

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
SHRM ON 06/24/14



HOW TO HAVE A HIGH-PERFORMING TEAM

DISCOVER THE HIGHEST VALUE OF EVERYONE IN YOUR GROUP!

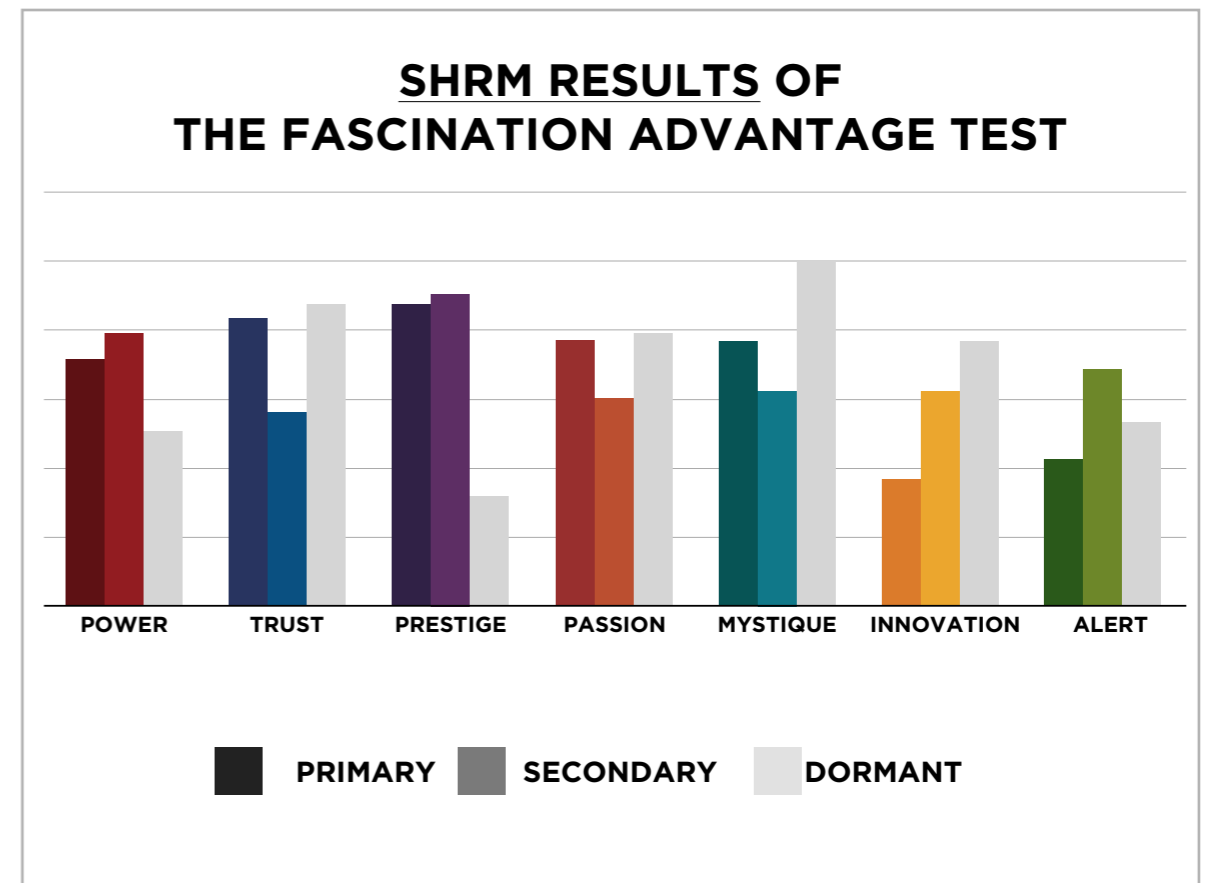
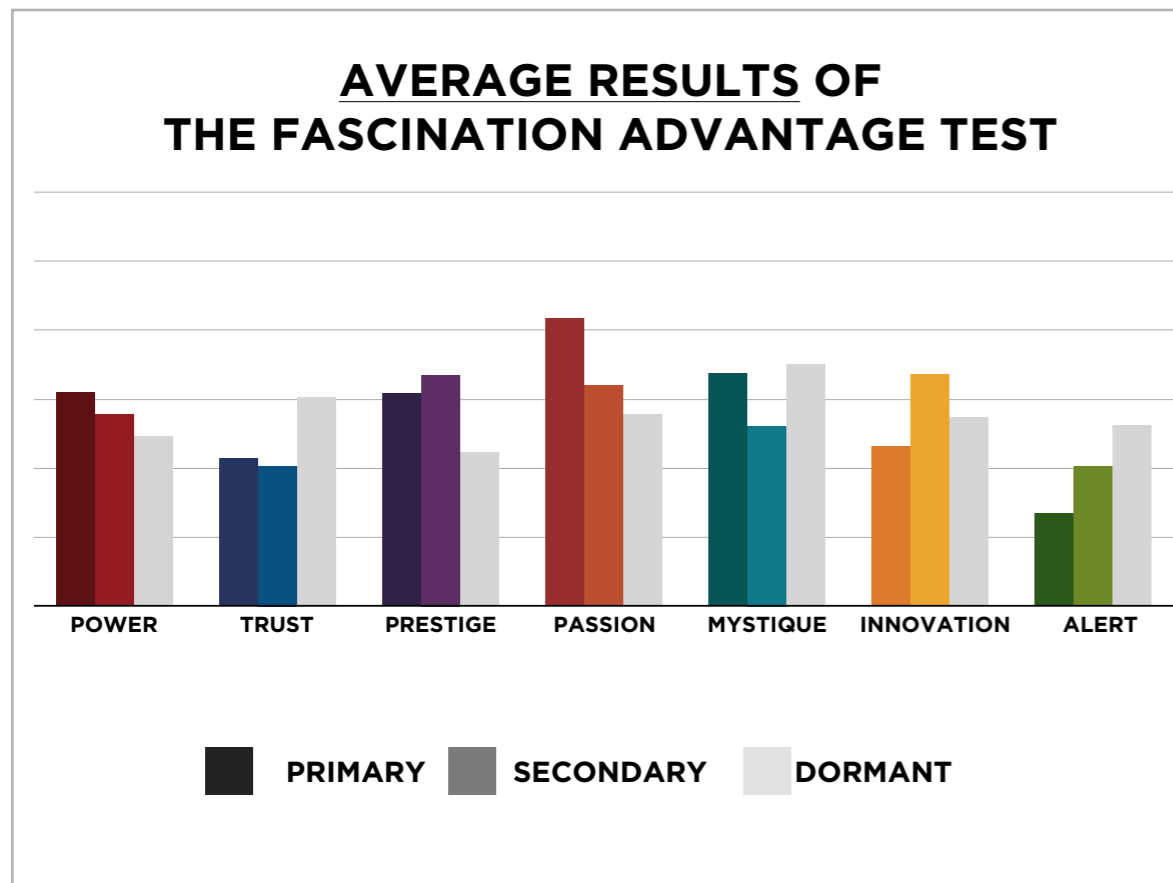
LIVE ONLINE WORKSHOP WITH SALLY HOGSHEAD



