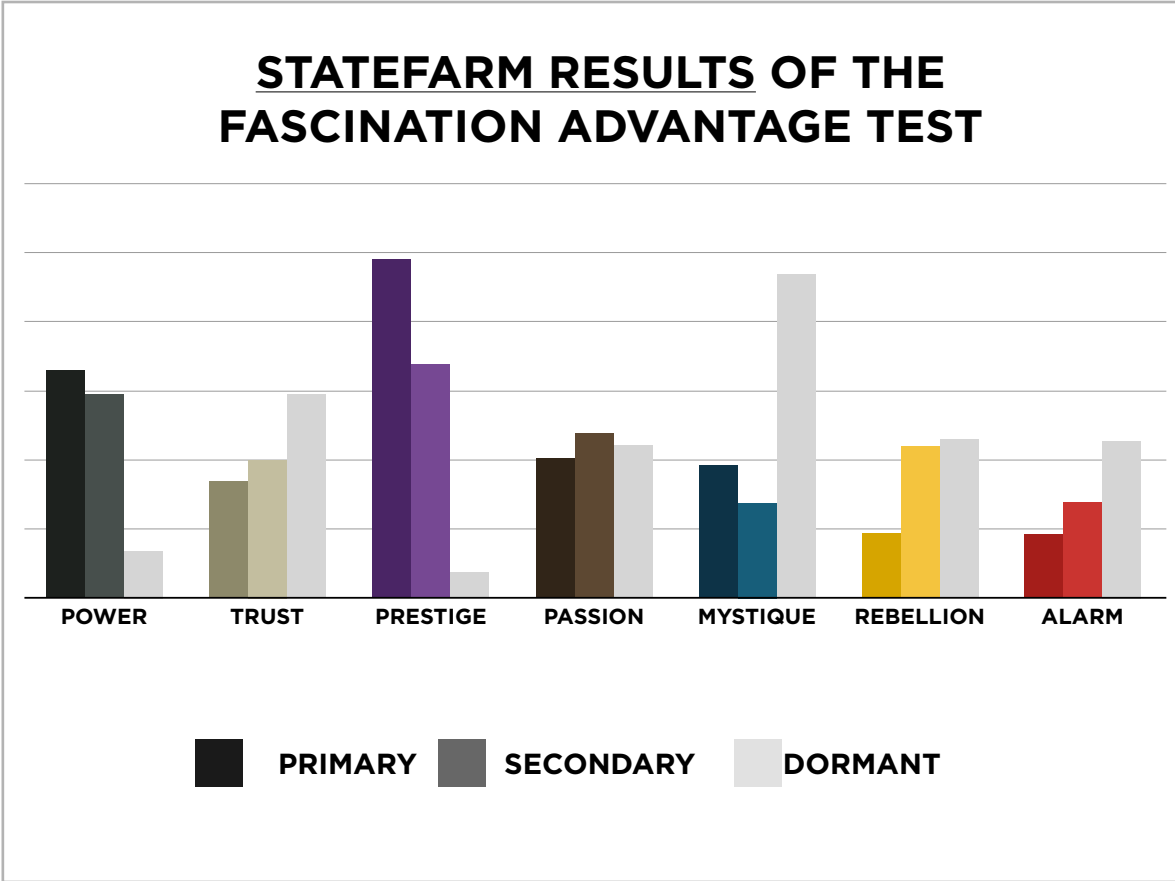
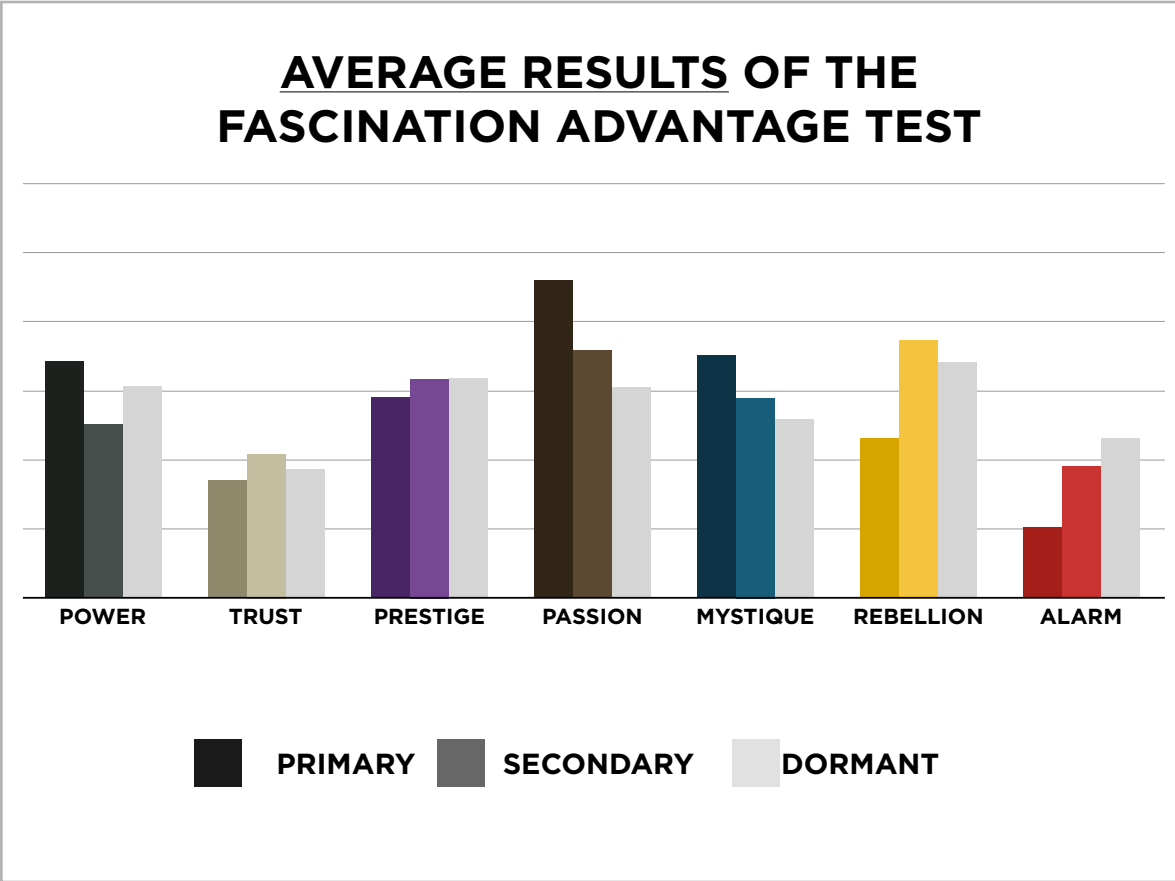


