

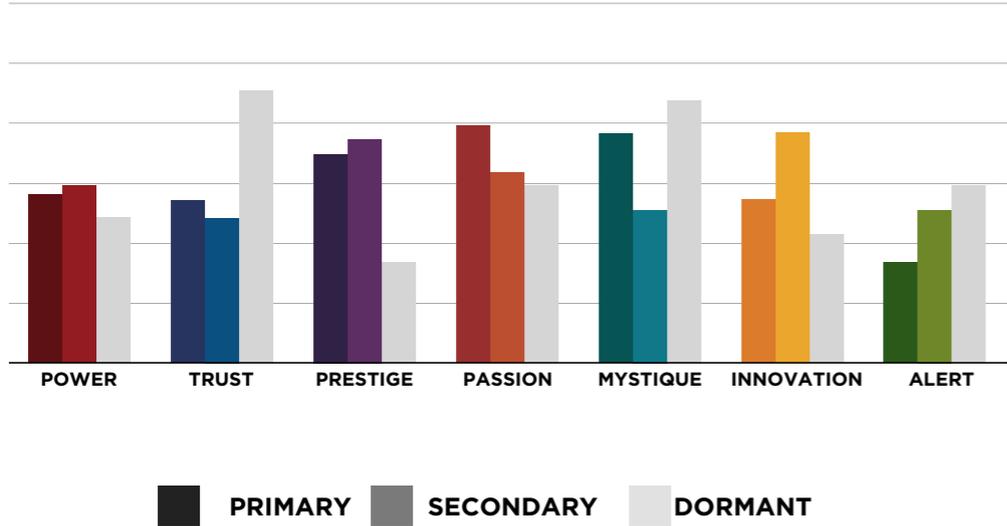
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
THE ROYAL BANK OF CANADA ON 10/13/15