FOR MORE INFORMATION, PLEASE CLICK HERE.

By the end of this workshop, each participant will understand how the world sees them at their best and how to leverage their Advantages to build the tagline for their personality. Imagine seeing each member of your team create their very own phrase describing the highest and best use of their personality. This package includes 10 Fascination Advantage® Assessments, 10 Fascination Anthem Builders, and 10 seats to a one hour live online workshop facilitated by Sally herself.

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 250,000 PEOPLE.



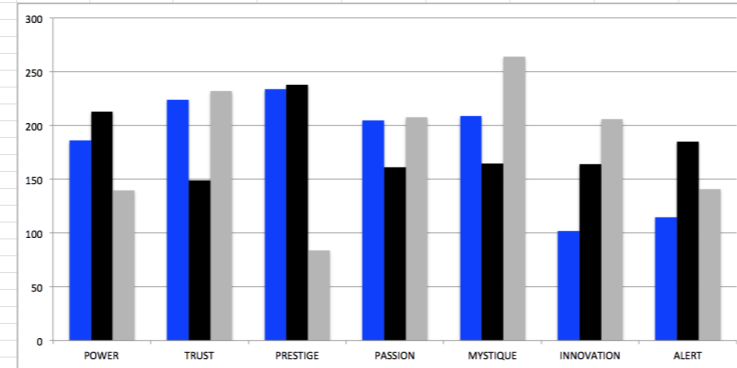
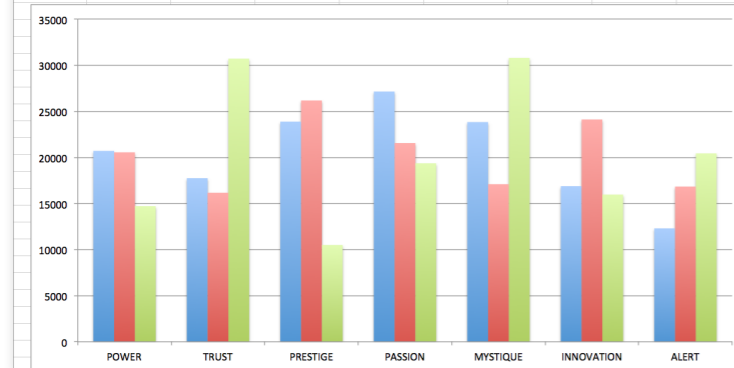
Based on 1,275 participants who took the Fascination Advantage assessment

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Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT	
Power	Prestige	The Maestro	87	6.82%	INNOVATION		26	23	24	6	12	11
Prestige	Power	The Victor	74	5.80%	PASSION	47		38	39	15	42	24
Trust	Mystique	The Anchor	63	4.94%	POWER	22	25		87	26	12	14
Prestige	Passion	The Connoisseur	56	4.39%	PRESTIGE	39	56	74		16	23	26
Mystique	Alert	The Archer	55	4.31%	TRUST	8	33	22	43		63	55
Trust	Alert	The Good Citizen	55	4.31%	MYSTIQUE	42	12	33	22	45		55
Passion	Innovation	The Catalyst	47	3.69%	ALERT	6	9	23	23	41	13	
Mystique	Trust	The Wise Owl	45	3.53%								
Trust	Prestige	The Diplomat	43	3.37%	INNOVATION		2.0%	1.8%	1.9%	0.5%	0.9%	0.9%
Mystique	Innovation	The Secret Weapon	42	3.29%	PASSION	3.7%		3.0%	3.1%	1.2%	3.3%	1.9%
Passion	Mystique	The Intrigue	42	3.29%	POWER	1.7%	2.0%		6.8%	2.0%	0.9%	1.1%
Alert	Trust	The Mediator	41	3.22%	PRESTIGE	3.1%	4.4%	5.8%		1.3%	1.8%	2.0%
Passion	Prestige	The Talent	39	3.06%	TRUST	0.6%	2.6%	1.7%	3.4%		4.9%	4.3%
Prestige	Innovation	The Avant-Garde	39	3.06%	MYSTIQUE	3.3%	0.9%	2.6%	1.7%	3.5%		4.3%
Passion	Power	The Peoples Champion	38	2.98%	ALERT	0.5%	0.7%	1.8%	1.8%	3.2%	1.0%	
Mystique	Power	The Veiled Strength	33	2.59%								
Trust	Passion	The Authentic	33	2.59%								
Innovation	Passion	The Rockstar	26	2.04%								
Power	Trust	The Guardian	26	2.04%								
Prestige	Alert	The Scholar	26	2.04%								
Power	Passion	The Ringleader	25	1.96%								
Innovation	Prestige	The Trendsetter	24	1.88%								
Passion	Alert	The Orchestrator	24	1.88%								
Alert	Power	The Ace	23	1.80%								
Alert	Prestige	The Editor-in-Chief	23	1.80%								
Innovation	Power	The Maverick Leader	23	1.80%								
Prestige	Mystique	The Architect	23	1.80%								
Mystique	Prestige	The Royal Guard	22	1.73%								
Power	Innovation	The Change Agent	22	1.73%								
Trust	Power	The Gravitas	22	1.73%								
Prestige	Trust	The Blue Chip	16	1.25%								
Passion	Trust	The Beloved	15	1.18%								
Power	Alert	The Defender	14	1.10%								