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
StateFarm ON 09/11/13



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 180,000 PEOPLE.

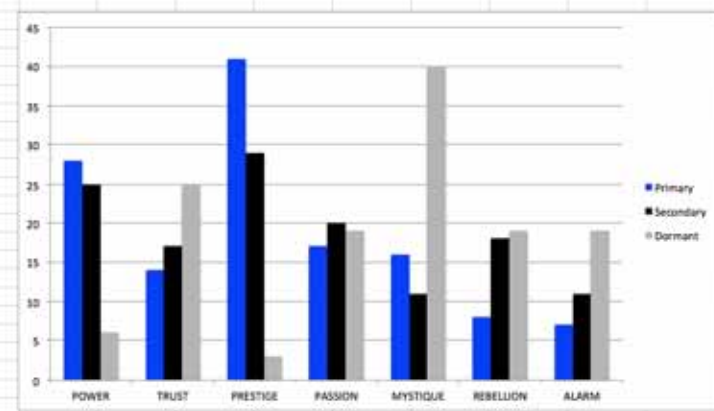
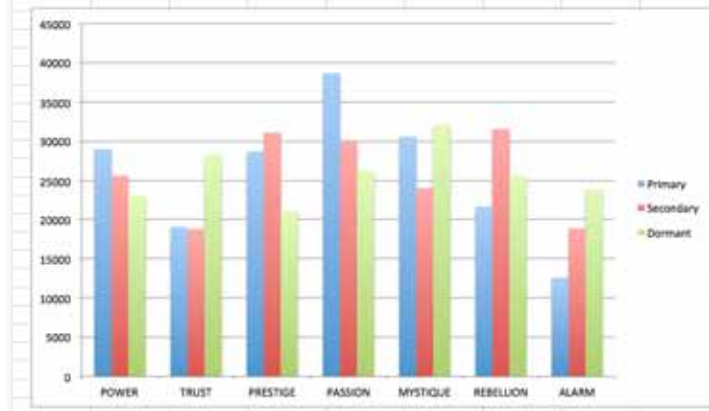