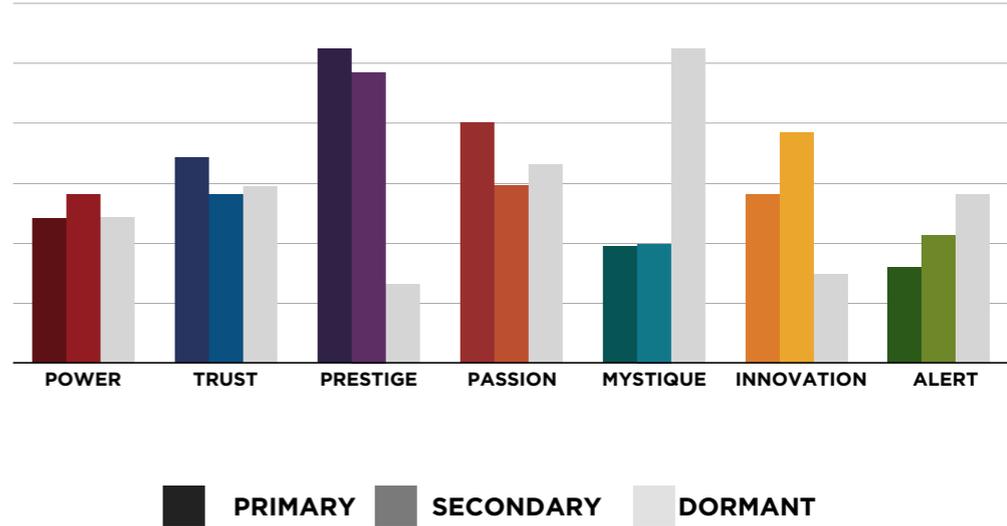


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST**



**ROYAL BANK OF CANADA RESULTS OF THE FASCINATION ADVANTAGE TEST**



# 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 600,000 PEOPLE.

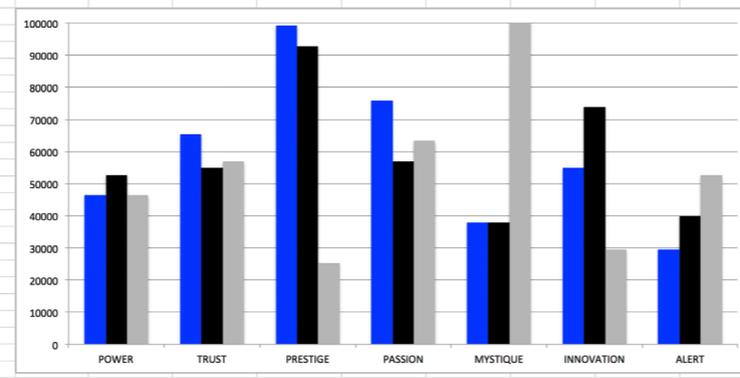
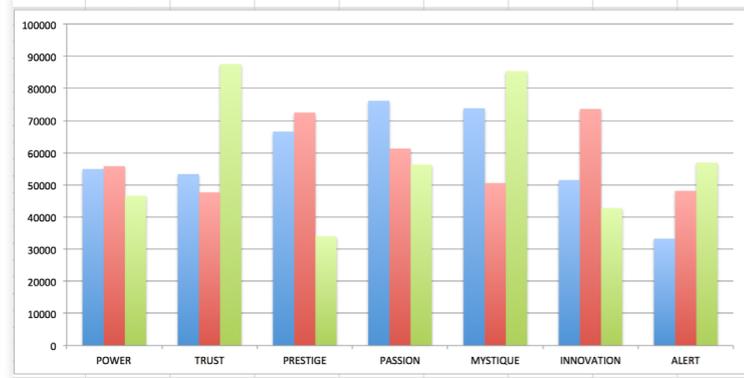
Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	15	7.73%	INNOVATION		6	4	10	4	1	1
Prestige	Passion	The Connoisseur	14	7.22%	PASSION	15		2	7	1	6	5
Power	Prestige	The Maestro	13	6.70%	POWER	4	1		13	3	1	
Prestige	Power	The Victor	11	5.67%	PRESTIGE	8	14	11		3	4	7
Innovation	Prestige	The Trendsetter	10	5.15%	TRUST	2	5	5	8		6	5
Mystique	Trust	The Wise Owl	8	4.12%	MYSTIQUE	5	1	1	2	8		1
Prestige	Innovation	The Avant-Garde	8	4.12%	ALERT	1		2	4	7		
Trust	Prestige	The Diplomat	8	4.12%								
Alert	Trust	The Mediator	7	3.61%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Prestige	The Talent	7	3.61%	INNOVATION		3.1%	2.1%	5.2%	2.1%	0.5%	0.5%
Prestige	Alert	The Scholar	7	3.61%	PASSION	7.7%		1.0%	3.6%	0.5%	3.1%	2.6%
Innovation	Passion	The Rockstar	6	3.09%	POWER	2.1%	0.5%		6.7%	1.5%	0.5%	
Passion	Mystique	The Intrigue	6	3.09%	PRESTIGE	4.1%	7.2%	5.7%		1.5%	2.1%	3.6%
Trust	Mystique	The Anchor	6	3.09%	TRUST	1.0%	2.6%	2.6%	4.1%		3.1%	2.6%
Mystique	Innovation	The Secret Weapon	5	2.58%	MYSTIQUE	2.6%	0.5%	0.5%	1.0%	4.1%		0.5%
Passion	Alert	The Orchestrator	5	2.58%	ALERT	0.5%		1.0%	2.1%	3.6%		
Trust	Alert	The Good Citizen	5	2.58%								
Trust	Passion	The Authentic	5	2.58%								
Trust	Power	The Gravititas	5	2.58%								
Alert	Prestige	The Editor-in-Chief	4	2.06%								
Innovation	Power	The Maverick Leader	4	2.06%								
Innovation	Trust	The Artisan	4	2.06%								

: Missing Archetypes  
: Most Prevalent Archetypes

AVERAGE POPULATION									PBConference								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	54934	53347	66556	76157	73879	51487	33303	409663	Primary	22	31	47	36	18	26	14	194
Secondary	55828	47716	72493	61274	50596	73613	48143	409663	Secondary	25	26	44	27	18	35	19	194
Dormant	46638	87621	33968	56282	85413	42789	56952	409663	Dormant	22	27	12	30	64	14	25	194

