

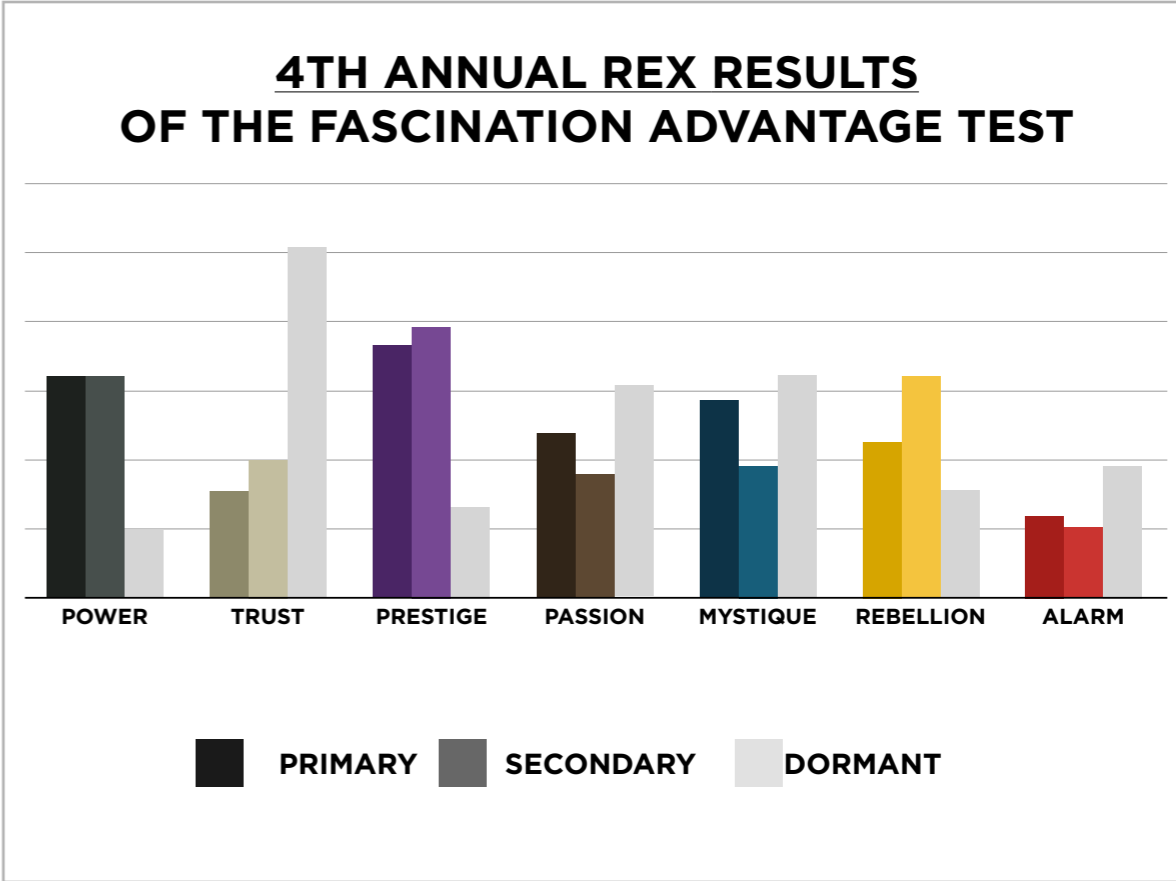
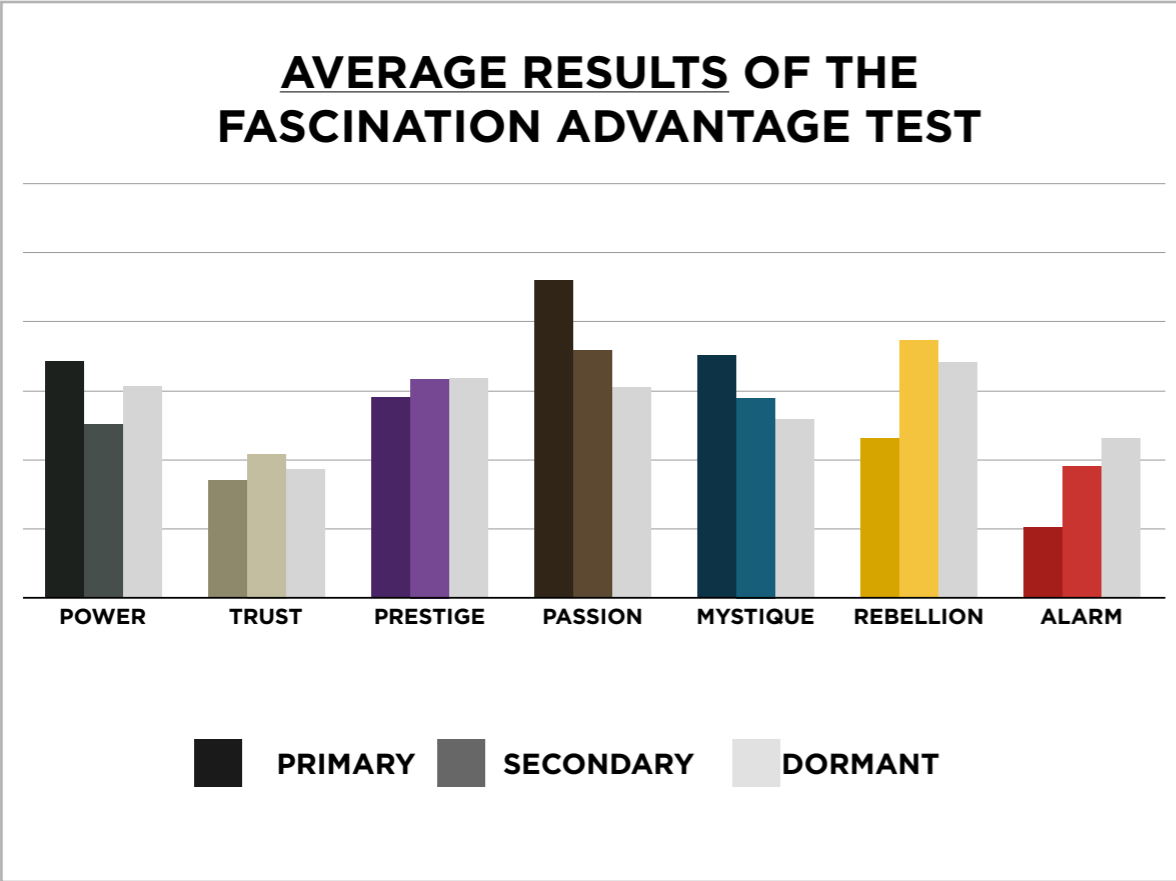
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
ANNUAL REAL ESTATE EXPO



