

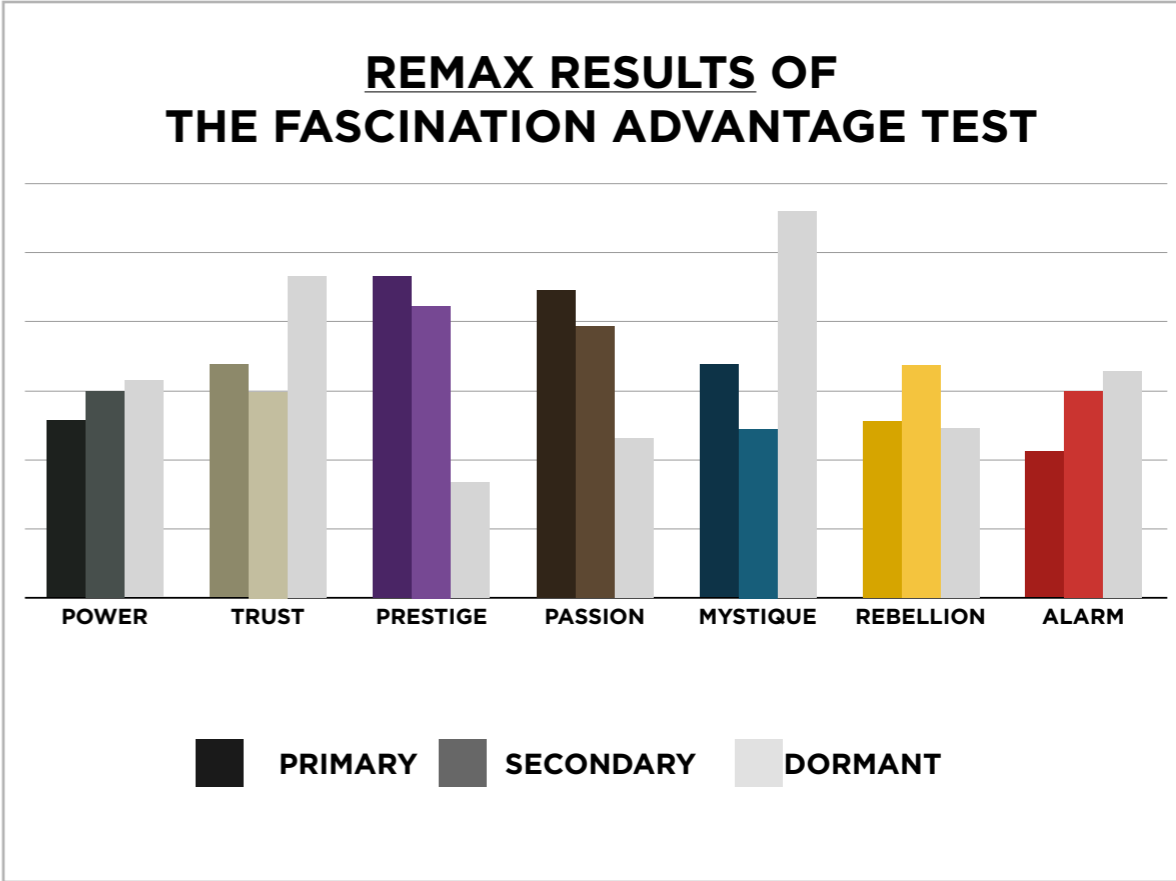
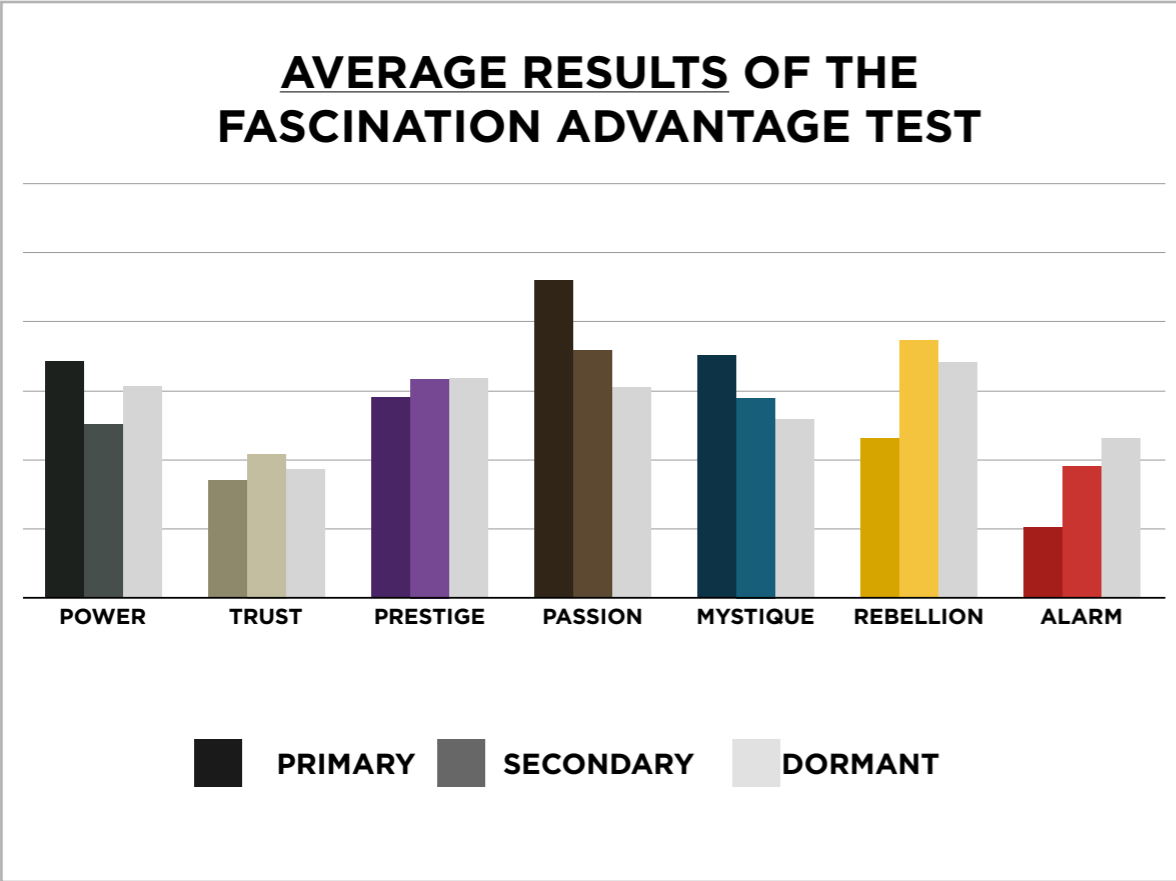
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
REMAX ON 01/16/14



