

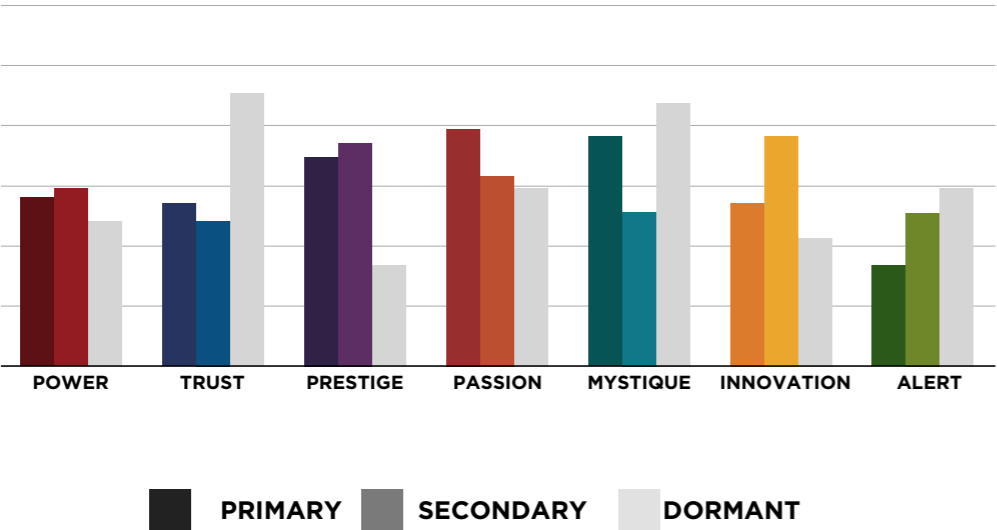
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
TITAN SUMMIT ON 12/7/15

