

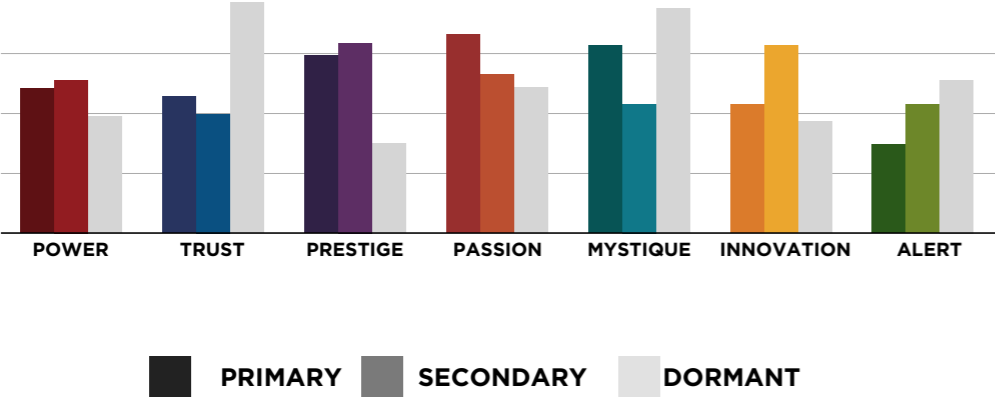
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
THRIVENT ON 5/18/15

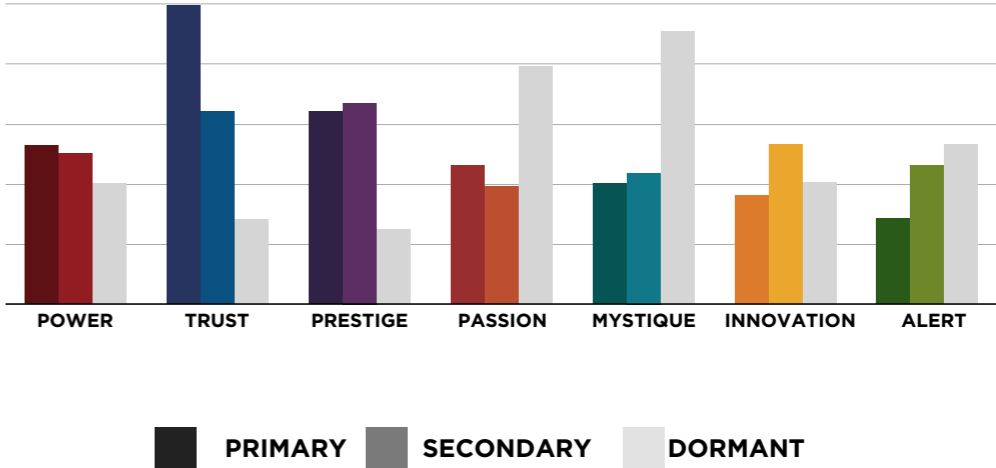


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**THRIVENT RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