**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 200,000 PEOPLE.**

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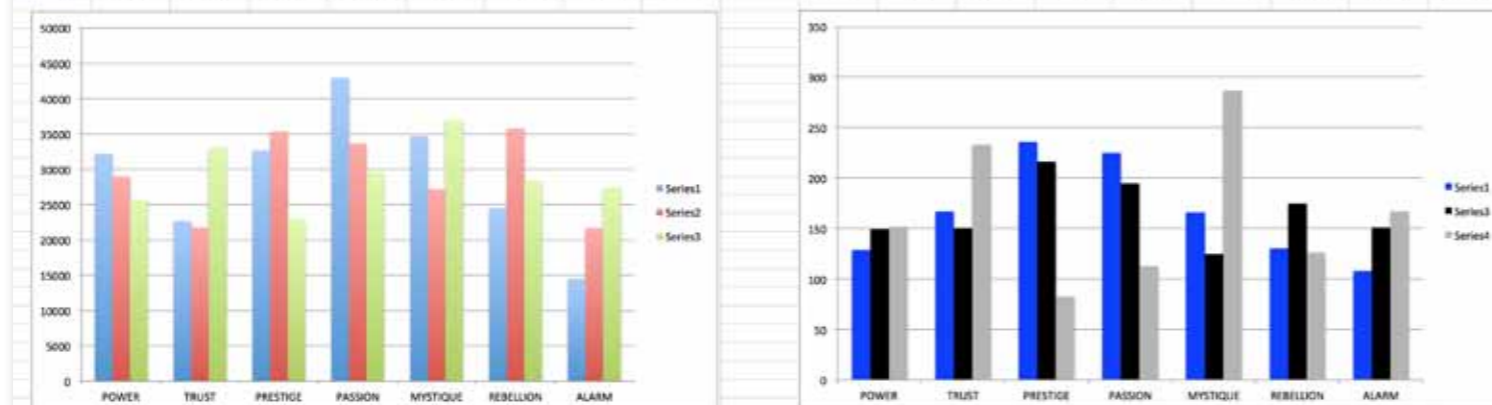
Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Rebellion	The Catalyst	69	5.94%	PASSION		26	40	31	28	31	69
Prestige	Passion	The Connoisseur	68	5.86%	TRUST	23		31	50	11	38	14
Power	Prestige	The Maestro	65	5.60%	MYSTIQUE	25	34		23	18	38	28
Trust	Prestige	The Diplomat	50	4.31%	PRESTIGE	68	23	25		44	29	47
Prestige	Rebellion	The Avant-Garde	47	4.05%	POWER	20	25	5	65		4	10
Prestige	Power	The Victor	44	3.79%	ALARM	26	34	9	19	13		7
Passion	Mystique	The Intrigue	40	3.45%	REBELLION	33	8	15	28	35	11	
Mystique	Alarm	The Bullseye	38	3.27%								
Trust	Alarm	The Good Citizen	38	3.27%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Rebellion	Power	The Maverick Leader	35	3.01%	PASSION		2.2%	3.4%	2.7%	2.4%	2.7%	5.9%
Alarm	Trust	The Sustainer	34	2.93%	TRUST	2.0%		2.7%	4.3%	0.9%	3.3%	1.2%
Mystique	Trust	The Wise Owl	34	2.93%	MYSTIQUE	2.2%	2.9%		2.0%	1.6%	3.3%	2.4%
Rebellion	Passion	The Rockstar	33	2.84%	PRESTIGE	5.9%	2.0%	2.2%		3.8%	2.5%	4.0%
Passion	Alarm	The Orchestrator	31	2.67%	POWER	1.7%	2.2%	0.4%	5.6%		0.3%	0.9%
Passion	Prestige	The Talent	31	2.67%	ALARM	2.2%	2.9%	0.8%	1.6%	1.1%		0.6%
Trust	Mystique	The Vault	31	2.67%	REBELLION	2.8%	0.7%	1.3%	2.4%	3.0%	0.9%	
Prestige	Alarm	The Perfectionist	29	2.50%								
Mystique	Rebellion	The Secret Weapon	28	2.41%								
Passion	Power	The Advocate	28	2.41%								
Rebellion	Prestige	The Trendsetter	28	2.41%								
Alarm	Passion	The Coordinator	26	2.24%								
Passion	Trust	The Beloved	26	2.24%								
Mystique	Passion	The Subtle Touch	25	2.15%								
Power	Trust	The Guardian	25	2.15%								
Prestige	Mystique	The Architect	25	2.15%								
Mystique	Prestige	The Royal Guard	23	1.98%								
Prestige	Trust	The Blue Chip	23	1.98%								
Trust	Passion	The Authentic	23	1.98%								
Power	Passion	The Ringleader	20	1.72%								
Alarm	Prestige	The Editor-in-Chief	19	1.64%								
Mystique	Power	The Veiled Strength	18	1.55%								

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

AVERAGE POPULATION									REMAX14								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	32200	22701	32647	42936	34685	24525	14518	204212	Primary	129	167	236	225	166	130	108	1161
Secondary	28971	21750	35339	33628	27141	35731	21652	204212	Secondary	149	150	216	195	125	175	151	1161
Dormant	25711	33093	22968	29652	36985	28405	27398	204212	Dormant	152	233	83	113	287	126	167	1161