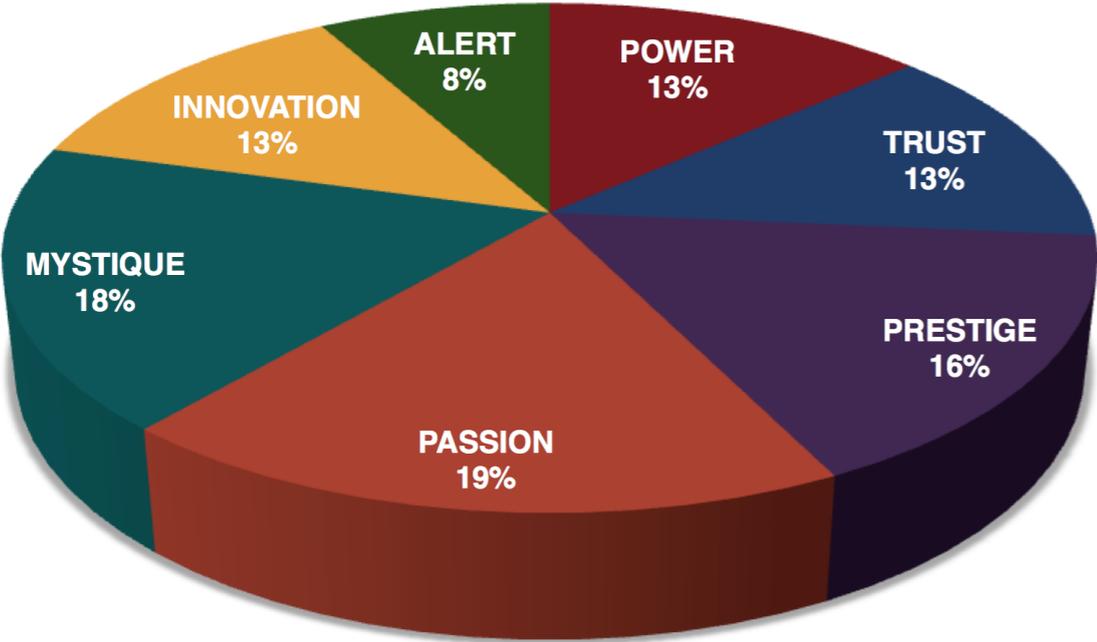
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.4%	13.0%	16.2%	18.6%	18.0%	12.6%	8.1%	100.0%	Primary	11.3%	16.0%	24.2%	18.6%	9.3%	13.4%	7.2%	100.0%
Secondary	13.6%	11.6%	17.7%	15.0%	12.4%	18.0%	11.8%	100.0%	Secondary	12.9%	13.4%	22.7%	13.9%	9.3%	18.0%	9.8%	100.0%
Dormant	11.4%	21.4%	8.3%	13.7%	20.8%	10.4%	13.9%	100.0%	Dormant	11.3%	13.9%	6.2%	15.5%	33.0%	7.2%	12.9%	100.0%