**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 140,000 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 140,000 PEOPLE.

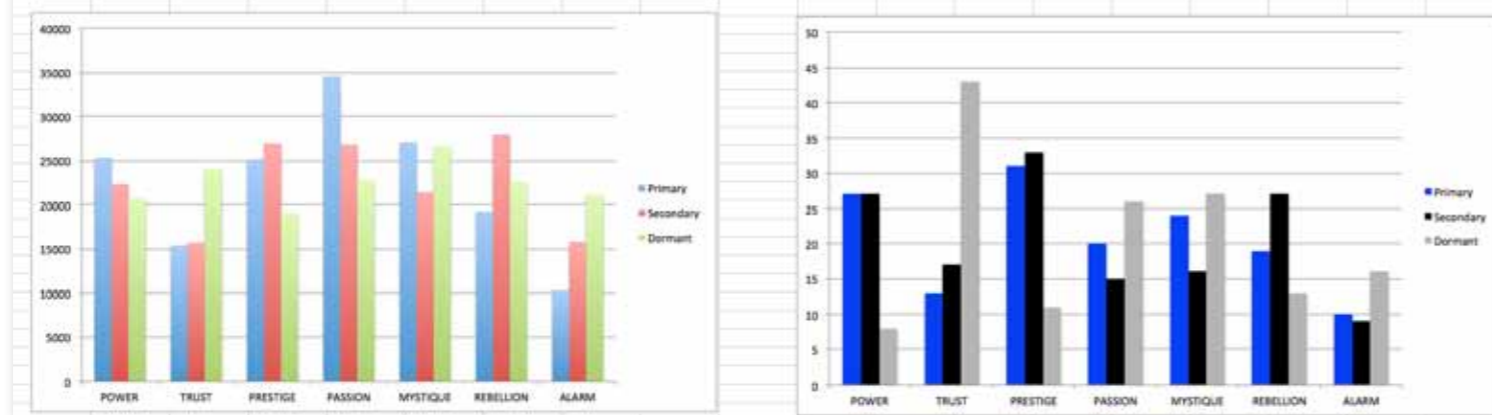
Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	14	9.72%	PASSION			3	6	4		7
Prestige	Rebellion	The Avant-Garde	9	6.25%	TRUST	1		4	4	1	1	2
Prestige	Power	The Victor	9	6.25%	MYSTIQUE	2	8		4	1	3	6
Mystique	Trust	The Wise Owl	8	5.56%	PRESTIGE	6		5		9	2	9
Passion	Rebellion	The Catalyst	7	4.86%	POWER	3	6	2	14			2
Rebellion	Power	The Maverick Leader	7	4.86%	ALARM		2		2	5		1
Prestige	Passion	The Connoisseur	6	4.17%	REBELLION	3	1	2	3	7	3	
Power	Trust	The Guardian	6	4.17%								
Mystique	Rebellion	The Secret Weapon	6	4.17%								
Passion	Prestige	The Talent	6	4.17%		PASSION						
Prestige	Mystique	The Architect	5	3.47%	PASSION			2.1%	4.2%	2.8%		4.9%
Alarm	Power	The Sheriff	5	3.47%	TRUST	0.7%		2.8%	2.8%	0.7%	0.7%	1.4%
Passion	Power	The Advocate	4	2.78%	MYSTIQUE	1.4%	5.6%		2.8%	0.7%	2.1%	4.2%
Trust	Prestige	The Diplomat	4	2.78%	PRESTIGE	4.2%		3.5%		6.3%	1.4%	6.3%
Mystique	Prestige	The Royal Guard	4	2.78%	POWER	2.1%	4.2%	1.4%	9.7%			1.4%
Trust	Mystique	The Vault	4	2.78%	ALARM		1.4%		1.4%	3.5%		0.7%
Mystique	Alarm	The Bullseye	3	2.08%	REBELLION	2.1%	0.7%	1.4%	2.1%	4.9%	2.1%	
Passion	Mystique	The Intrigue	3	2.08%								
Rebellion	Alarm	The Quick-Start	3	2.08%								
Power	Passion	The Ringleader	3	2.08%								
Rebellion	Passion	The Rockstar	3	2.08%								
Rebellion	Prestige	The Trendsetter	3	2.08%								
Power	Rebellion	The Change Agent	2	1.39%								
Alarm	Prestige	The Editor-in-Chief	2	1.39%								
Trust	Rebellion	The Evolutionary	2	1.39%								
Power	Mystique	The Mastermind	2	1.39%								
Prestige	Alarm	The Perfectionist	2	1.39%								
Rebellion	Mystique	The Provocateur	2	1.39%								
Mystique	Passion	The Subtle Touch	2	1.39%								
Alarm	Trust	The Sustainer	2	1.39%								

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

AVERAGE POPULATION									Annual Real Estate Expo								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	25353	15404	25181	34607	27119	19252	10309	157225	Primary	27	13	31	20	24	19	10	144
Secondary	22359	15720	27014	26844	21423	28048	15817	157225	Secondary	27	17	33	15	16	27	9	144
Dormant	20725	24134	19096	22822	26660	22608	21180	157225	Dormant	8	43	11	26	27	13	16	144