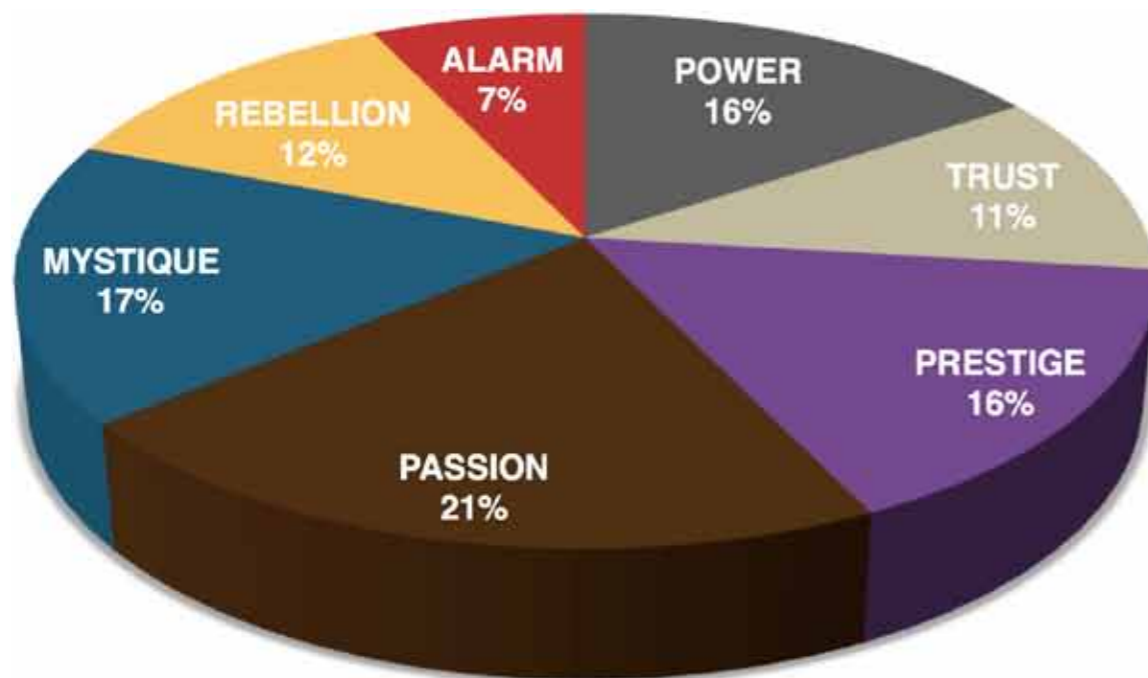
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	15.8%	11.1%	16.0%	21.0%	17.0%	12.0%	7.1%	100.0%	Primary	11.1%	14.4%	20.3%	19.4%	14.3%	11.2%	9.3%	100.0%
Secondary	14.2%	10.7%	17.3%	16.5%	13.3%	17.5%	10.6%	100.0%	Secondary	12.8%	12.9%	18.6%	16.8%	10.8%	15.1%	13.0%	100.0%
Dormant	12.6%	16.2%	11.2%	14.5%	18.1%	13.9%	13.4%	100.0%	Dormant	13.1%	20.1%	7.1%	9.7%	24.7%	10.9%	14.4%	100.0%



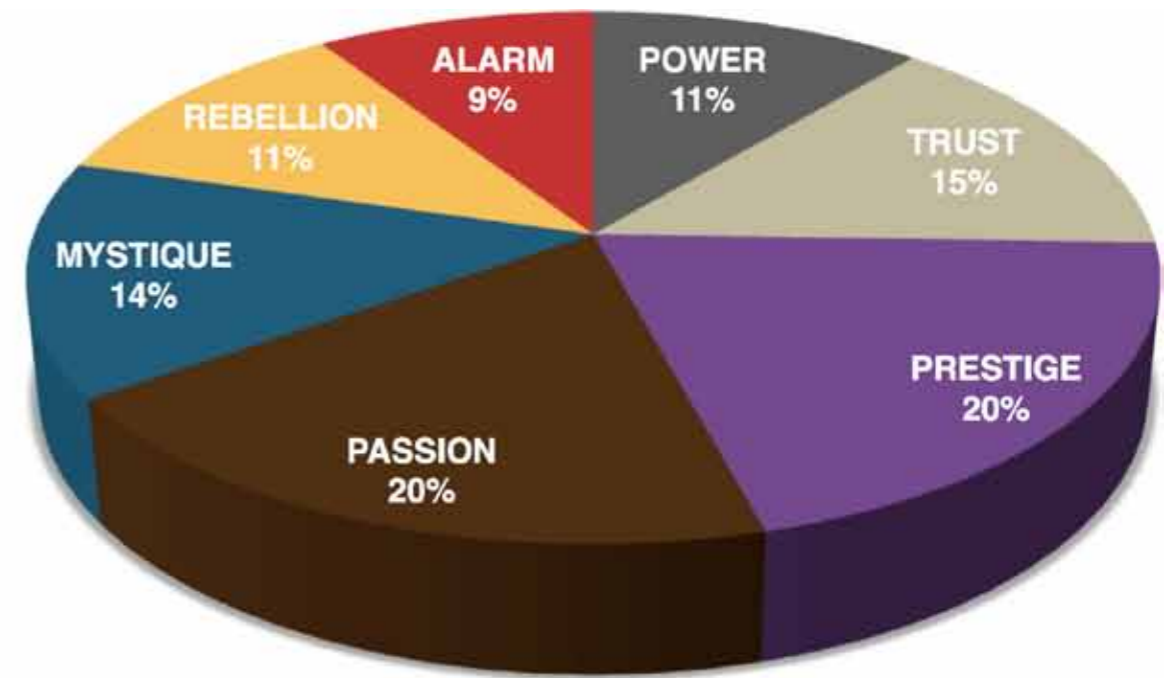
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



