

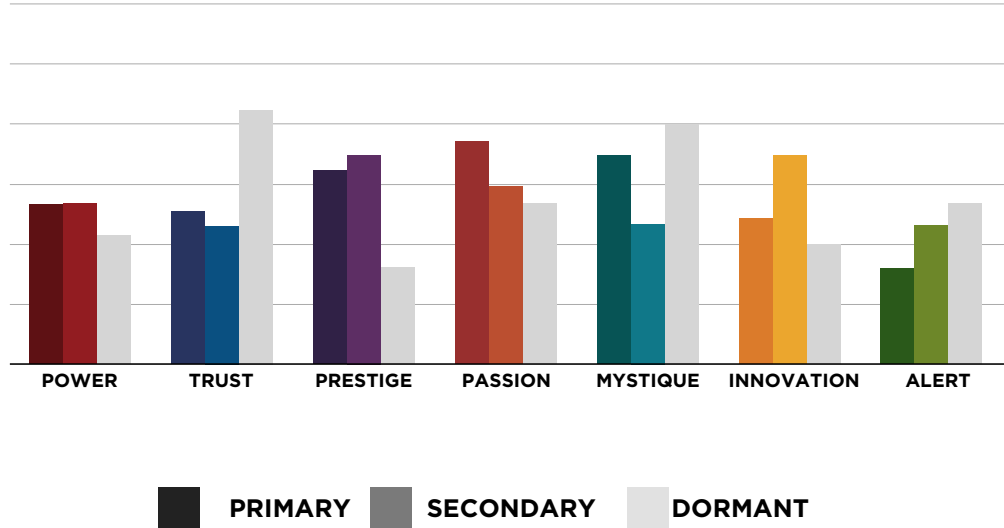
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
PI BETA PHI BIENNIAL CONVENTION ON 6/28/15