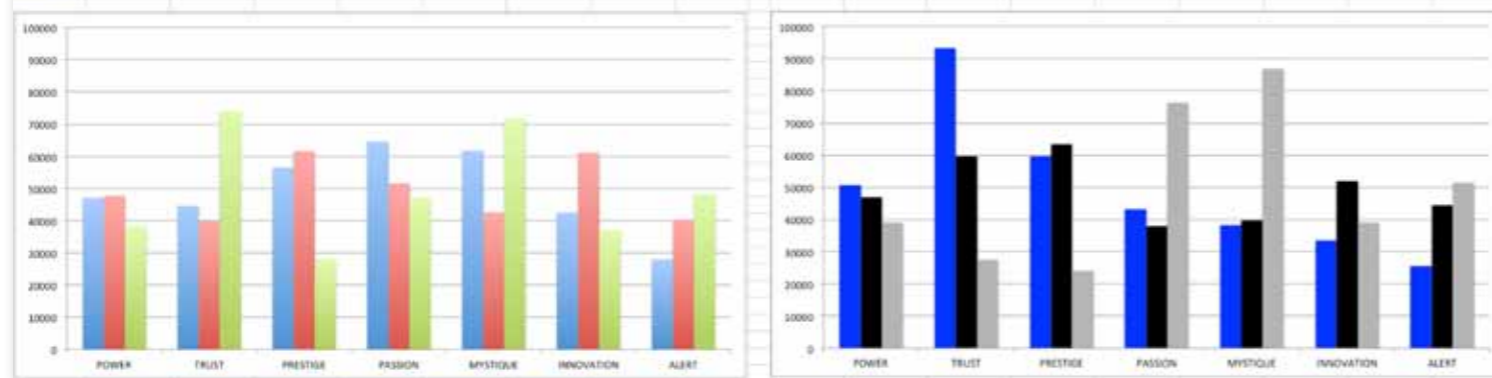


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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Trust	Alert	The Good Citizen	64	6.99%	INNOVATION		10	26	26	11	10	6
Trust	Prestige	The Diplomat	59	6.44%	PASSION	49		12	15	13	16	10
Power	Prestige	The Maestro	56	6.11%	POWER	8	9		56	45	12	5
Passion	Innovation	The Catalyst	49	5.35%	PRESTIGE	39	34	35		19	19	13
Power	Trust	The Guardian	45	4.91%	TRUST	18	28	36	59		43	64
Trust	Mystique	The Anchor	43	4.69%	MYSTIQUE	20	13	9	6	34		20
Prestige	Innovation	The Avant-Garde	39	4.26%	ALERT	4	7	7	7	37	6	
Alert	Trust	The Mediator	37	4.04%								
Trust	Power	The Gravitas	36	3.93%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Power	The Victor	35	3.82%	INNOVATION		1.1%	2.8%	2.8%	1.2%	1.1%	0.7%
Mystique	Trust	The Wise Owl	34	3.71%	PASSION	5.3%		1.3%	1.6%	1.4%	1.7%	1.1%
Prestige	Passion	The Connoisseur	34	3.71%	POWER	0.9%	1.0%		6.1%	4.9%	1.3%	0.5%
Trust	Passion	The Authentic	28	3.06%	PRESTIGE	4.3%	3.7%	3.8%		2.1%	2.1%	1.4%
Innovation	Power	The Maverick Leader	26	2.84%	TRUST	2.0%	3.1%	3.9%	6.4%		4.7%	7.0%
Innovation	Prestige	The Trendsetter	26	2.84%	MYSTIQUE	2.2%	1.4%	1.0%	0.7%	3.7%		2.2%
Mystique	Alert	The Archer	20	2.18%	ALERT	0.4%	0.8%	0.8%	0.8%	4.0%	0.7%	
Mystique	Innovation	The Secret Weapon	20	2.18%								
Prestige	Mystique	The Architect	19	2.07%								
Prestige	Trust	The Blue Chip	19	2.07%								
Trust	Innovation	The Evolutionary	18	1.97%								
Passion	Mystique	The Intrigue	16	1.75%								
Passion	Prestige	The Talent	15	1.64%								
Mystique	Passion	The Subtle Touch	13	1.42%								
Passion	Trust	The Beloved	13	1.42%								
Prestige	Alert	The Scholar	13	1.42%								
Passion	Power	The Peoples Champion	12	1.31%								
Power	Mystique	The Mastermind	12	1.31%								
Innovation	Trust	The Artisan	11	1.20%								

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

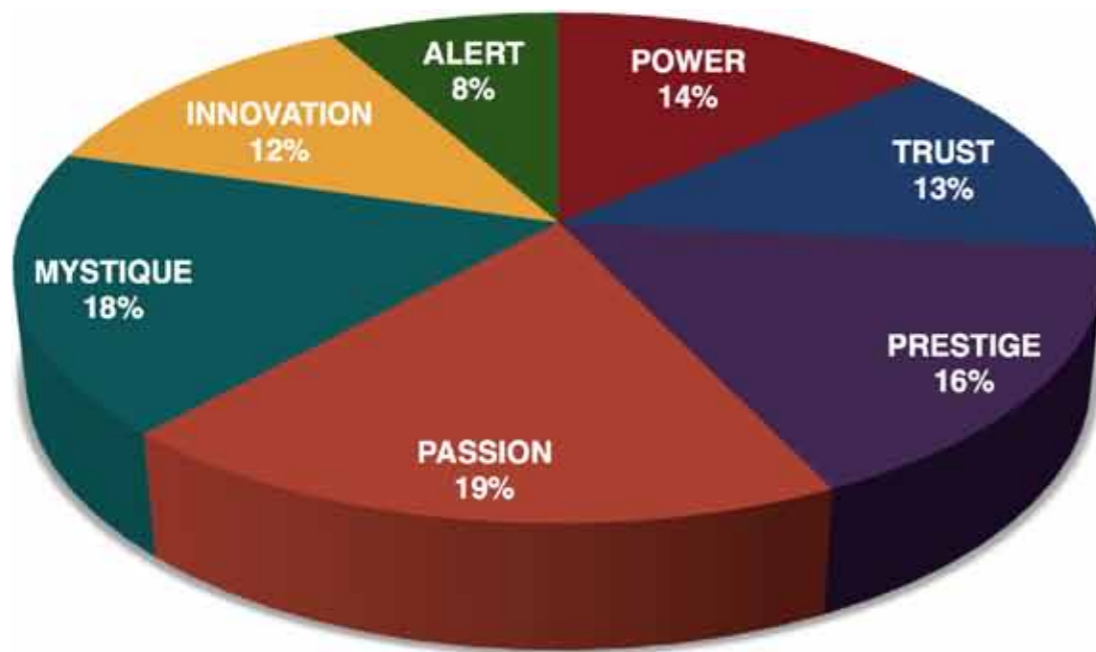
AVERAGE POPULATION									Thrivent								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	47126	44640	56524	64597	61734	42503	27975	345099	Primary	135	248	159	115	102	89	68	916
Secondary	47762	39912	61679	51692	42562	61100	40392	345099	Secondary	125	159	169	101	106	138	118	916
Dormant	38363	74163	28064	47255	71795	37124	48335	345099	Dormant	104	73	64	203	231	104	137	916
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.7%	12.9%	16.4%	18.7%	17.9%	12.3%	8.1%	100.0%	Primary	14.7%	27.1%	17.4%	12.6%	11.1%	9.7%	7.4%	100.0%
Secondary	13.8%	11.6%	17.9%	15.0%	12.3%	17.7%	11.7%	100.0%	Secondary	13.6%	17.4%	18.4%	11.0%	11.6%	15.1%	12.9%	100.0%
Dormant	11.1%	21.5%	8.1%	13.7%	20.8%	10.8%	14.0%	100.0%	Dormant	11.4%	8.0%	7.0%	22.2%	25.2%	11.4%	15.0%	100.0%