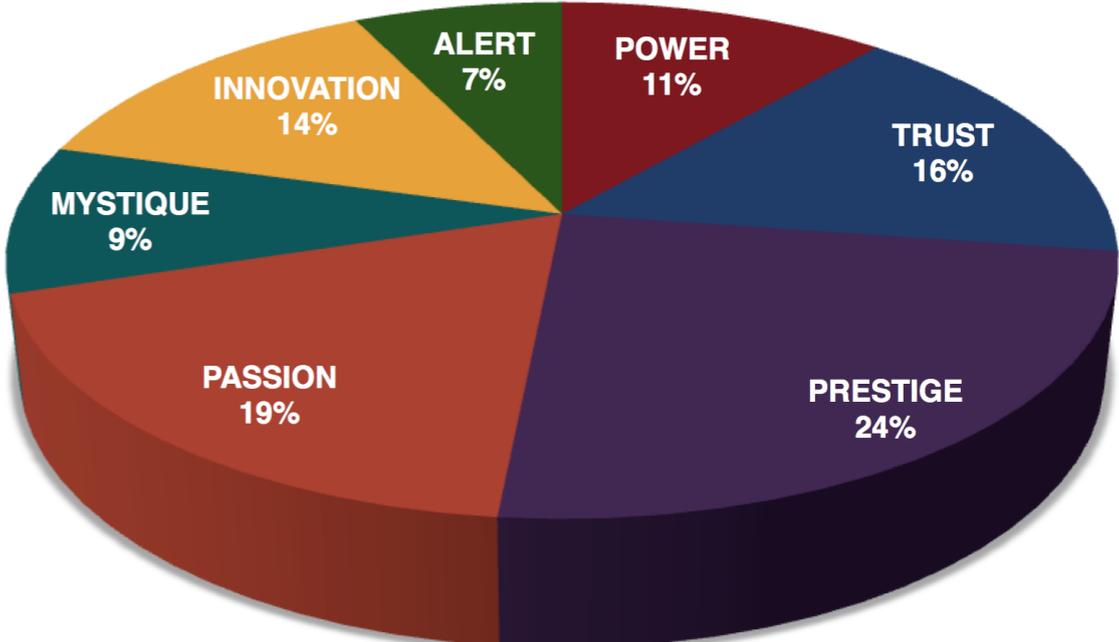
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**THE ROYAL BANK OF CANADA RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONALITY ARCHETYPES

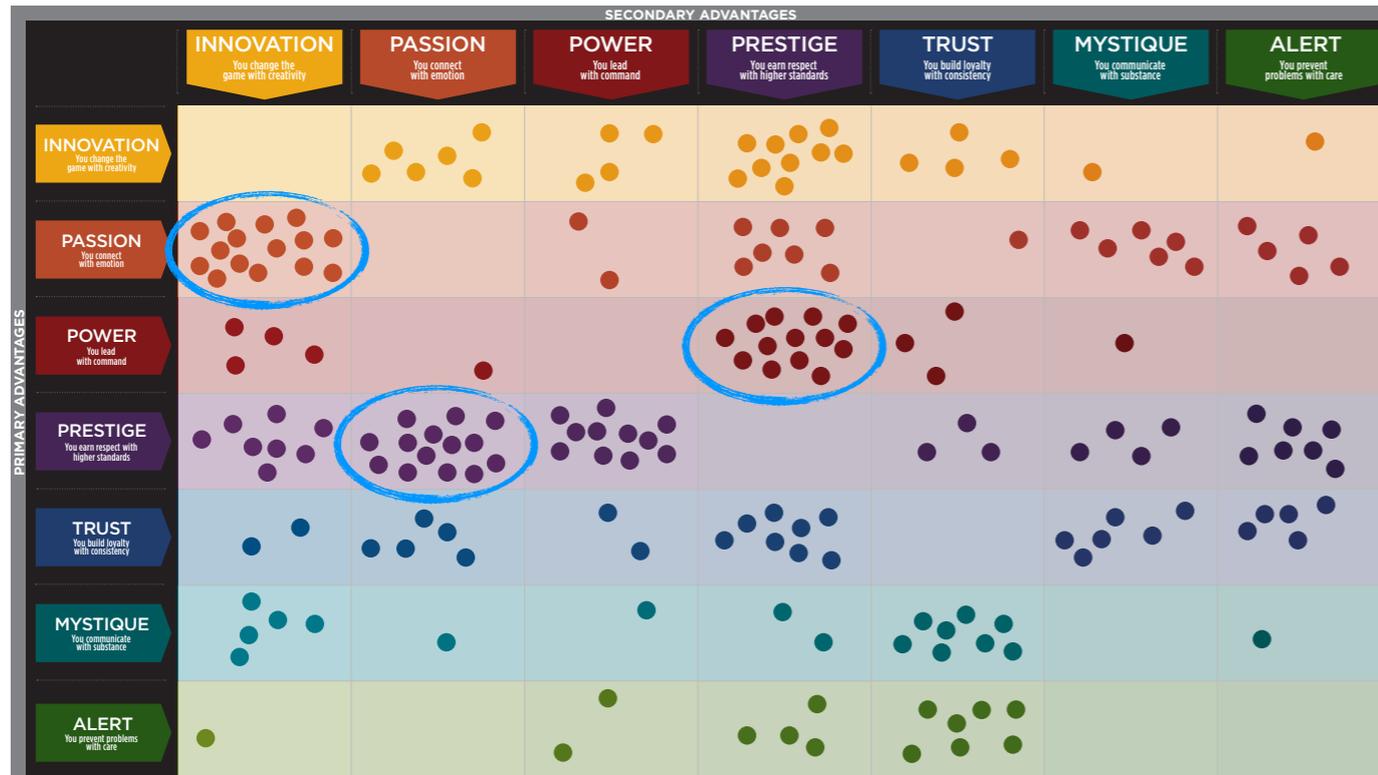
CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