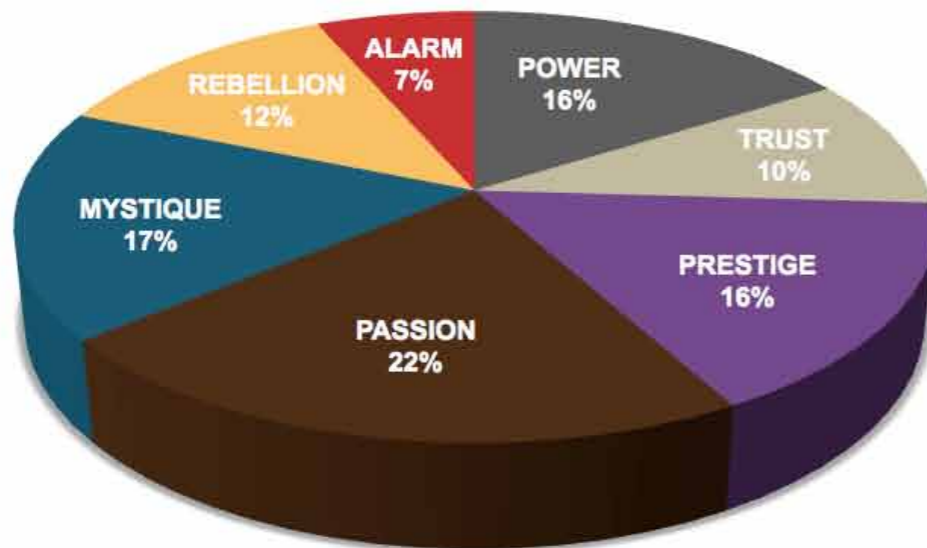
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.1%	9.8%	16.0%	22.0%	17.2%	12.2%	6.6%	100.0%
Secondary	14.2%	10.0%	17.2%	17.1%	13.6%	17.8%	10.1%	100.0%
Dormant	13.2%	15.3%	12.1%	14.5%	17.0%	14.4%	13.5%	100.0%



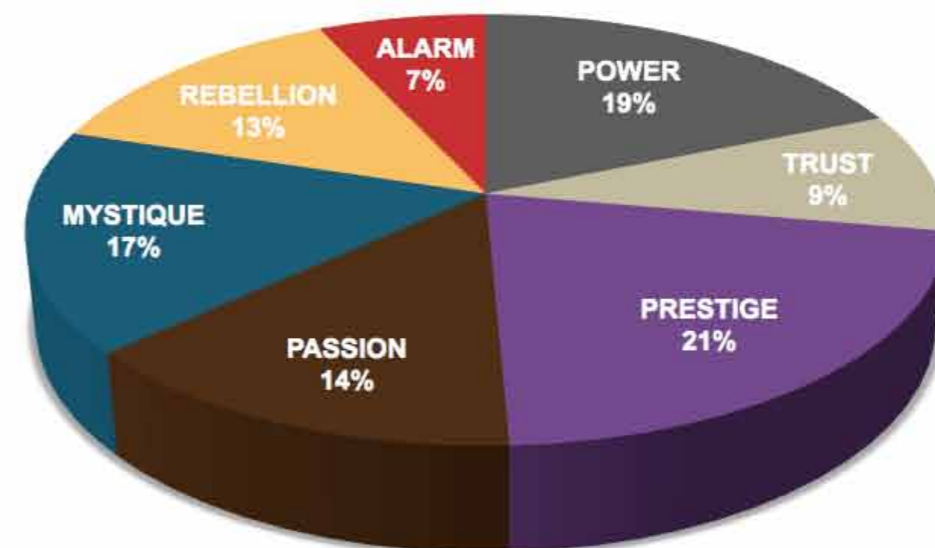
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.**