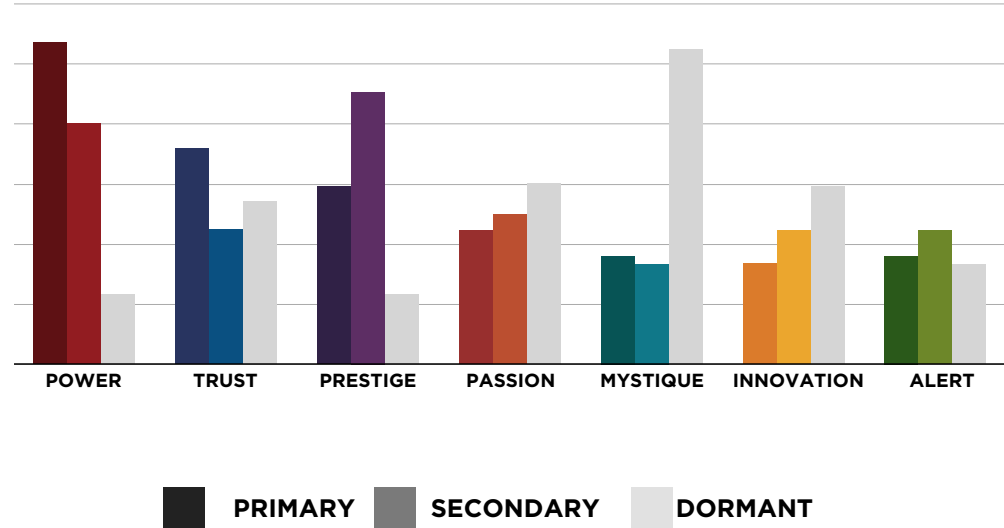


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**RING CHING RESULTS
OF THE FASCINATION ADVANTAGE TEST**

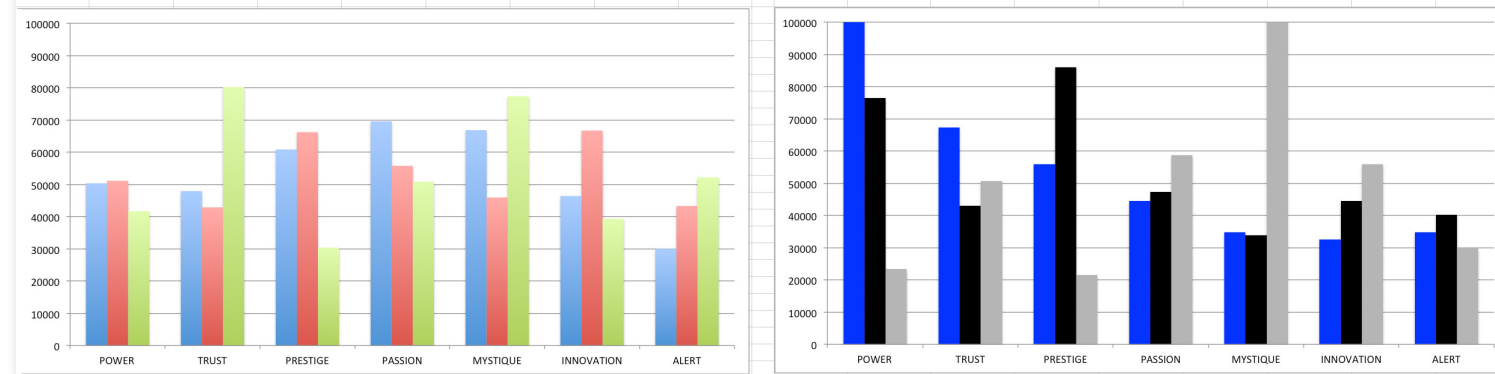


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT	
Power	Prestige	The Maestro	104	13.38%	INNOVATION		12	29	13	2	5	7
Prestige	Power	The Victor	58	7.46%	PASSION	33		15	12	6	13	14
Power	Trust	The Guardian	38	4.89%	POWER	21	28		104	38	12	9
Passion	Innovation	The Catalyst	33	4.25%	PRESTIGE	19	20	58		6	6	8
Trust	Alert	The Good Citizen	33	4.25%	TRUST	3	25	18	32		30	33
Trust	Prestige	The Diplomat	32	4.12%	MYSTIQUE	14	3	20	7	16		13
Trust	Mystique	The Anchor	30	3.86%	ALERT	3	11	20	12	22	5	
Innovation	Power	The Maverick Leader	29	3.73%								
Power	Passion	The Ringleader	28	3.60%	INNOVATION		1.5%	3.7%	1.7%	0.3%	0.6%	0.9%
Trust	Passion	The Authentic	25	3.22%	PASSION	4.2%		1.9%	1.5%	0.8%	1.7%	1.8%
Alert	Trust	The Mediator	22	2.83%	POWER	2.7%	3.6%		4.9%	1.5%	1.2%	1.2%
Power	Innovation	The Change Agent	21	2.70%	PRESTIGE	2.4%	2.6%	7.5%		0.8%	0.8%	1.0%
Alert	Power	The Ace	20	2.57%	TRUST	0.4%	3.2%	2.3%	4.1%		3.9%	4.2%
Mystique	Power	The Veiled Strength	20	2.57%	MYSTIQUE	1.8%	0.4%	2.6%	0.9%	2.1%		1.7%
Prestige	Passion	The Connoisseur	20	2.57%	ALERT	0.4%	1.4%	2.6%	1.5%	2.8%	0.6%	
Prestige	Innovation	The Avant-Garde	19	2.45%								
Trust	Power	The Gravitas	18	2.32%								
Mystique	Trust	The Wise Owl	16	2.06%								
Passion	Power	The Peoples Champion	15	1.93%								
Mystique	Innovation	The Secret Weapon	14	1.80%								
Passion	Alert	The Orchestrator	14	1.80%								
Innovation	Prestige	The Trendsetter	13	1.67%								
Mystique	Alert	The Archer	13	1.67%								
Passion	Mystique	The Intrigue	13	1.67%								
Alert	Prestige	The Editor-in-Chief	12	1.54%								
Innovation	Passion	The Rockstar	12	1.54%								
Passion	Prestige	The Talent	12	1.54%								
Power	Mystique	The Mastermind	12	1.54%								
Alert	Passion	The Coordinator	11	1.42%								