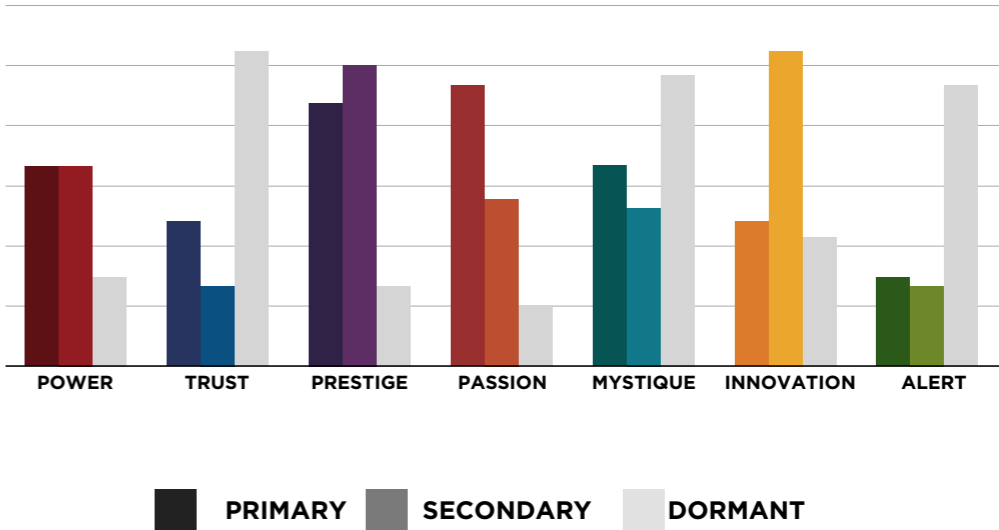


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**TITAN SUMMIT RESULTS
OF THE FASCINATION ADVANTAGE TEST**



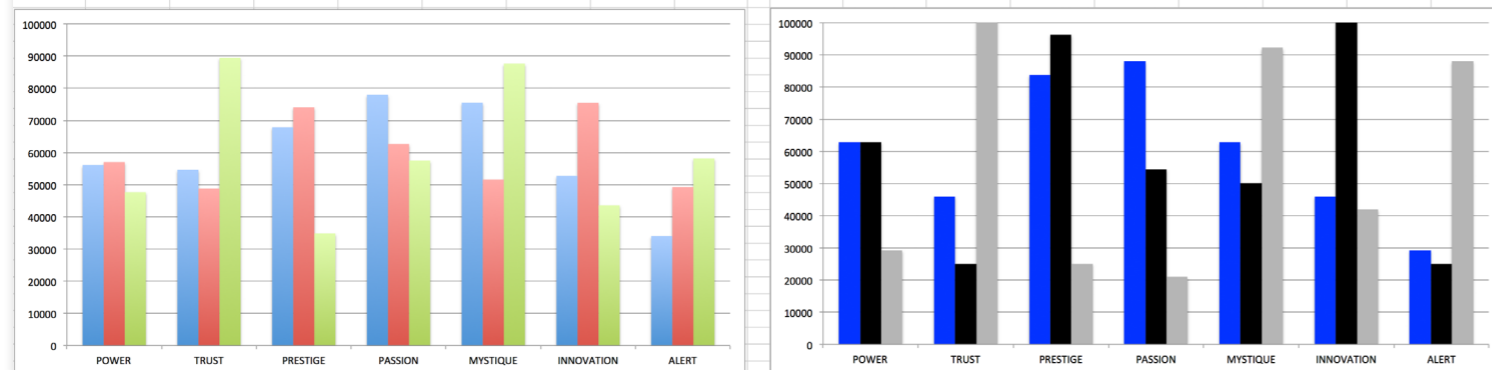
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

| Primary | Secondary | Archetype | Sum | Percent | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|----------------------|-----|---------|------------|---------|-------|----------|-------|----------|-------|
| Passion | Innovation | The Catalyst | 10 | 10.00% | INNOVATION | 2 | 3 | 4 | | 2 | |
| Prestige | Power | The Victor | 8 | 8.00% | PASSION | 10 | 1 | 7 | | 3 | |
| Mystique | Innovation | The Secret Weapon | 7 | 7.00% | POWER | 3 | | 7 | 1 | 3 | 1 |
| Passion | Prestige | The Talent | 7 | 7.00% | PRESTIGE | 4 | 6 | 8 | 1 | 1 | |
| Power | Prestige | The Maestro | 7 | 7.00% | TRUST | 1 | 1 | 1 | 3 | 3 | 2 |
| Prestige | Passion | The Connoisseur | 6 | 6.00% | MYSTIQUE | 7 | 1 | 1 | 2 | | 3 |
| Innovation | Prestige | The Trendsetter | 4 | 4.00% | ALERT | | 3 | 1 | 2 | | |
| Prestige | Innovation | The Avant-Garde | 4 | 4.00% | | | | | | | |
| Alert | Passion | The Coordinator | 3 | 3.00% | INNOVATION | | 2.0% | 3.0% | 4.0% | | |
| Innovation | Power | The Maverick Leader | 3 | 3.00% | PASSION | 10.0% | | 1.0% | 7.0% | 3.0% | 2.0% |
| Mystique | Alert | The Archer | 3 | 3.00% | POWER | 3.0% | | | | | |
| Passion | Mystique | The Intrigue | 3 | 3.00% | PRESTIGE | 4.0% | 6.0% | 8.0% | 1.0% | 1.0% | 1.0% |
| Power | Innovation | The Change Agent | 3 | 3.00% | TRUST | 1.0% | 1.0% | 1.0% | 3.0% | 3.0% | 2.0% |
| Power | Mystique | The Mastermind | 3 | 3.00% | MYSTIQUE | 7.0% | 1.0% | 1.0% | 1.0% | 2.0% | 3.0% |
| Trust | Mystique | The Anchor | 3 | 3.00% | ALERT | | 3.0% | 1.0% | 1.0% | 2.0% | |
| Trust | Prestige | The Diplomat | 3 | 3.00% | | | | | | | |
| Alert | Trust | The Mediator | 2 | 2.00% | | | | | | | |
| Innovation | Mystique | The Provocateur | 2 | 2.00% | | | | | | | |
| Innovation | Passion | The Rockstar | 2 | 2.00% | | | | | | | |
| Mystique | Trust | The Wise Owl | 2 | 2.00% | | | | | | | |
| Trust | Alert | The Good Citizen | 2 | 2.00% | | | | | | | |
| Alert | Power | The Ace | 1 | 1.00% | | | | | | | |
| Alert | Prestige | The Editor-in-Chief | 1 | 1.00% | | | | | | | |
| Mystique | Passion | The Subtle Touch | 1 | 1.00% | | | | | | | |
| Mystique | Power | The Veiled Strength | 1 | 1.00% | | | | | | | |
| Mystique | Prestige | The Royal Guard | 1 | 1.00% | | | | | | | |
| Passion | Power | The Peoples Champion | 1 | 1.00% | | | | | | | |
| Power | Alert | The Defender | 1 | 1.00% | | | | | | | |
| Power | Trust | The Guardian | 1 | 1.00% | | | | | | | |
| Prestige | Mystique | The Architect | 1 | 1.00% | | | | | | | |