---

**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



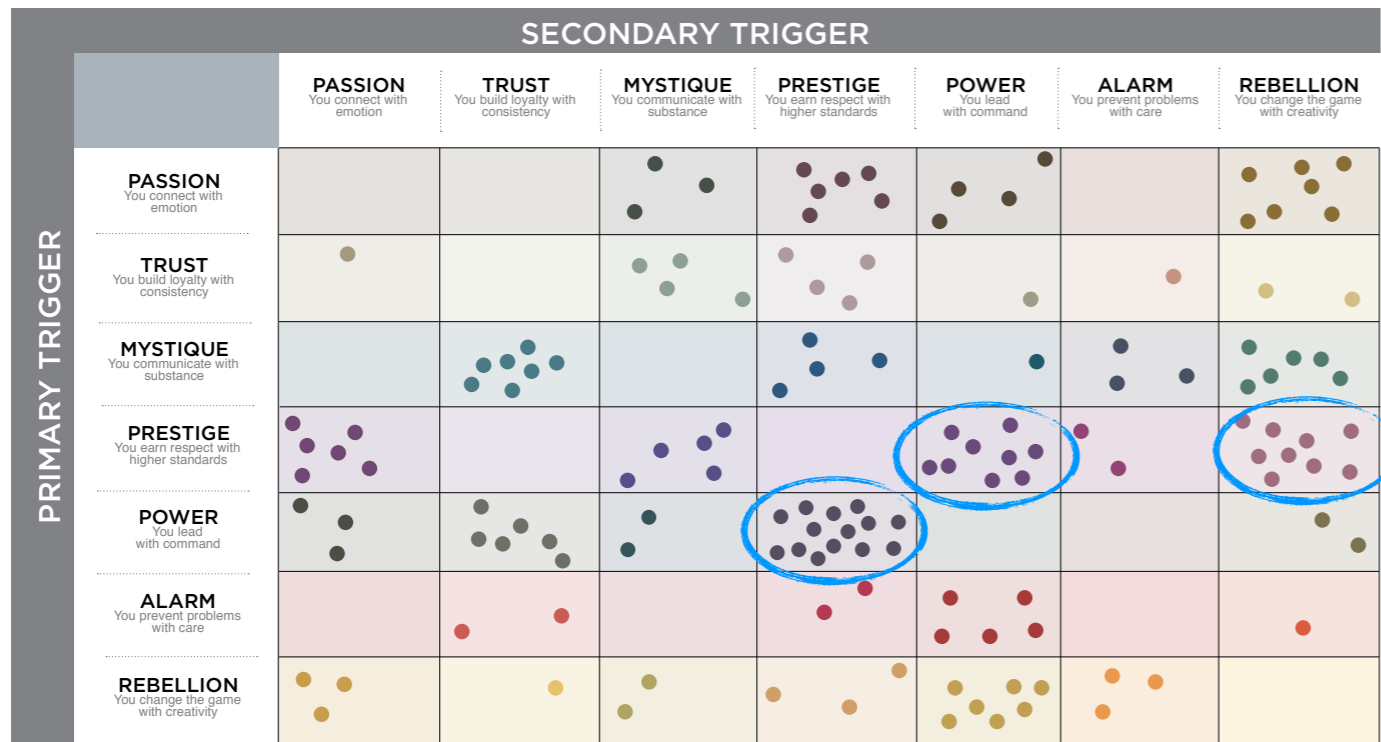
**ANNUAL REAL ESTATE EXPO RESULTS FROM THE FASCINATION ADVANTAGE TEST**



# 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

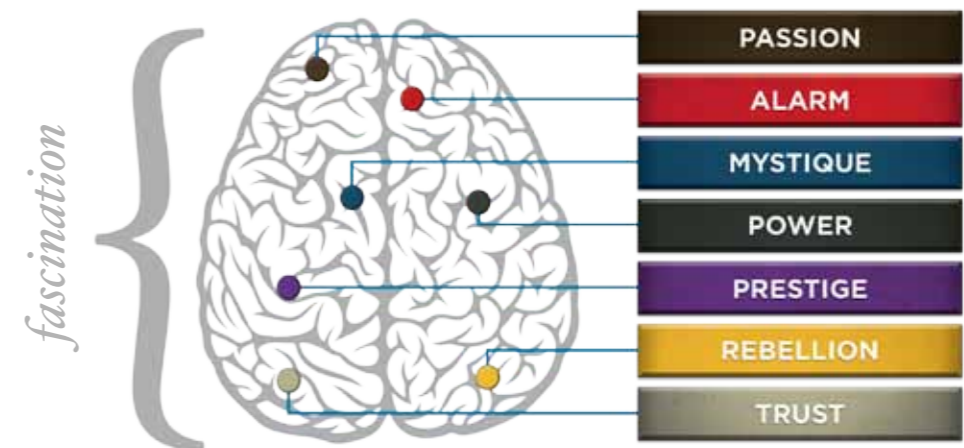
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>			2.1%	4.2%	2.8%		4.9%
	TRUST <small>You build loyalty with consistency</small>	0.7%		2.8%	2.8%	0.7%	0.7%	1.4%
	MYSTIQUE <small>You communicate with substance</small>	1.4%	5.6%		2.8%	0.7%	2.1%	4.2%
	PRESTIGE <small>You earn respect with higher standards</small>	4.2%		3.5%		6.3%	1.4%	6.3%
	POWER <small>You lead with command</small>	2.1%	4.2%	1.4%	9.7%			1.4%
	ALARM <small>You prevent problems with care</small>		1.4%		1.4%	3.5%		0.7%
	REBELLION <small>You change the game with creativity</small>	2.1%	0.7%	1.4%	2.1%	4.9%	2.1%	

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.

9.7% OF YOU ARE "THE MAESTRO"

## POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRER
- » FOCUSED

YOU ARE **24.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

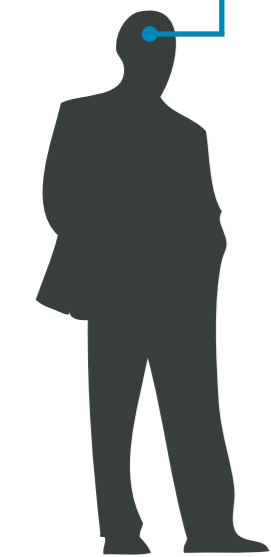
YOU ARE **0.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **31.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **19%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **6.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **8.0%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