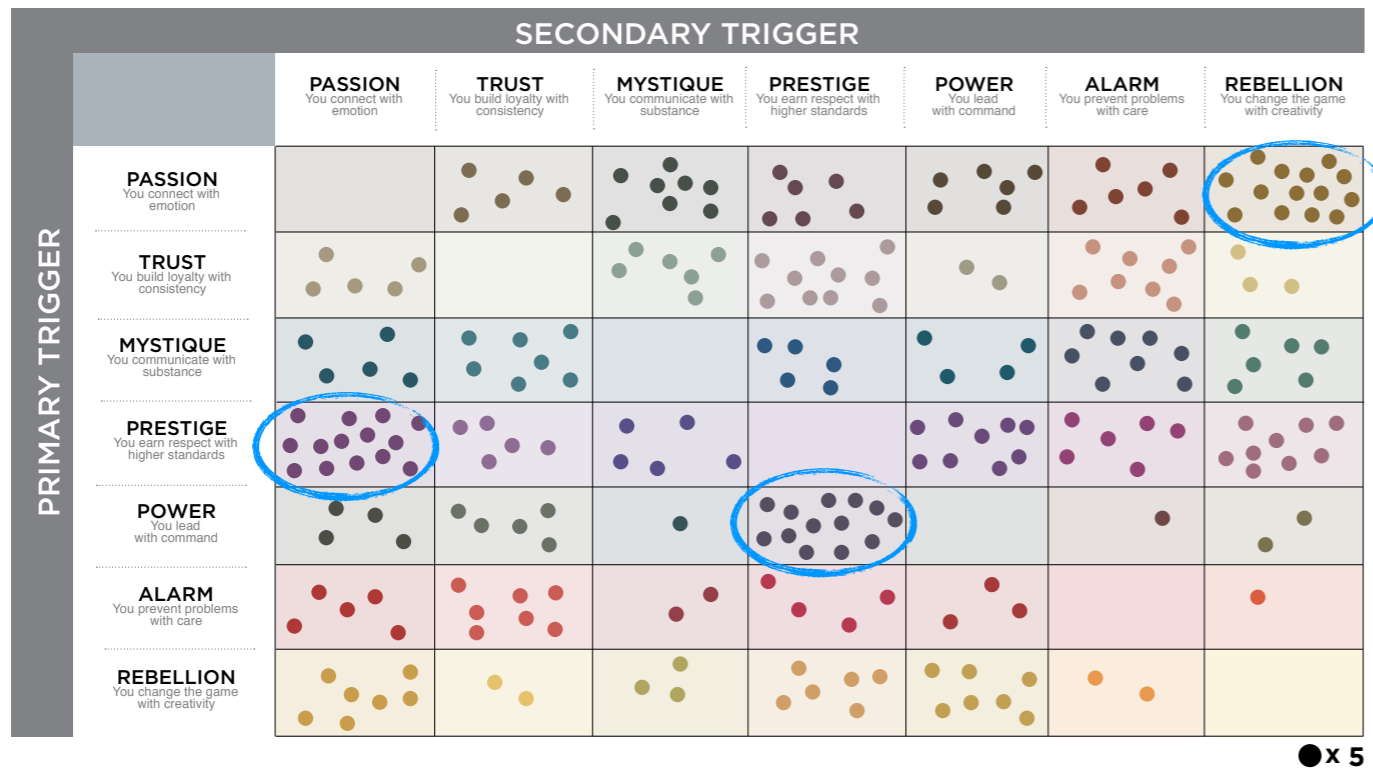
**REMAX RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