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

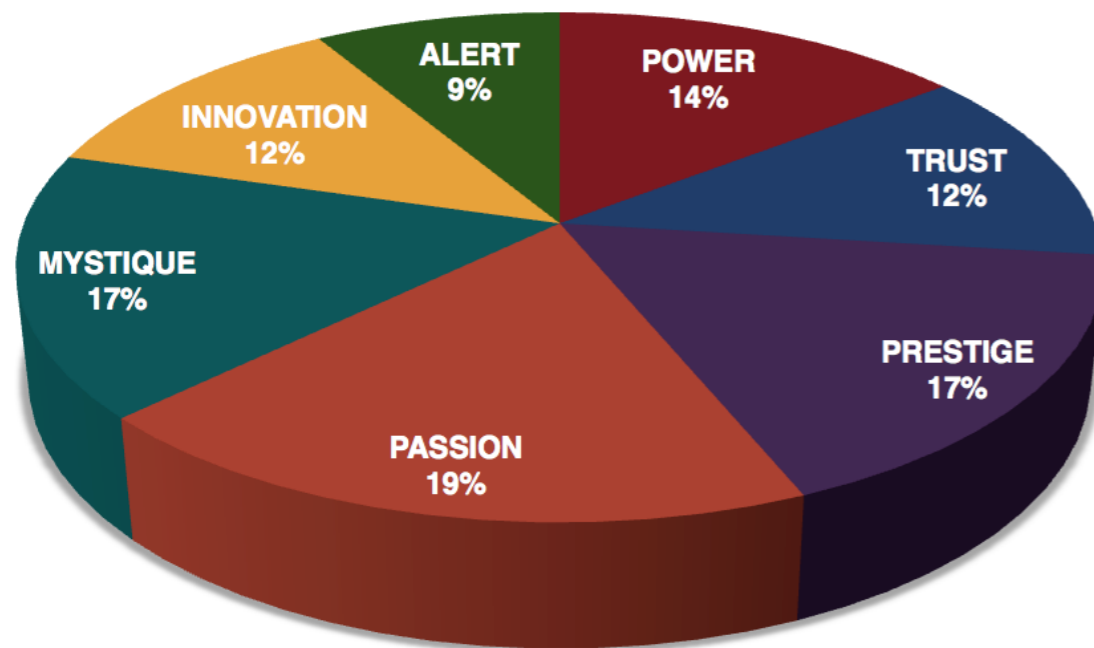
AVERAGE POPULATION									SHRM												
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	Secondary	Dormant	20715	17752	23890	27156	23841	16886	12304	142544	Primary	Secondary	Dormant	186	224	234	205	209	102	115	1275
Primary	Secondary	Dormant	20559	16171	26186	21563	17101	24123	16841	142544	Primary	Secondary	Dormant	213	149	238	161	165	164	185	1275
Primary	Secondary	Dormant	14718	30728	10501	19369	30810	15974	20444	142544	Primary	Secondary	Dormant	140	232	84	208	264	206	141	1275