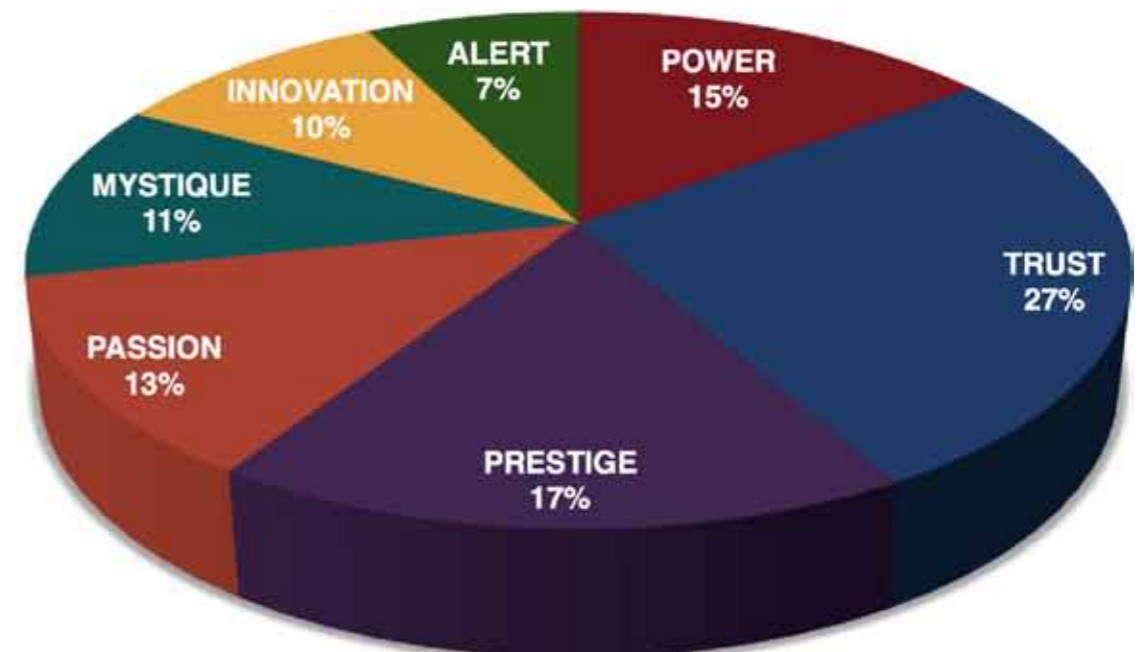
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**THRIVENT RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONALITY ARCHETYPES