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

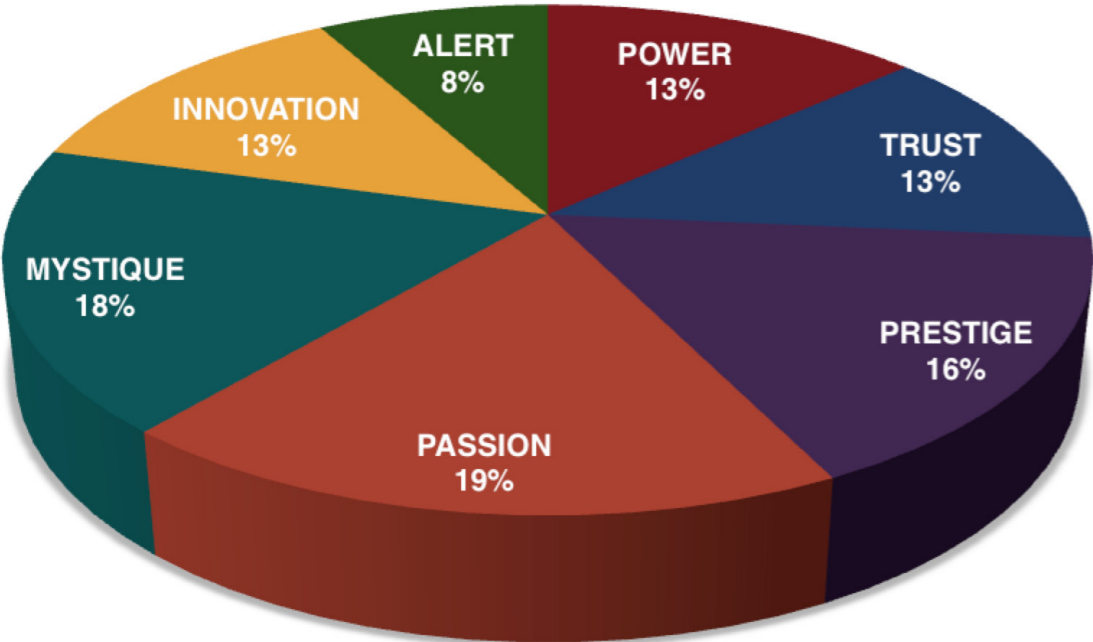
| AVERAGE POPULATION | | | | | | | | | Titan Summit | | | | | | | | |
|--------------------|-------|-------|----------|---------|----------|------------|-------|--------|--------------|-------|-------|----------|---------|----------|------------|-------|-------|
| | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total | | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total |
| Primary | 56135 | 54662 | 67926 | 78002 | 75516 | 52771 | 34091 | 419103 | Primary | 15 | 11 | 20 | 21 | 15 | 11 | 7 | 100 |
| Secondary | 57059 | 48835 | 74096 | 62696 | 51656 | 75479 | 49282 | 419103 | Secondary | 15 | 6 | 23 | 13 | 12 | 25 | 6 | 100 |
| Dormant | 47719 | 89503 | 34872 | 57492 | 87679 | 43649 | 58189 | 419103 | Dormant | 7 | 29 | 6 | 5 | 22 | 10 | 21 | 100 |

| | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total | | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total |
|-----------|-------|-------|----------|---------|----------|------------|-------|--------|-----------|-------|-------|----------|---------|----------|------------|-------|--------|
| Primary | 13.4% | 13.0% | 16.2% | 18.6% | 18.0% | 12.6% | 8.1% | 100.0% | Primary | 15.0% | 11.0% | 20.0% | 21.0% | 15.0% | 11.0% | 7.0% | 100.0% |
| Secondary | 13.6% | 11.7% | 17.7% | 15.0% | 12.3% | 18.0% | 11.8% | 100.0% | Secondary | 15.0% | 6.0% | 23.0% | 13.0% | 12.0% | 25.0% | 6.0% | 100.0% |
| Dormant | 11.4% | 21.4% | 8.3% | 13.7% | 20.9% | 10.4% | 13.9% | 100.0% | Dormant | 7.0% | 29.0% | 6.0% | 5.0% | 22.0% | 10.0% | 21.0% | 100.0% |