	<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

PRIMARY FASCINATION ADVANTAGE®

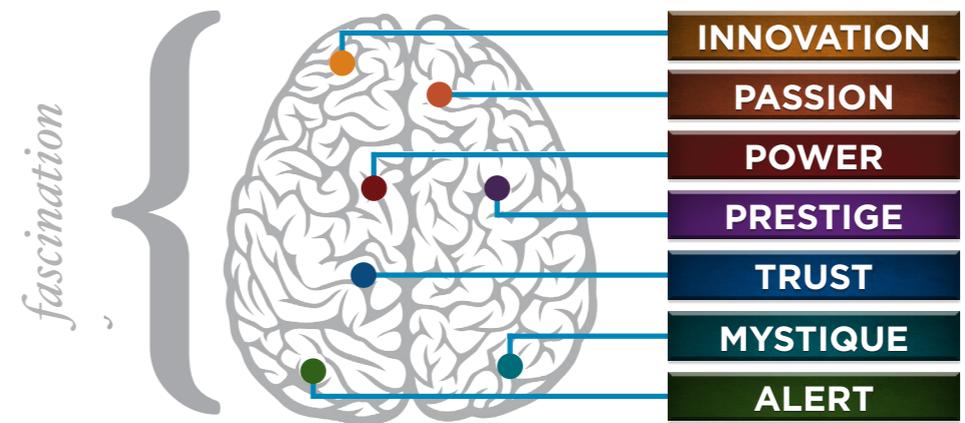
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		3.1%	2.1%	5.2%	2.1%	0.5%	0.5%
PASSION <small>You connect with emotion</small>	7.7%		1.0%	3.6%	0.5%	3.1%	2.6%
POWER <small>You lead with command</small>	2.1%	0.5%		6.7%	1.5%	0.5%	
PRESTIGE <small>You earn respect with higher standards</small>	4.1%	7.2%	5.7%		1.5%	2.1%	3.6%
TRUST <small>You build loyalty with consistency</small>	1.0%	2.6%	2.6%	4.1%		3.1%	2.6%
MYSTIQUE <small>You communicate with substance</small>	2.6%	0.5%	0.5%	1.0%	4.1%		0.5%
ALERT <small>You prevent problems with care</small>	0.5%		1.0%	2.1%	3.6%		

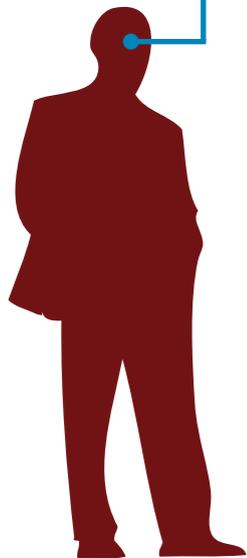
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# 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 **22.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **29.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **44.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **3.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **43.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **13%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **17.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed