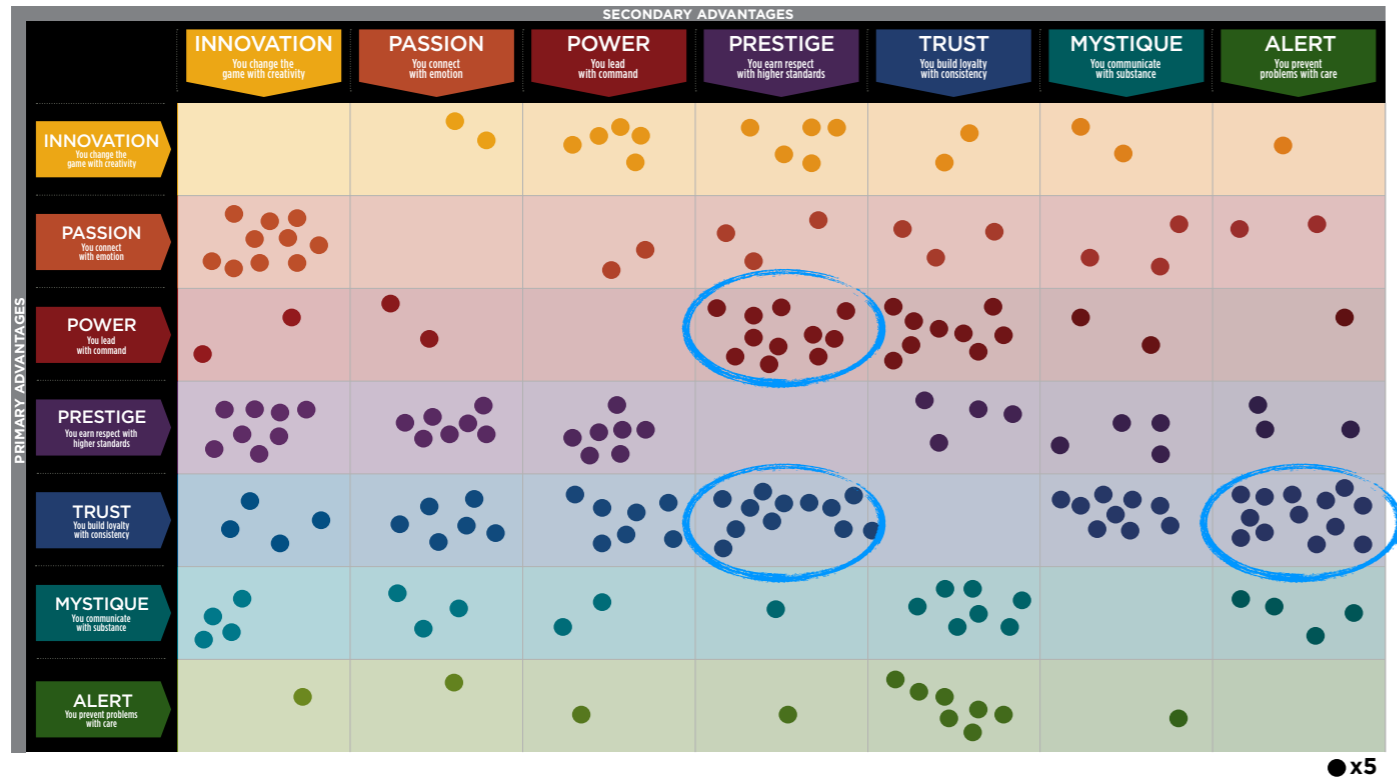
CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> You change the game with creativity	<b>THE ANARCHY</b> Volatile • Startling Chaotic	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> Cutting-Edge • Elite Progressive	<b>THE ARTISAN</b> Deliberate • Thoughtful Flexible	<b>THE PROVOCATEUR</b> Clever • Adept Contemporary	<b>THE QUICK-START</b> Prolific • Thorough Diligent
<b>PASSION</b> You connect with emotion	<b>THE CATALYST</b> Out-of-the-Box • Social Energizing	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE PEOPLE'S CHAMPION</b> Dynamic • Inclusive Engaging	<b>THE TALENT</b> Expressive • Stylish Emotionally-Intelligent	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Discerning • Perceptive Considerate	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Efficient
<b>POWER</b> You lead with command	<b>THE CHANGE AGENT</b> Inventive • Untraditional Self-Propelled	<b>THE RINGLEADER</b> Motivating • Spirited Compelling	<b>THE AGGRESSOR</b> Dominant • Overbearing Dogmatic	<b>THE MAESTRO</b> Ambitious • Focused Confident	<b>THE GUARDIAN</b> Prominent • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE DEFENDER</b> Proactive • Cautionary Strong-Willed
<b>PRESTIGE</b> You earn respect with higher standards	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> Insightful • Distinguished In-the-Know	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE IMPERIAL</b> Arrogant • Cold Superior	<b>THE BLUE CHIP</b> Classic • Established Best-In-Class	<b>THE ARCHITECT</b> Skillful • Restrained Polished	<b>THE SCHOLAR</b> Intellectual • Disciplined Systematic
<b>TRUST</b> You build loyalty with consistency	<b>THE EVOLUTIONARY</b> Curious • Adaptable Open-Minded	<b>THE AUTHENTIC</b> Approachable • Dependable Trustworthy	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE DIPLOMAT</b> Levelheaded • Subtle Capable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE ANCHOR</b> Protective • Purposeful Analytical	<b>THE GOOD CITIZEN</b> Principled • Prepared Conscientious
<b>MYSTIQUE</b> You communicate with substance	<b>THE SECRET WEAPON</b> Nimble • Unassuming Independent	<b>THE SUBTLE TOUCH</b> Tactful • Self-Sufficient Mindful	<b>THE VEILED STRENGTH</b> Realistic • Intentional To-the-Point	<b>THE ROYAL GUARD</b> Elegant • Astute Discreet	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Unemotional • Introverted Concentrated	<b>THE ARCHER</b> On-Target • Reasoned Pragmatic
<b>ALERT</b> You prevent problems with care	<b>THE COMPOSER</b> Strategic • Fine-Tuned Judicious	<b>THE COORDINATOR</b> Constructive • Organized Practical	<b>THE ACE</b> Decisive • Tireless Forthright	<b>THE EDITOR-IN-CHIEF</b> Productive • Skilled Detailed	<b>THE MEDIATOR</b> Steadfast • Composed Structured	<b>THE DETECTIVE</b> Clear-Cut • Accurate Meticulous	<b>THE CONTROL FREAK</b> Compulsive • Driven Exacting