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 180,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	17	12.98%	PASSION	2	2	2	4	1	2	6
Prestige	Power	The Victor	14	10.69%	TRUST	2	2	2	3	4	3	2
Prestige	Passion	The Connoisseur	10	7.63%	MYSTIQUE	1	4	2	2	5	2	2
Prestige	Rebellion	The Avant-Garde	7	5.34%	PRESTIGE	10	3	4	2	14	3	7
Passion	Rebellion	The Catalyst	6	4.58%	POWER	4	3	2	17	2	2	2
Alarm	Trust	The Sustainer	5	3.82%	ALARM	3	5	1	3	1	1	1
Mystique	Power	The Veiled Strength	5	3.82%	REBELLION	3	3	1	3	1	1	1
Mystique	Trust	The Wise Owl	4	3.05%								
Passion	Prestige	The Talent	4	3.05%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Passion	The Ringleader	4	3.05%	PASSION	1.5%	1.5%	1.5%	3.1%	0.8%	1.5%	4.6%
Prestige	Mystique	The Architect	4	3.05%	TRUST	1.5%	1.5%	1.5%	2.3%	3.1%	2.3%	2.3%
Trust	Power	The Gravidas	4	3.05%	MYSTIQUE	0.8%	3.1%	1.5%	1.5%	3.8%	1.5%	1.5%
Power	Trust	The Guardian	3	2.29%	PRESTIGE	7.6%	2.3%	3.1%	2.3%	10.7%	2.3%	5.3%
Prestige	Alarm	The Perfectionist	3	2.29%	POWER	3.1%	2.3%	1.5%	13.0%	2.3%	1.5%	1.5%
Prestige	Trust	The Blue Chip	3	2.29%	ALARM	2.3%	3.8%	0.8%	2.3%	0.8%	0.8%	0.8%
Rebellion	Passion	The Rockstar	3	2.29%	REBELLION	2.3%	2.3%	2.3%	2.3%	0.8%	0.8%	0.8%
Rebellion	Prestige	The Trendsetter	3	2.29%								
Trust	Alarm	The Good Citizen	3	2.29%								
Trust	Prestige	The Diplomat	3	2.29%								
Mystique	Alarm	The Bullseye	2	1.53%								
Mystique	Prestige	The Royal Guard	2	1.53%								
Mystique	Rebellion	The Secret Weapon	2	1.53%								
Passion	Alarm	The Orchestrator	2	1.53%								
Passion	Mystique	The Intrigue	2	1.53%								
Passion	Trust	The Beloved	2	1.53%								
Power	Mystique	The Mastermind	2	1.53%								
Power	Rebellion	The Change Agent	2	1.53%								
Trust	Mystique	The Vault	2	1.53%								
Trust	Passion	The Authentic	2	1.53%								