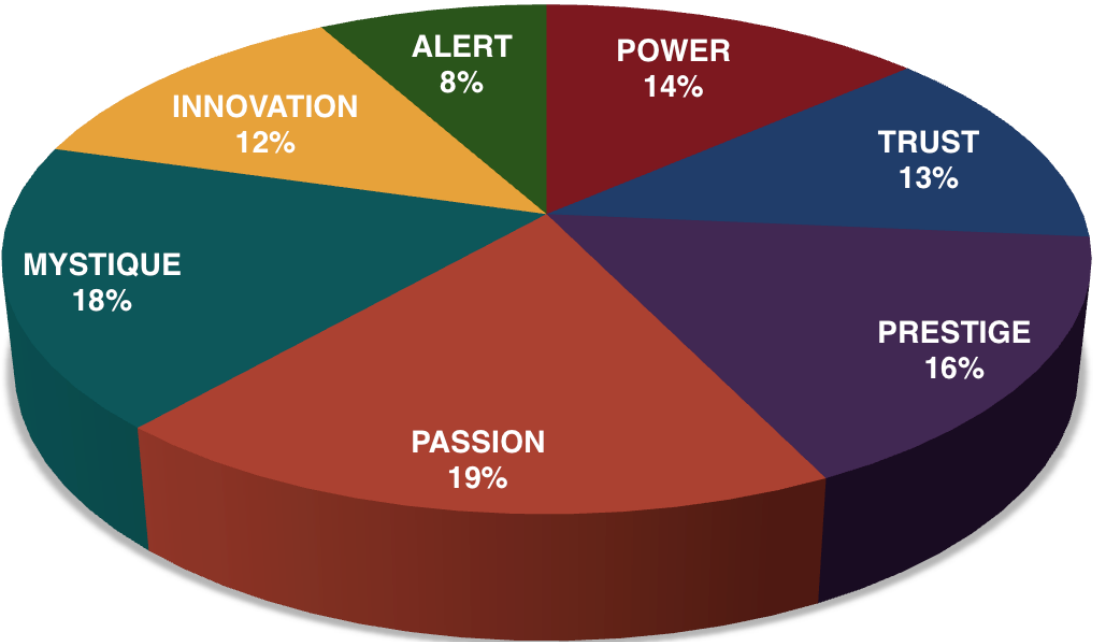
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION										RingChing											
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	Secondary	Dormant	50380	47974	60879	69586	66881	46424	30014	372138	Primary	Secondary	Dormant	212	141	117	93	73	68	73	777
			51162	42906	66242	55794	45951	66749	43334	372138				160	90	180	99	71	93	84	777
			41709	80246	30378	50873	77375	39321	52236	372138				49	106	45	123	274	117	63	777