		SECONDARY TRIGGER						
		<b>PASSION</b> You connect with emotion	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>PRESTIGE</b> You earn respect with higher standards	<b>POWER</b> You lead with command	<b>ALARM</b> You prevent problems with care	<b>REBELLION</b> You change the game with creativity
PRIMARY TRIGGER	<b>PASSION</b> You connect with emotion	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Perceptive • Nuanced Selective	<b>THE TALENT</b> Expressive • Stylish Emotionally Intelligent	<b>THE ADVOCATE</b> Dynamic • Inclusive Engaging	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Detail-Oriented	<b>THE CATALYST</b> Outgoing • Experimental Out-of-the-Box
	<b>TRUST</b> You build loyalty with consistency	<b>THE AUTHENTIC</b> Agreeable • Accessible Dependable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE VAULT</b> Analytical • Discreet Understated	<b>THE DIPLOMAT</b> Impeccable • Subtle Capable	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE GOOD CITIZEN</b> Conscientious • Modest Preventative	<b>THE EVOLUTIONARY</b> Curious • Open-Minded Developing over Time
	<b>MYSTIQUE</b> You communicate with substance	<b>THE SUBTLE TOUCH</b> Profound • Discerning Self-Sufficient	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE STOIC</b> Unemotional • Introverted Concentrated	<b>THE ROYAL GUARD</b> Elegant • Astute Reserved	<b>THE VEILED STRENGTH</b> Rational • Intentional Substantive	<b>THE BULLSEYE</b> Precise • Sharp Under-the-Radar	<b>THE SECRET WEAPON</b> Clever • Unassuming Independent
	<b>PRESTIGE</b> You earn respect with higher standards	<b>THE CONNOISSEUR</b> Astute • Discriminating In-the-Know	<b>THE BLUE CHIP</b> Classic • Timeless “Best-in-Class”	<b>THE ARCHITECT</b> Sterling • Skillful Restrained	<b>THE LAST WORD</b> Deliberate • Crisp Uncompromising	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE PERFECTIONIST</b> Driven • Disciplined Standard-Bearer	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking
	<b>POWER</b> You lead with command	<b>THE RINGLEADER</b> Motivating • Vigorous Compelling	<b>THE GUARDIAN</b> Established • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE MAESTRO</b> Ambitious • Admired Focused	<b>THE AGGRESSOR</b> Dominant • Forceful Emphatic	<b>THE WATCHDOG</b> Proactive • Alert Cautionary	<b>THE CHANGE AGENT</b> Inventive • Vivid Quick-Witted
	<b>ALARM</b> You prevent problems with care	<b>THE COORDINATOR</b> Organized • Practical Protective	<b>THE SUSTAINER</b> Steadfast • Composed By-the-Book	<b>THE INSPECTOR</b> Private • Efficient Meticulous	<b>THE EDITOR-IN-CHIEF</b> Productive • Detailed Skilled	<b>THE SHERIFF</b> Tireless • Decisive Goal-Oriented	<b>THE HIGH ALERT</b> Vigilant • Exacting Prepared	<b>THE CRAFTSMAN</b> Strategic • Fine-Tuned Judicious
	<b>REBELLION</b> You change the game with creativity	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE ARTISAN</b> Measured • Thoughtful Craftsman-Like	<b>THE PROVOCATEUR</b> Innovative • Witty Unconventional	<b>THE TRENDSETTER</b> Elite • Progressive Advanced	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE QUICK-START</b> Thorough • Diligent Imaginative	<b>THE ANARCHIST</b> Startling • Unpredictable Intensely Creative