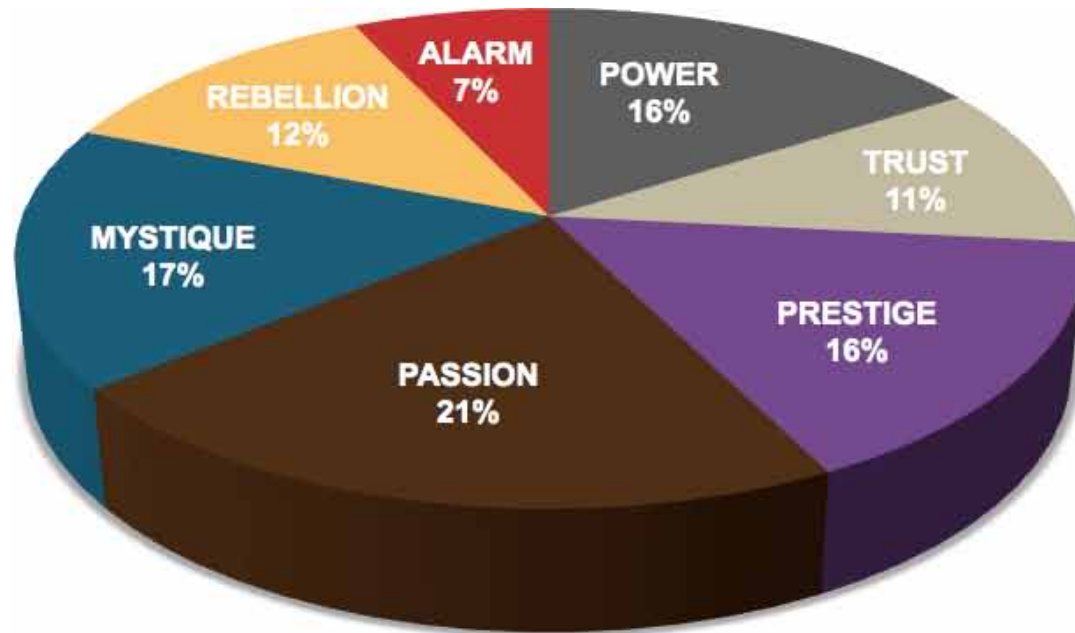
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									STATEFARM								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	28964	19036	28649	38592	30525	21672	12618	180056	Primary	28	14	41	17	16	8	7	131
Secondary	25676	18765	31065	30096	24072	31532	18850	180056	Secondary	25	17	29	20	11	18	11	131
Dormant	23013	28254	21035	26187	32036	25632	23899	180056	Dormant	6	25	3	19	40	19	19	131
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.1%	10.6%	15.9%	21.4%	17.0%	12.0%	7.0%	100.0%	Primary	21.4%	10.7%	31.3%	13.0%	12.2%	6.1%	5.3%	100.0%
Secondary	14.3%	10.4%	17.3%	16.7%	13.4%	17.5%	10.5%	100.0%	Secondary	19.1%	13.0%	22.1%	15.3%	8.4%	13.7%	8.4%	100.0%
Dormant	12.8%	15.7%	11.7%	14.5%	17.8%	14.2%	13.3%	100.0%	Dormant	4.6%	19.1%	2.3%	14.5%	30.5%	14.5%	14.5%	100.0%