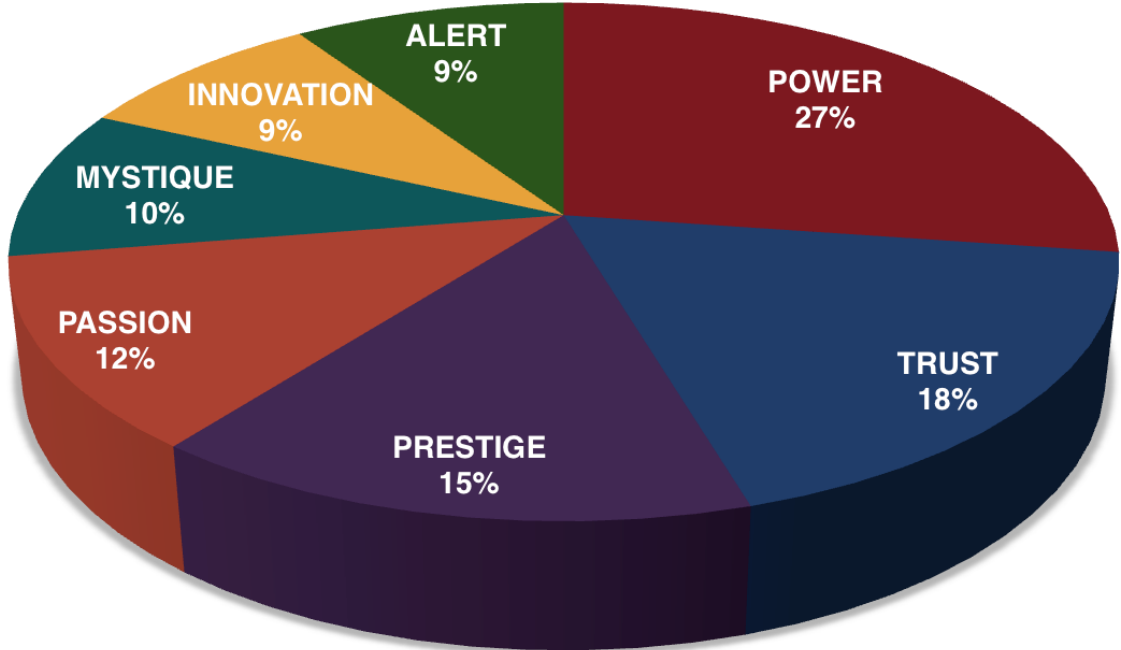


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



RING CHING RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

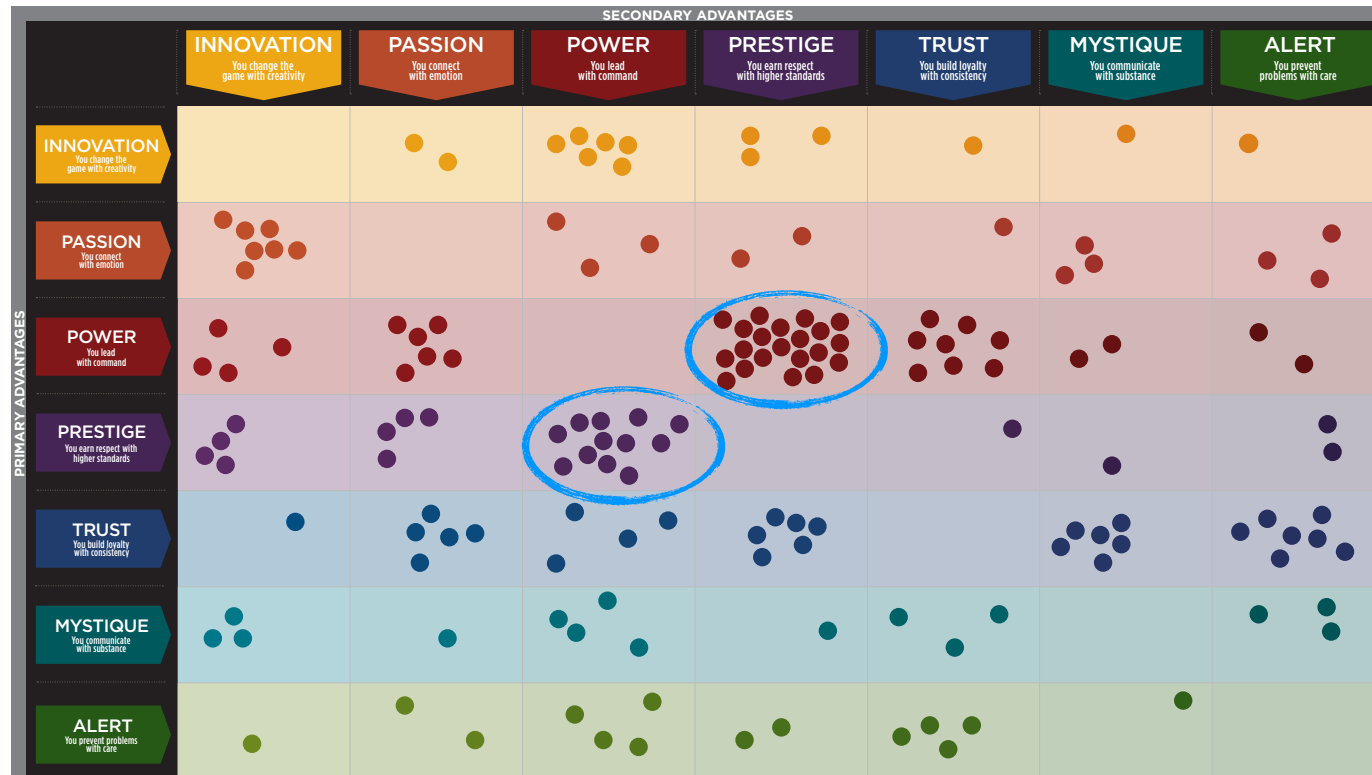
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