### POWER

Confident  
Driven  
Influential

### PRESTIGE

Ambitious  
Discerning  
Strong-Willed

### MYSTIQUE

Understated  
Complex  
Deliberate

### PASSION

Expressive  
Intuitive  
Impulsive

### ALARM

Perfectionist  
Reliable  
Careful

### REBELLION

Innovative  
Independent  
Unpredictable

### TRUST

Stable  
Reliable  
Comforting

## HOW YOUR CO-WORKERS FASCINATE

---





# NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

---

Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's keynote, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

Just click on the images below, and you'll see full details and pricing.

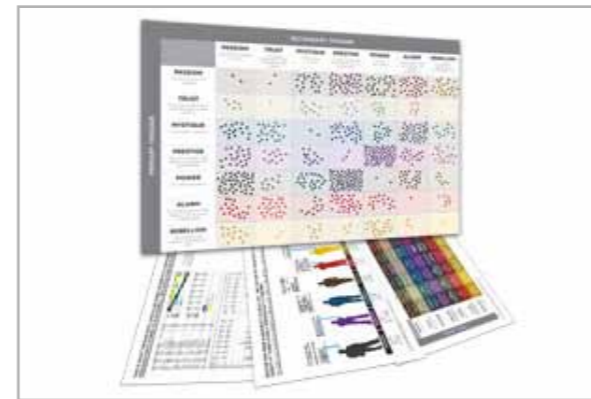
Questions? Don't hesitate to email our friendly team: [Start@howtofascinate.com](mailto:Start@howtofascinate.com)



**Fascination Advantage™ Test & Report**  
Our flagship personal brand analysis



**Win the Moment**  
Immediately communicate your highest value



**Your Team Advantage**  
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



**Special Package**  
Buy both our flagship *Fascination Advantage Test & Report* and *Win the Moment* together at a discounted price for individuals or teams