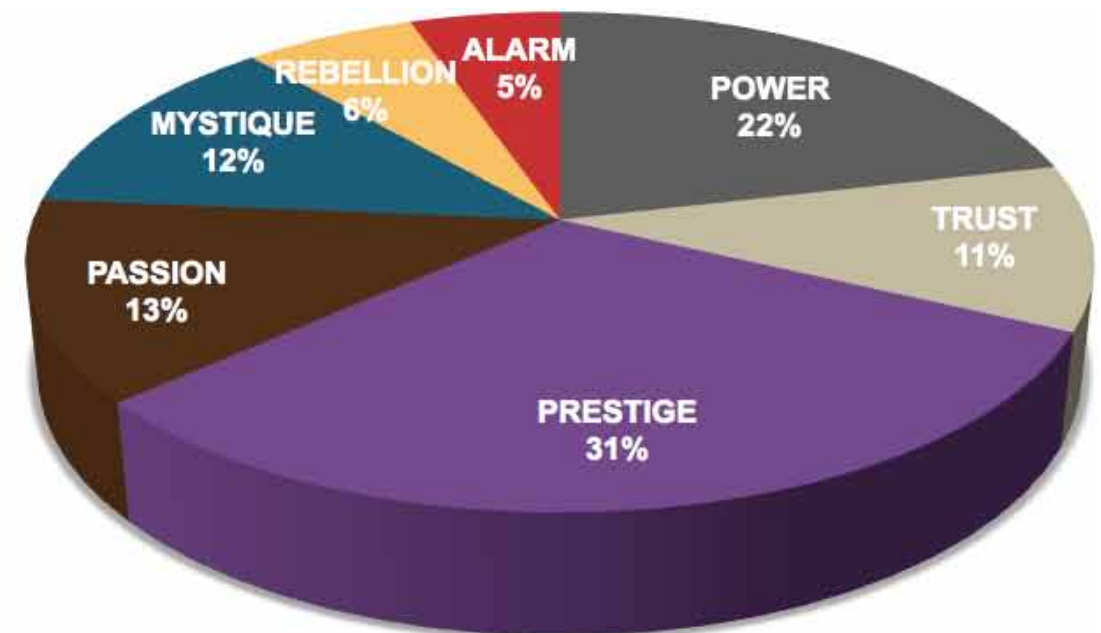


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 180,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



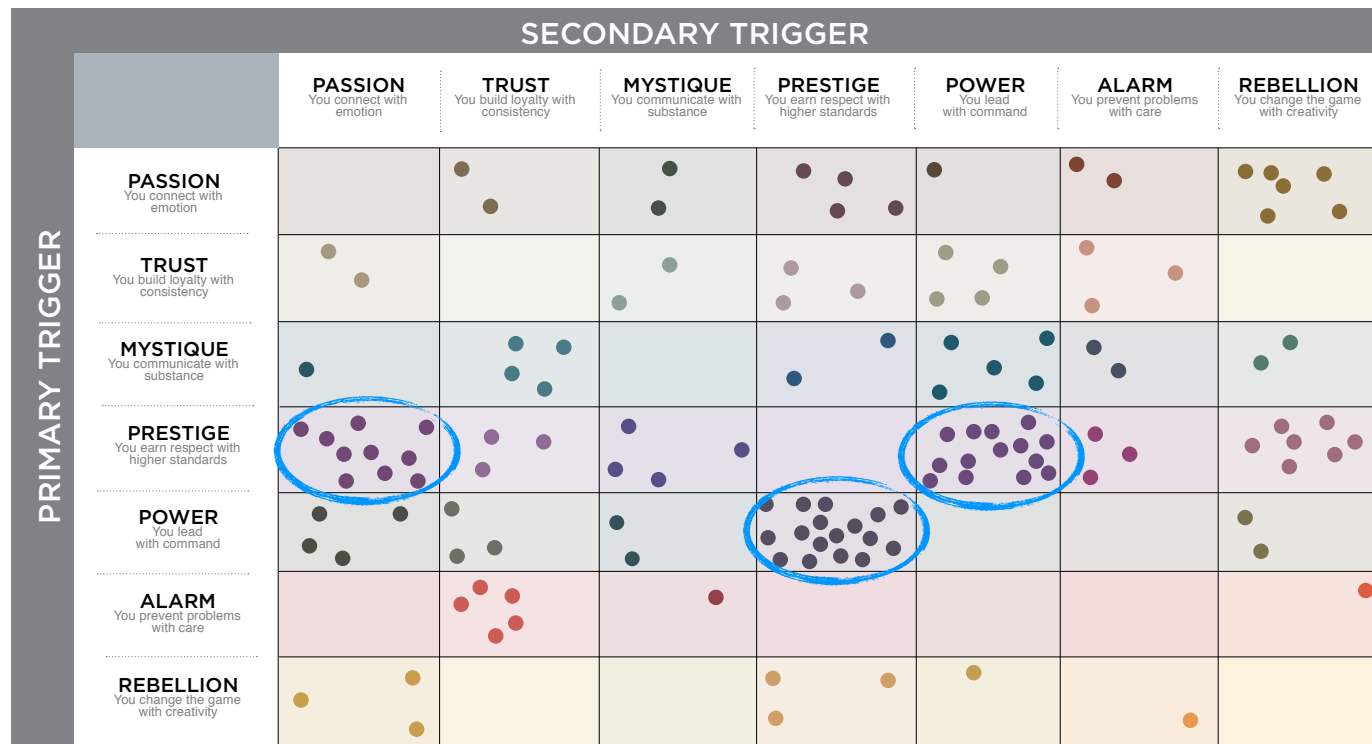
STATEFARM RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