	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

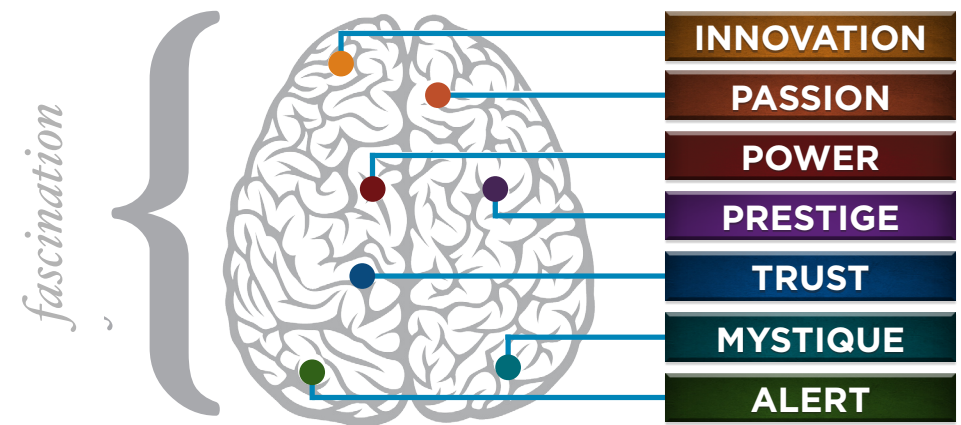
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

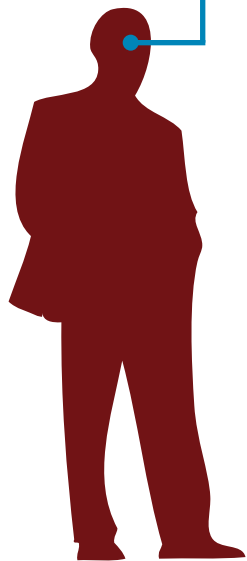
PRIMARY ADVANTAGES	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</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>		1.5%	3.7%	1.7%	0.3%	0.6%	0.9%
PASSION <small>You connect with emotion</small>	4.2%		1.9%	1.5%	0.8%	1.7%	1.8%
POWER <small>You lead with command</small>	2.7%	3.6%		13.4%	4.9%	1.5%	1.2%
PRESTIGE <small>You earn respect with higher standards</small>	2.4%	2.6%	7.5%		0.8%	0.8%	1.0%
TRUST <small>You build loyalty with consistency</small>	0.4%	3.2%	2.3%	4.1%		3.9%	4.2%
MYSTIQUE <small>You communicate with substance</small>	1.8%	0.4%	2.6%	0.9%	2.1%		1.7%
ALERT <small>You prevent problems with care</small>	0.4%	1.4%	2.6%	1.5%	2.8%	0.6%	



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.