PRIMARY FASCINATION ADVANTAGE®

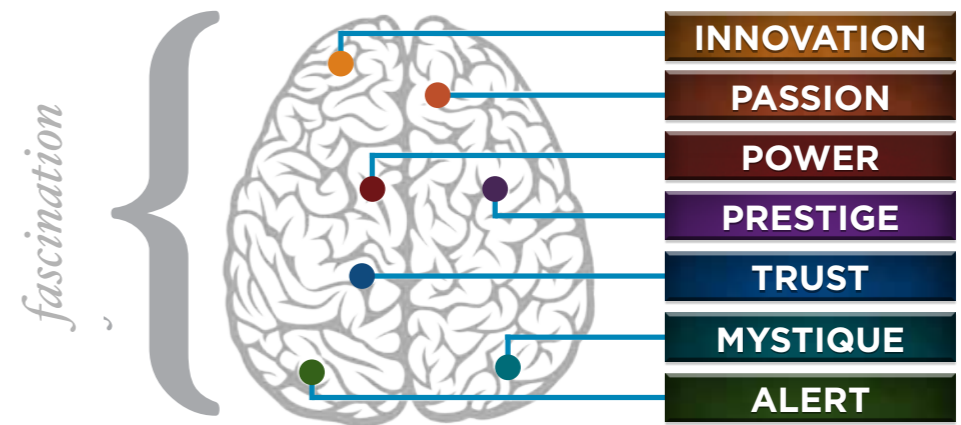
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of 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>		1.1%	2.8%	2.8%	1.2%	1.1%	0.7%
PASSION <small>You connect with emotion</small>	5.3%		1.3%	1.6%	1.4%	1.7%	1.1%
POWER <small>You lead with command</small>	0.9%	1.0%		6.1%	4.9%	1.3%	0.5%
PRESTIGE <small>You earn respect with higher standards</small>	4.3%	3.7%	3.8%		2.1%	2.1%	1.4%
TRUST <small>You build loyalty with consistency</small>	2.0%	3.1%	3.9%	6.4%		4.7%	7.0%
MYSTIQUE <small>You communicate with substance</small>	2.2%	1.4%	1.0%	0.7%	3.7%		2.2%
ALERT <small>You prevent problems with care</small>	0.4%	0.8%	0.8%	0.8%	4.0%	0.7%	

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 ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

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

YOU ARE **0.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **119.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

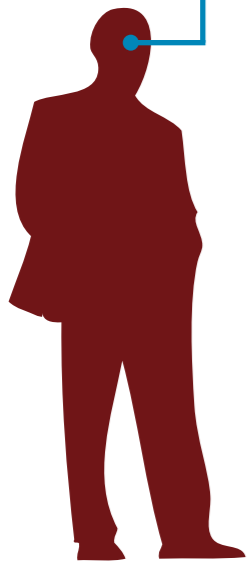
YOU ARE **3.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **34.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **32.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **18.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **15.1%** LESS 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

## 7 WAYS HIGH-PERFORMERS ADD VALUE

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**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