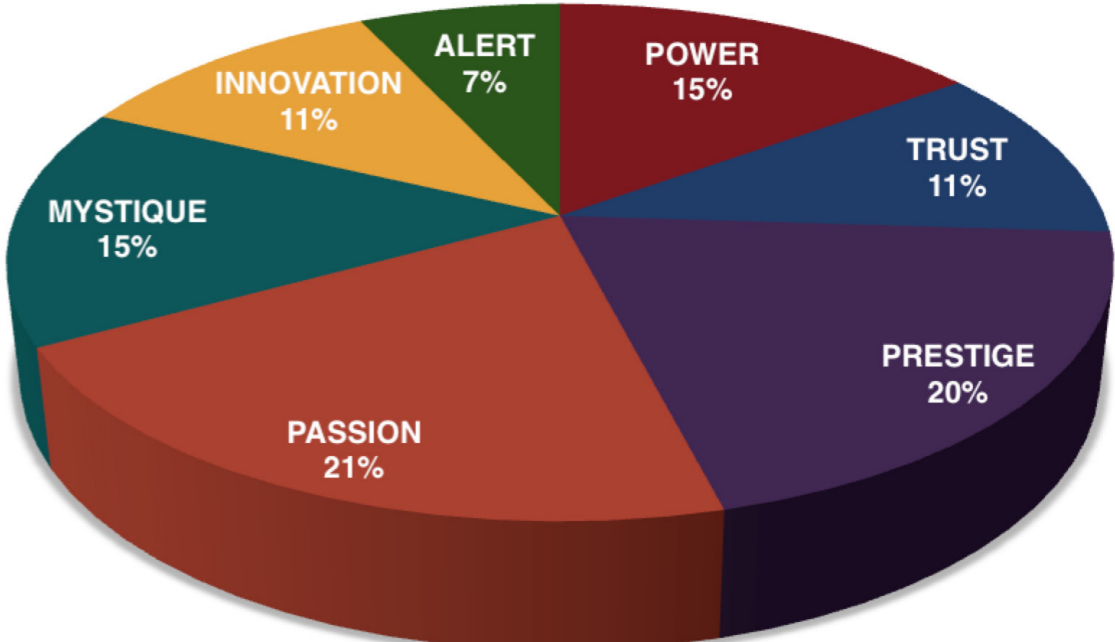


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



TITIAN SUMMIT RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

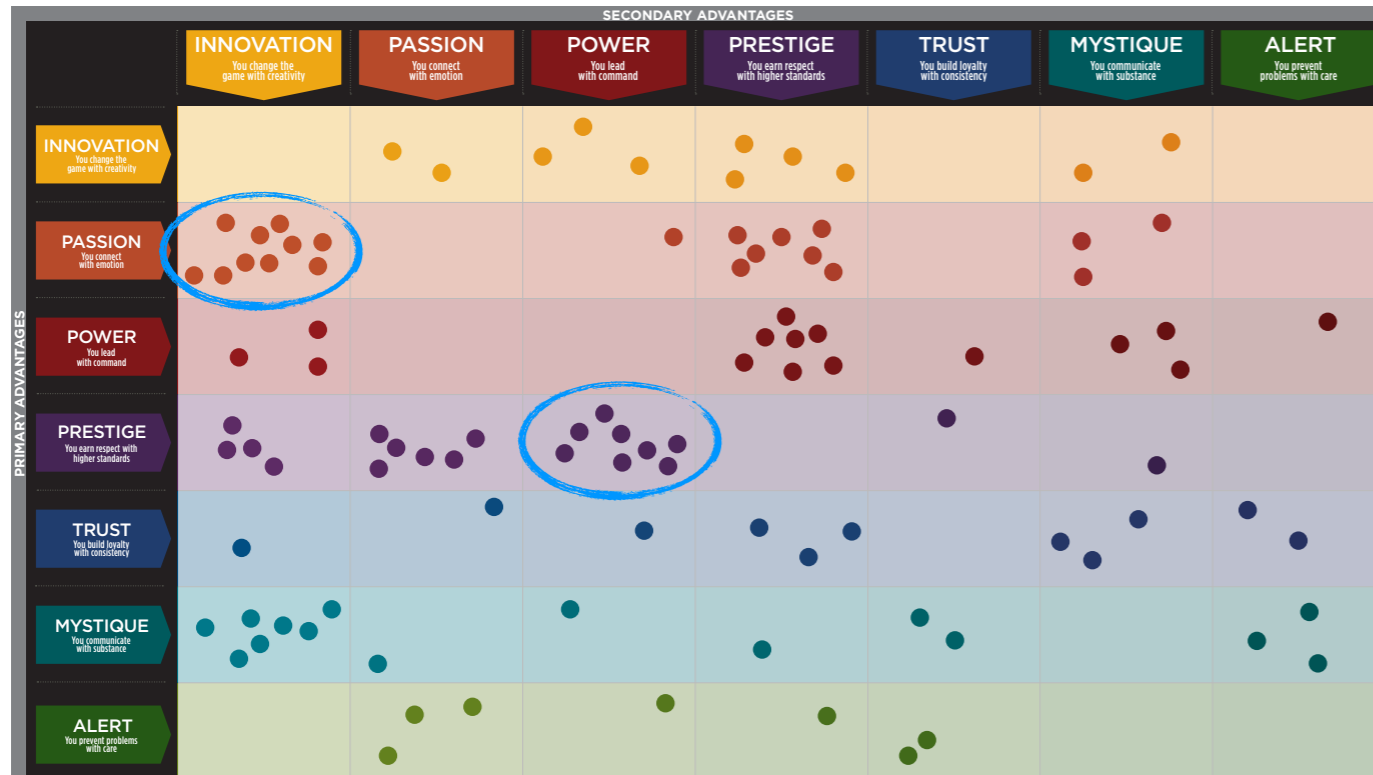
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

| | 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 |

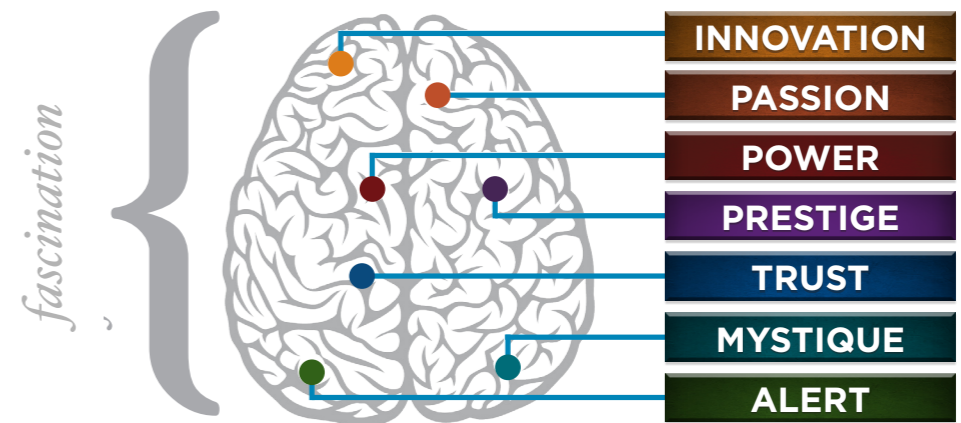
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

| | | 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> |
| PRIMARY ADVANTAGES | INNOVATION <small>You change the game with creativity</small> | | 2.0% | 3.0% | 4.0% | | 2.0% | |
| | PASSION <small>You connect with emotion</small> | 10.0% | | 1.0% | 7.0% | | 3.0% | |
| | POWER <small>You lead with command</small> | 3.0% | | | 7.0% | 1.0% | 3.0% | 1.0% |
| | PRESTIGE <small>You earn respect with higher standards</small> | 4.0% | 6.0% | 8.0% | | 1.0% | 1.0% | |
| | TRUST <small>You build loyalty with consistency</small> | 1.0% | 1.0% | 1.0% | 3.0% | | 3.0% | 2.0% |
| | MYSTIQUE <small>You communicate with substance</small> | 7.0% | 1.0% | 1.0% | 1.0% | 2.0% | | 3.0% |
| | ALERT <small>You prevent problems with care</small> | | 3.0% | 1.0% | 1.0% | 2.0% | | |



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.