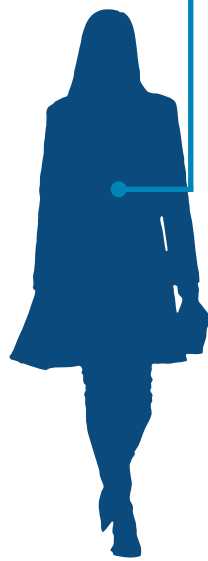
YOU ARE **85.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **46.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **10.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **37.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **42.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **26.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **7.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



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
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

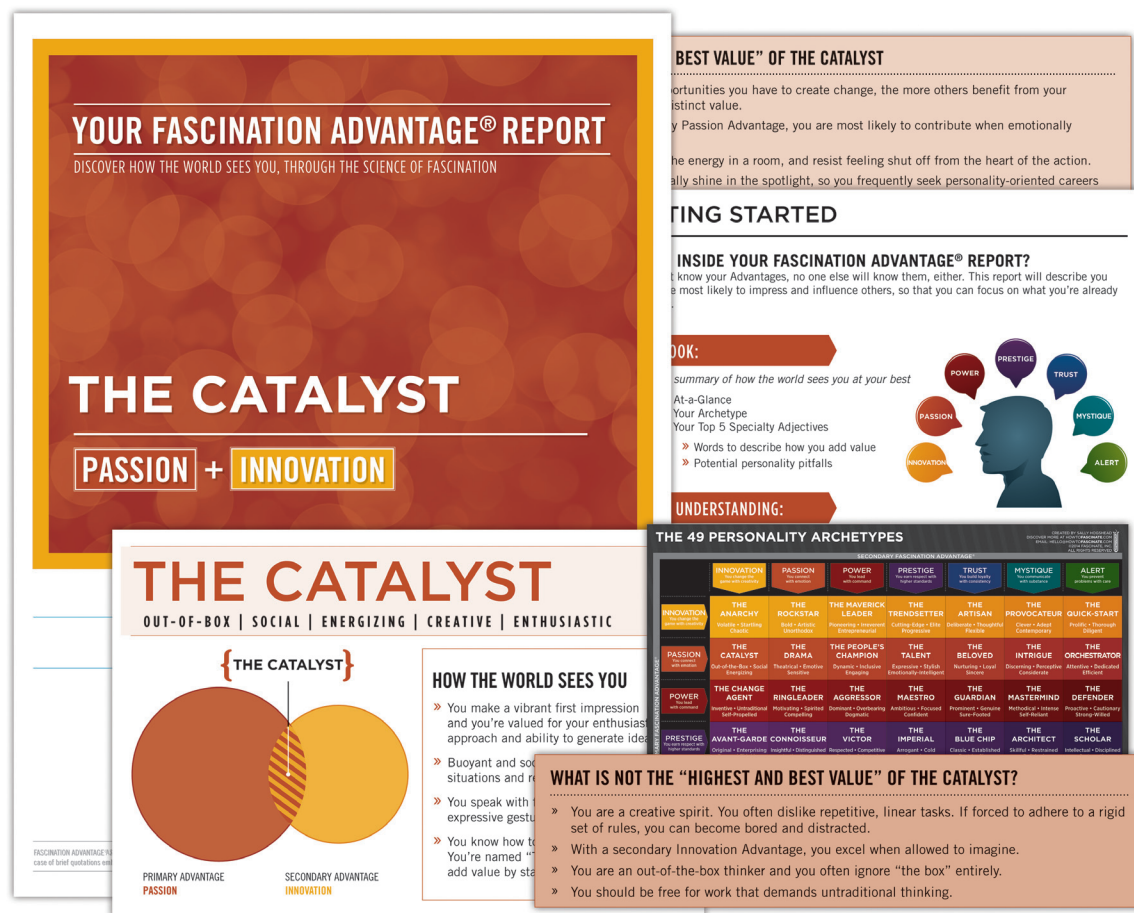
SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

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- + Learn how you **impress and influence others**
- + **Become intensely valuable**

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Questions? Hello@HowToFascinate.com