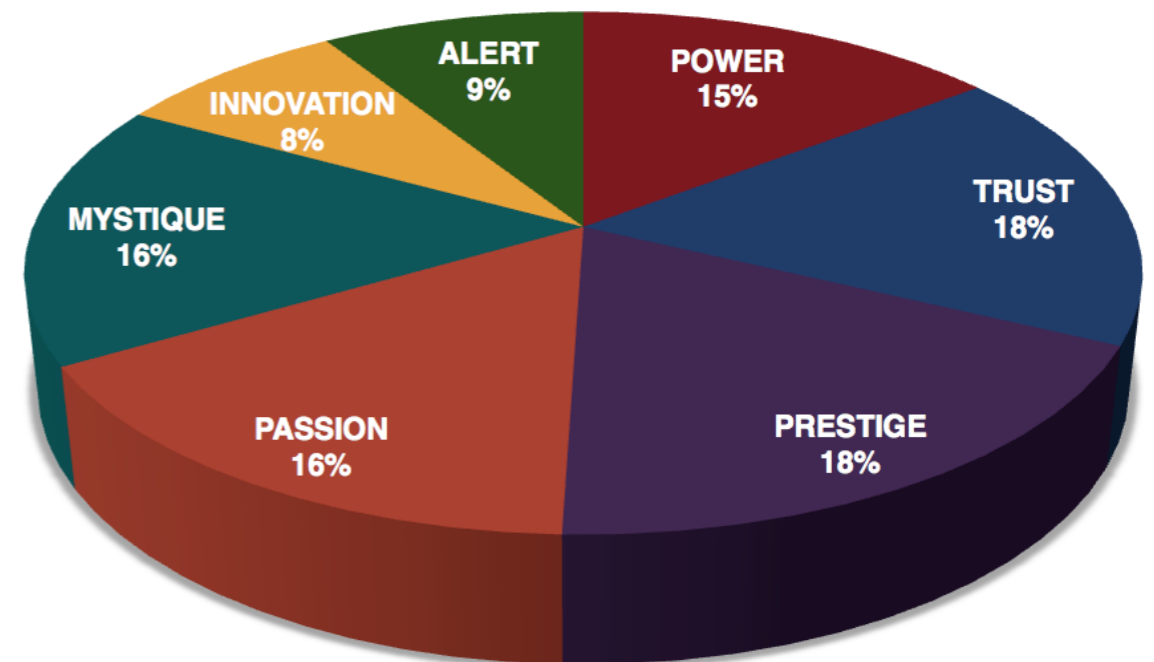
Based on 1,275 participants who took the Fascination Advantage assessment

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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