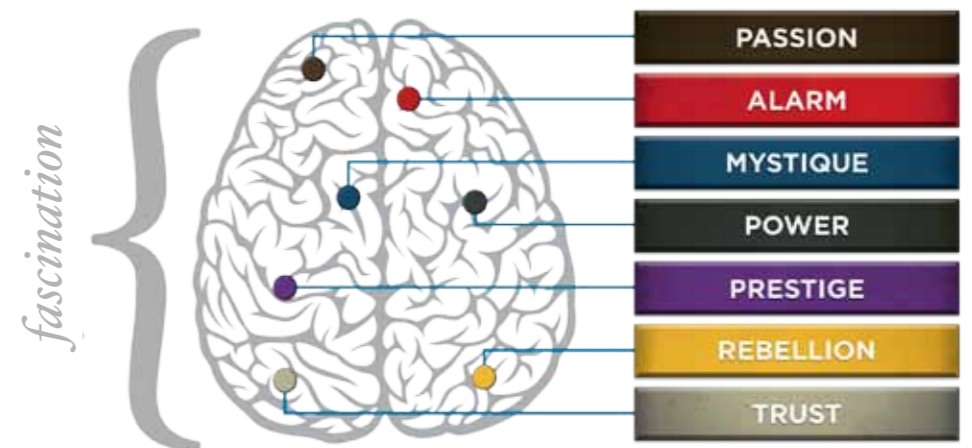
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion		2.2%	3.4%	2.7%	2.4%	2.7%	5.9%
	TRUST You build loyalty with consistency	2.0%		2.7%	4.3%	0.9%	3.3%	1.2%
	MYSTIQUE You communicate with substance	2.2%	2.9%		2.0%	1.6%	3.3%	2.4%
	PRESTIGE You earn respect with higher standards	5.9%	2.0%	2.2%		3.8%	2.5%	4.0%
	POWER You lead with command	1.7%	2.2%	0.4%	5.6%		0.3%	0.9%
	ALARM You prevent problems with care	2.2%	2.9%	0.8%	1.6%	1.1%		0.6%
	REBELLION You change the game with creativity	2.8%	0.7%	1.3%	2.4%	3.0%	0.9%	

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 TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

YOU ARE **24.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER

YOU ARE **21.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

YOU ARE **13.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **1.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **6.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **5.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **17.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



**POWER**

**PRESTIGE**

**MYSTIQUE**

**PASSION**

**ALARM**

**REBELLION**

**TRUST**

Confident  
Driven  
Influential

Ambitious  
Discerning  
Strong-Willed

Understated  
Complex  
Deliberate

Expressive  
Intuitive  
Impulsive

Perfectionist  
Reliable  
Careful

Innovative  
Independent  
Unpredictable

Stable  
Reliable  
Comforting

## HOW YOUR CO-WORKERS FASCINATE

---

**POWER**

A LEADER WHO MAKES DECISIONS

**PASSION**

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

**MYSTIQUE**

SOLO INTELLECT BEHIND-THE-SCENES

**PRESTIGE**

OVERACHIEVER WITH HIGHER STANDARDS

**ALARM**

PRECISE DETAIL MANAGER

**REBELLION**

INNOVATIVE PROBLEM-SOLVER

**TRUST**

STABLE, RELIABLE PARTNER



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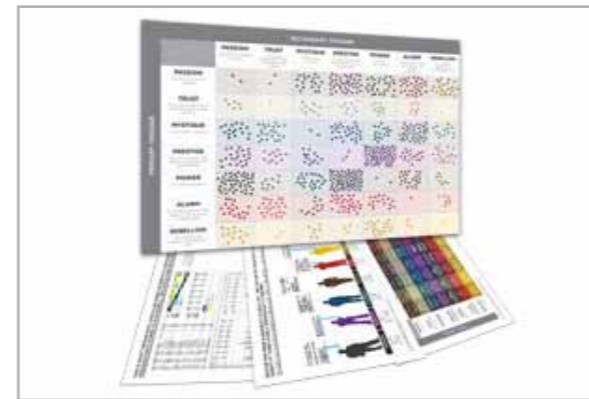
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