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

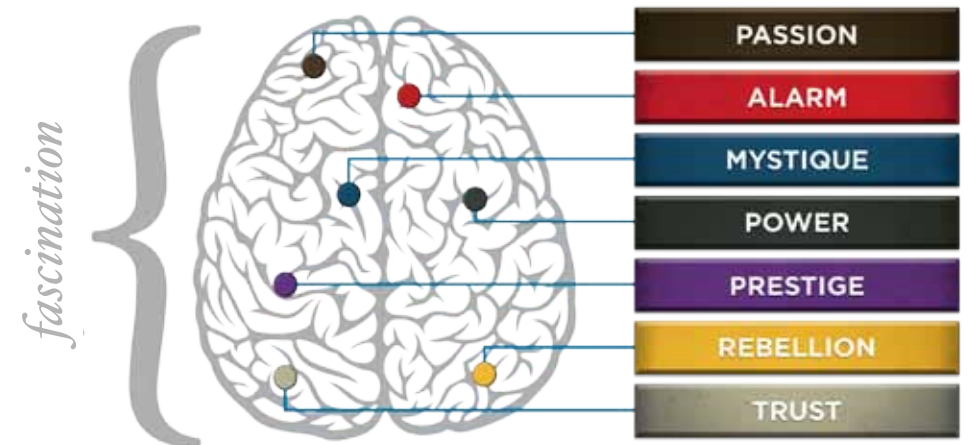
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