## 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**

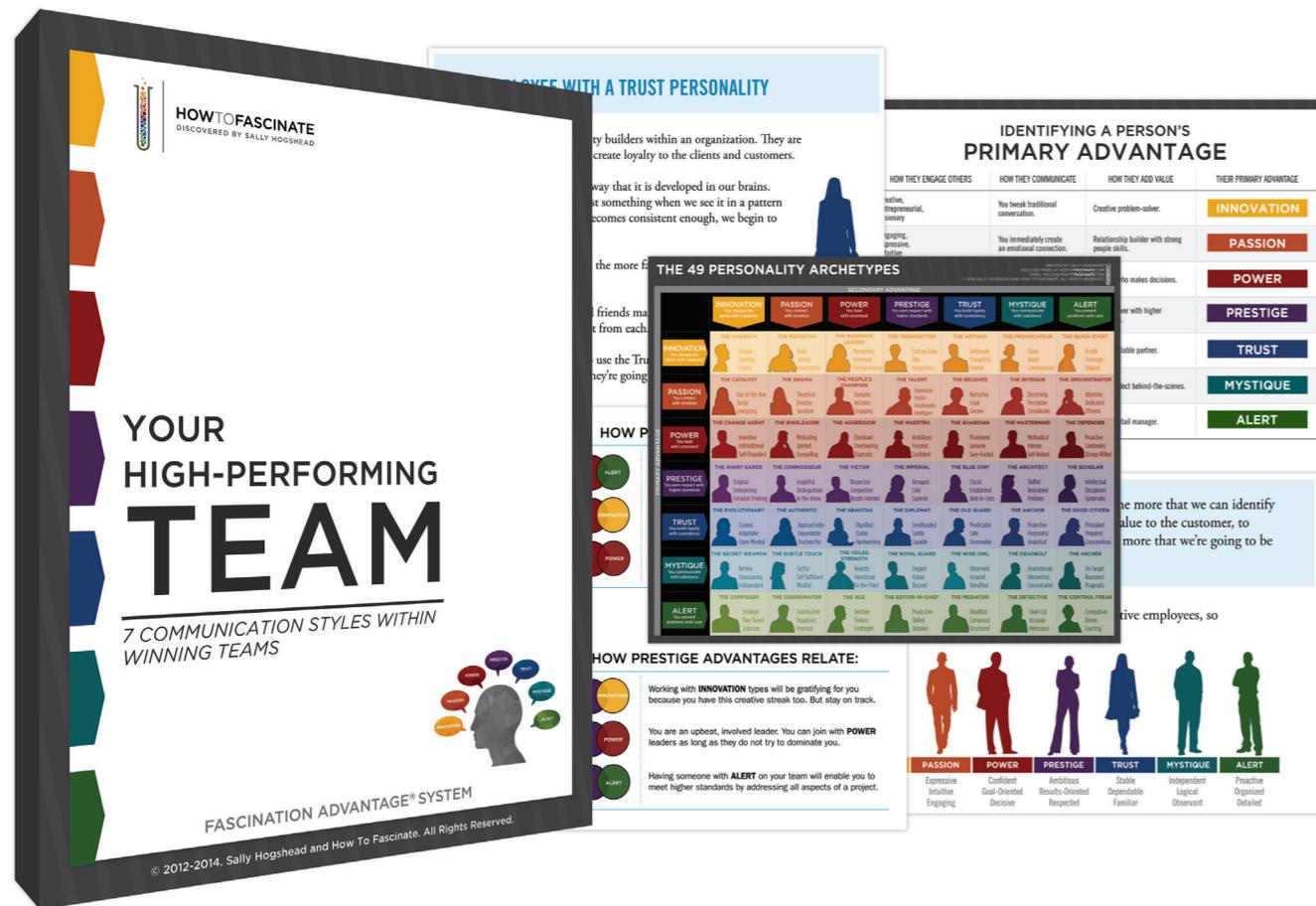
SOLO INTELLECT  
BEHIND THE SCENES

**ALERT**

PRECISE DETAIL MANAGER

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Questions? [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com)