SHRM RESULTS FROM THE FASCINATION ADVANTAGE TEST



Based on 1,275 participants who took the Fascination Advantage assessment

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

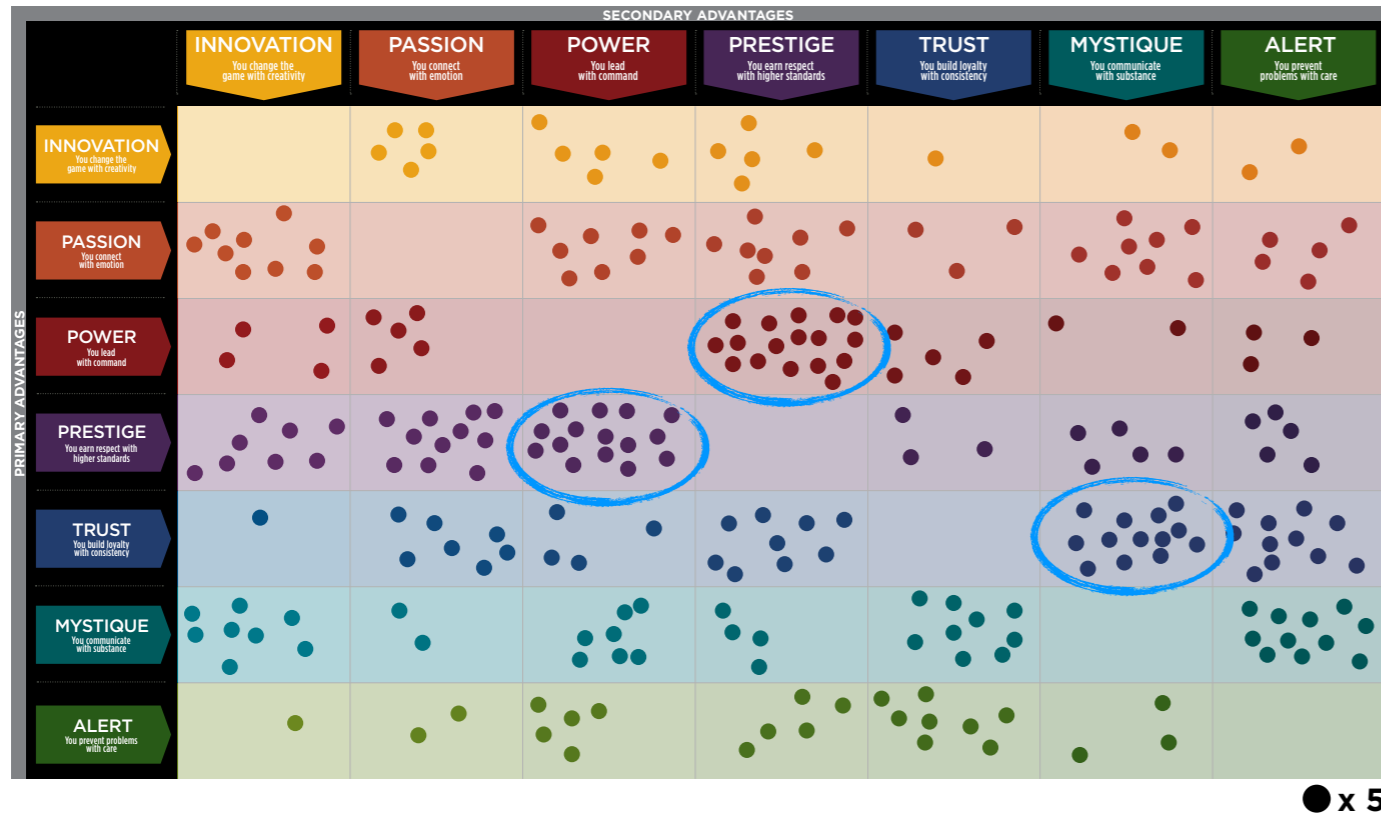
THE 49 PERSONALITY ARCHETYPES

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

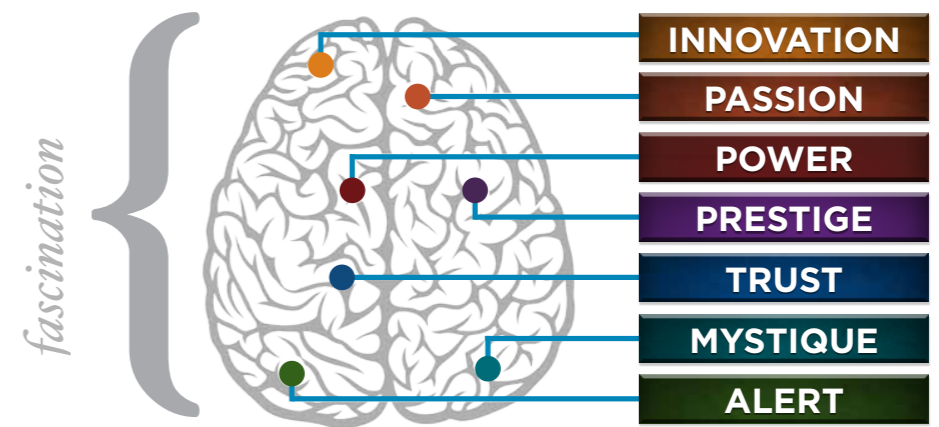
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

	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>		2.0%	1.8%	1.9%	0.5%	0.9%	0.9%
PASSION <small>You connect with emotion</small>	3.7%		3.0%	3.1%	1.2%	3.3%	1.9%
POWER <small>You lead with command</small>	1.7%	2.0%		6.8%	2.0%	0.9%	1.1%
PRESTIGE <small>You earn respect with higher standards</small>	3.1%	4.4%	5.8%		1.3%	1.8%	2.0%
TRUST <small>You build loyalty with consistency</small>	0.6%	2.6%	1.7%	3.4%		4.9%	4.3%
MYSTIQUE <small>You communicate with substance</small>	3.3%	0.9%	2.6%	1.7%	3.5%		4.3%
ALERT <small>You prevent problems with care</small>	0.5%	0.7%	1.8%	1.8%	3.2%	1.0%	

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 1,275 participants who took the Fascination Advantage assessment

