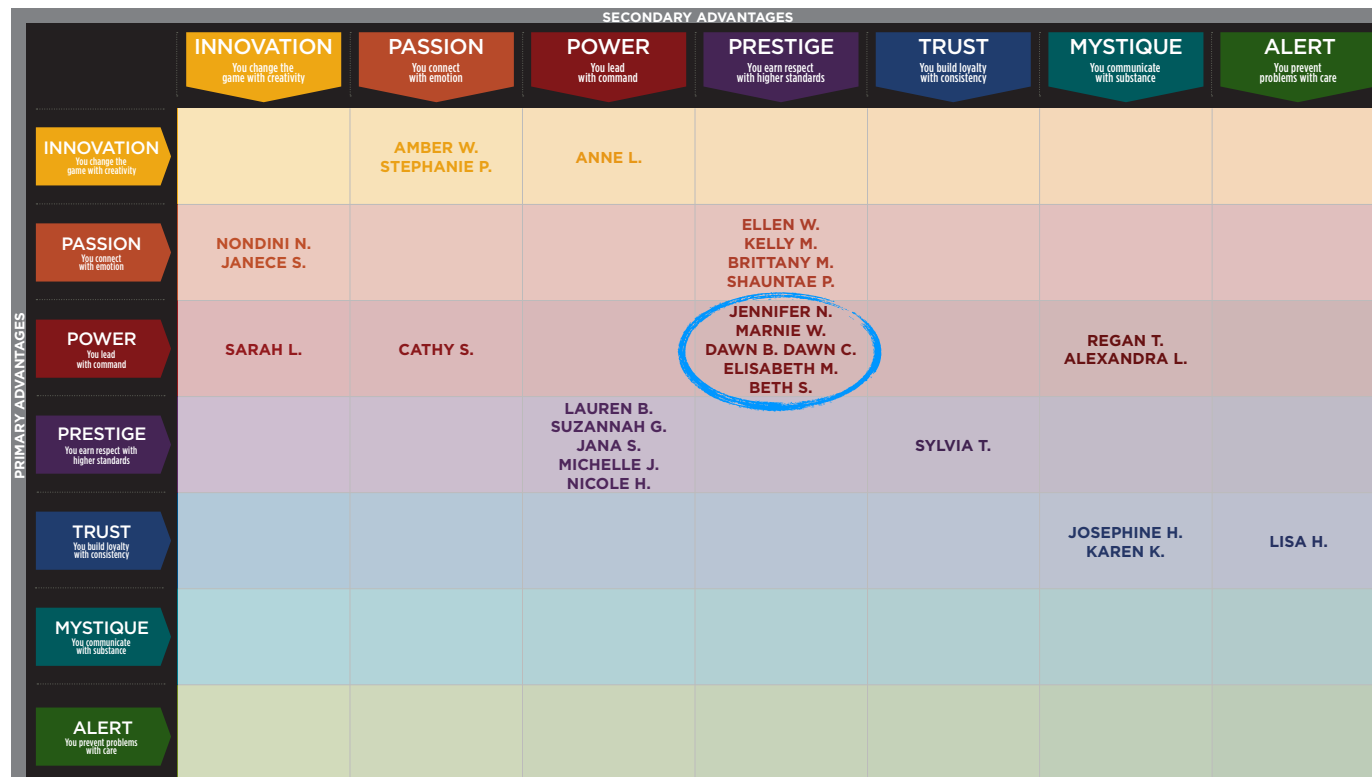
INSIDE YOUR FASCINATION ADVANTAGE® REPORT?
You know your Advantages, no one else will know them, either. This report will describe you the most likely to impress and influence others, so that you can focus on what you're already good at.

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 CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER	THE OCEANOGRAPHER
THE AVANT-GARDE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR		
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.