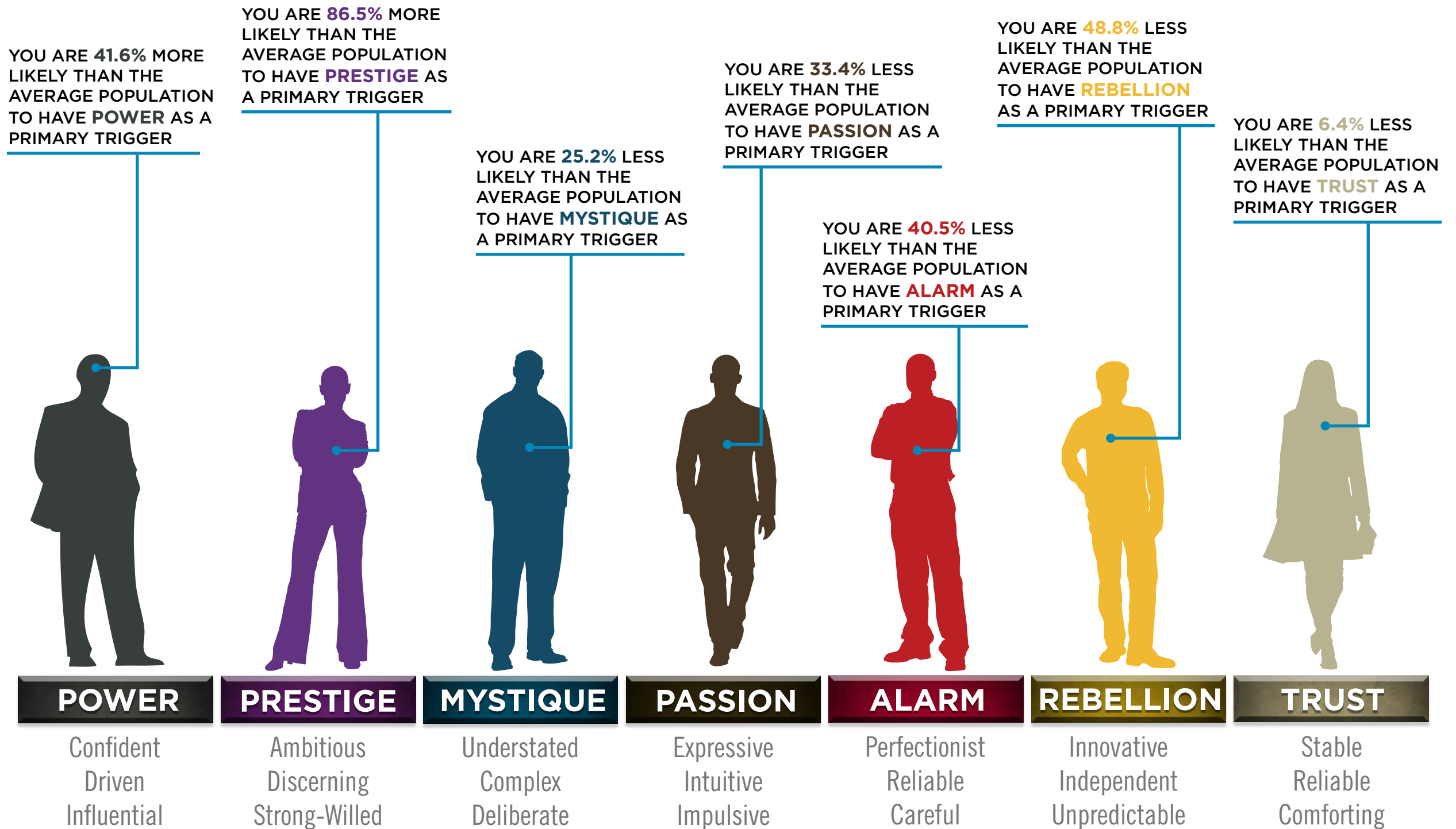
		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		1.5%	1.5%	3.1%	0.8%	1.5%	4.6%
	TRUST <small>You build loyalty with consistency</small>	1.5%		1.5%	2.3%	3.1%	2.3%	
	MYSTIQUE <small>You communicate with substance</small>	0.8%	3.1%		1.5%	3.1%	2.3%	1.5%
	PRESTIGE <small>You earn respect with higher standards</small>	7.6%	2.3%	3.1%		10.7%	2.3%	5.3%
	POWER <small>You lead with command</small>	3.1%	2.3%	1.5%	13.0%			1.5%
	ALARM <small>You prevent problems with care</small>		3.8%	0.8%				0.8%
	REBELLION <small>You change the game with creativity</small>	2.3%			2.3%	0.8%	0.8%	

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.



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

7 WAYS THAT AN ELITE AGENT CAN ATTRACT NEW CUSTOMERS

POWER

Demonstrate how you can push your clients success

PASSION

Express your true enthusiasm to build the relationship

MYSTIQUE

Allow them to discover more about what you offer

PRESTIGE

Impress with higher goals

ALARM

Offer time-limited savings

REBELLION

Excite with something new and creative

TRUST

Show how you are dependable over time

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 presentation, 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.

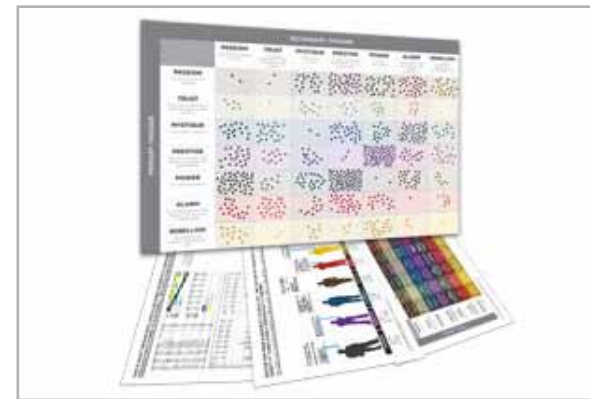
Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



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Our flagship personal brand analysis



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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



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