I WANT TO BUILD A MORE VALUABLE TEAM

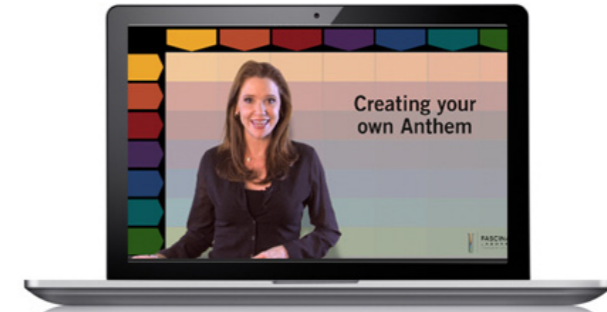
4 STEPS TO A MORE ENGAGED TEAM

1

LEARN YOUR TEAM'S PATTERNS:

With a "Heat Map" of your team's top Advantages, you'll see your team's patterns of communication.

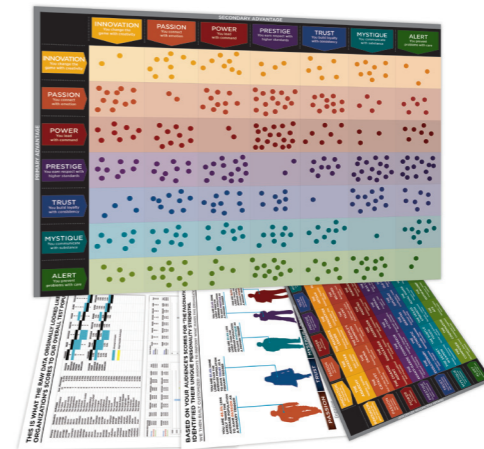
[Click here for more information.](#)



2

CREATE YOUR ANTHEM:

Create the tagline for your personality brand with this step-by-step program designed to immediately communicate your highest value. [Click here for more information.](#)



3

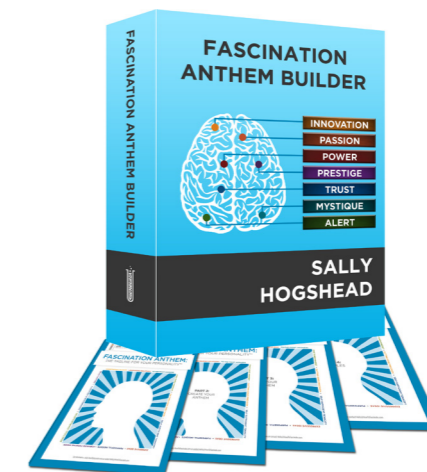
LIVE ONLINE WORKSHOP WITH SALLY HOGSHEAD:

By the end of this workshop led personally by Sally, each participant will create their 2 or 3 word phrase describing the highest and best use of their personality. [Click here for more information.](#)

4

LIVE TRAINING OR CERTIFICATION:

If you'd like to have personal training on the science of fascination, or to become certified in the system, join our live training with the Kevin Eikenberry Group. [Click here for more information.](#)



GET STARTED TODAY WITH ONE OF OUR TEAM TRAINING PACKAGES!

We're ready to help. Email us at [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com) or call 855-9SECOND

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 **0.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **42.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

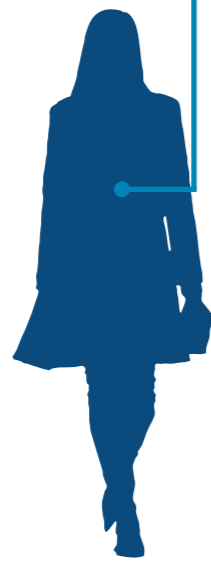
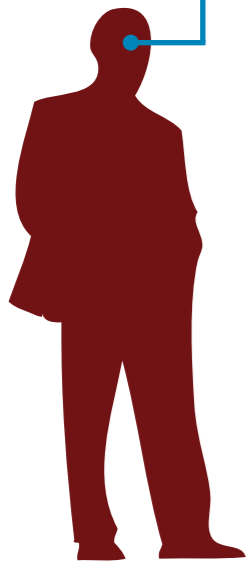
YOU ARE **9.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **16.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **0.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **32.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **3.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** 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

HOW YOUR CO-WORKERS FASCINATE

INNOVATION

INNOVATIVE 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