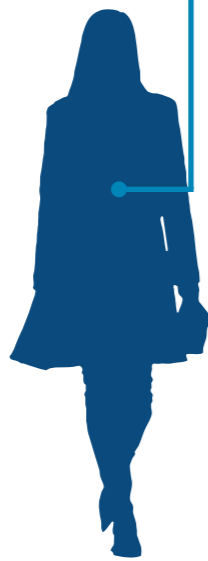
YOU ARE **2.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **10.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **19.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **9.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **8.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **7.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **19.9%** LESS 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

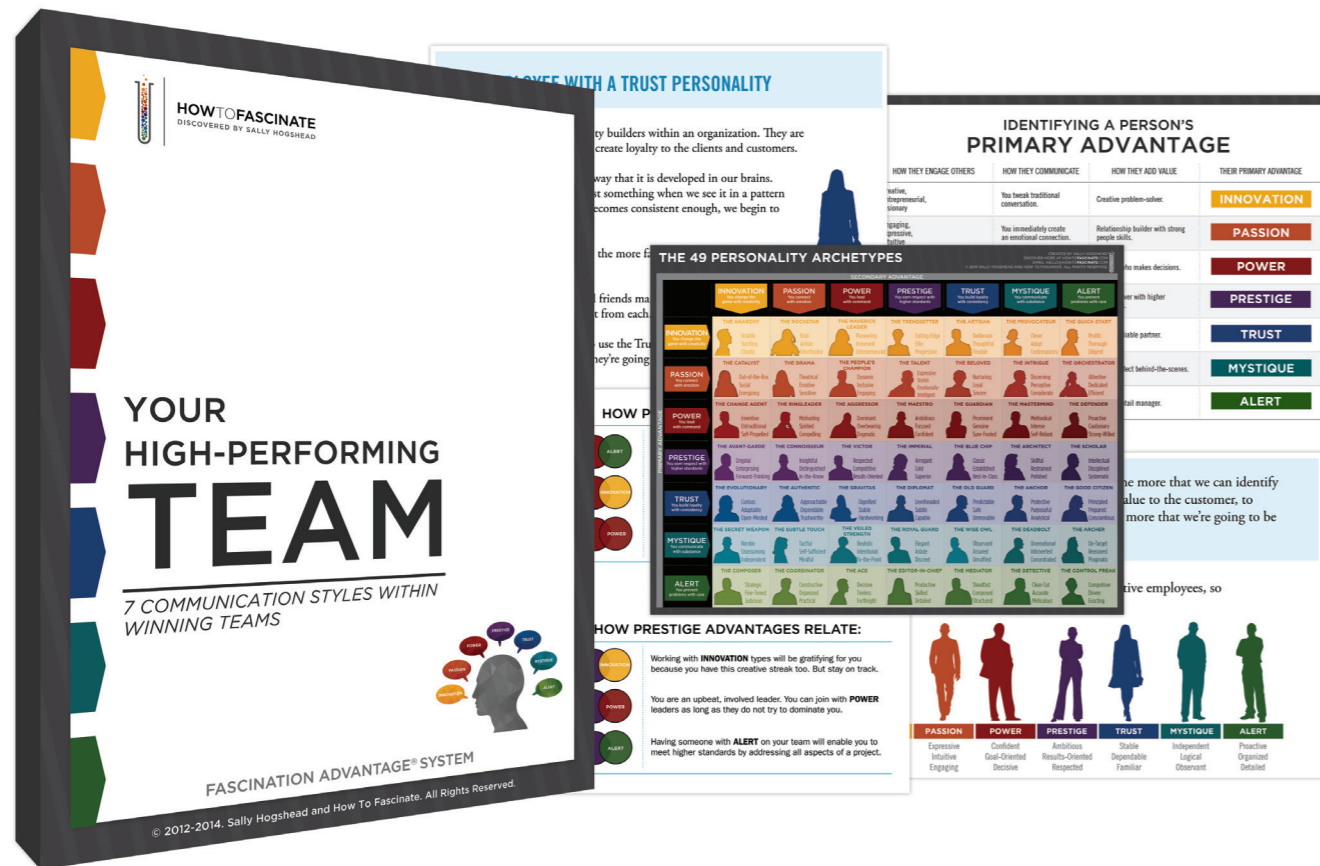
SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

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Questions? Hello@HowToFascinate.com