

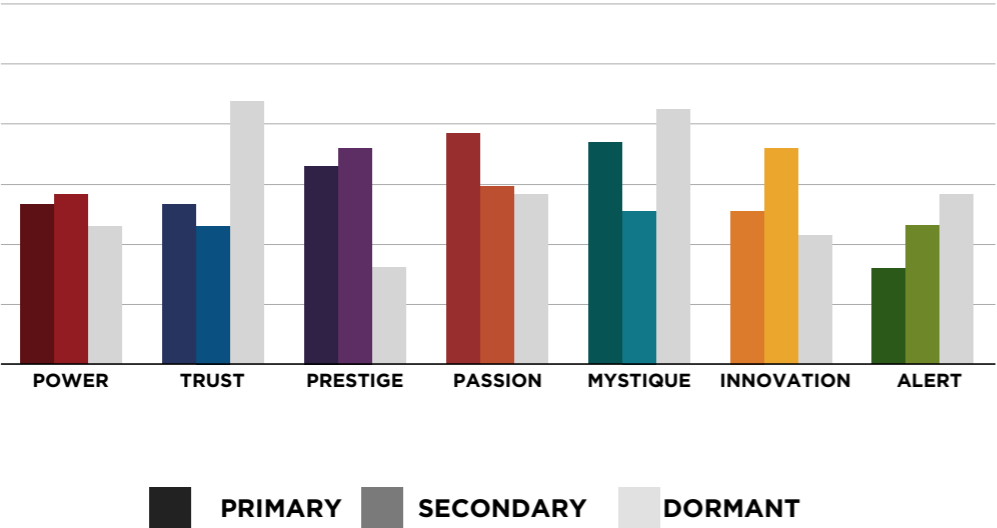
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
TWITTER ON 7/28/15

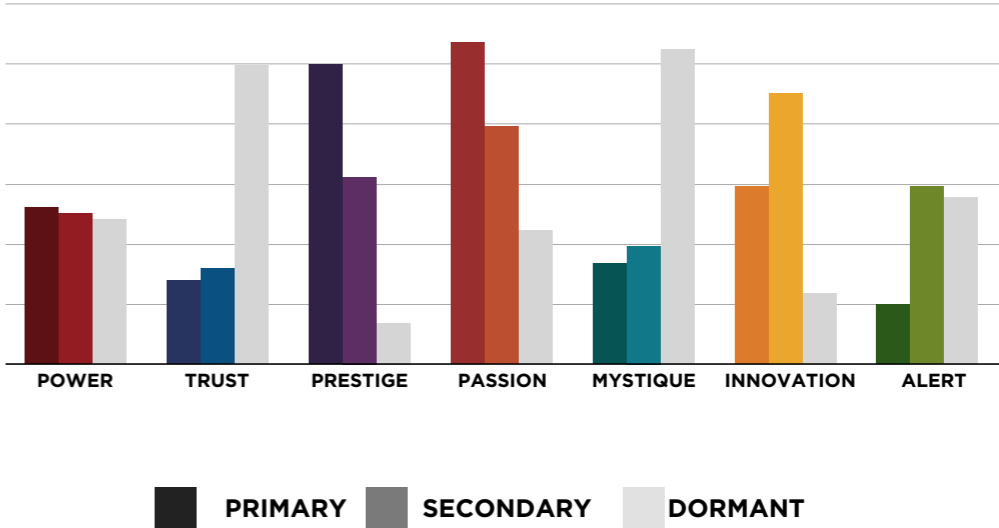


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**TWITTER RESULTS
OF THE FASCINATION ADVANTAGE TEST**

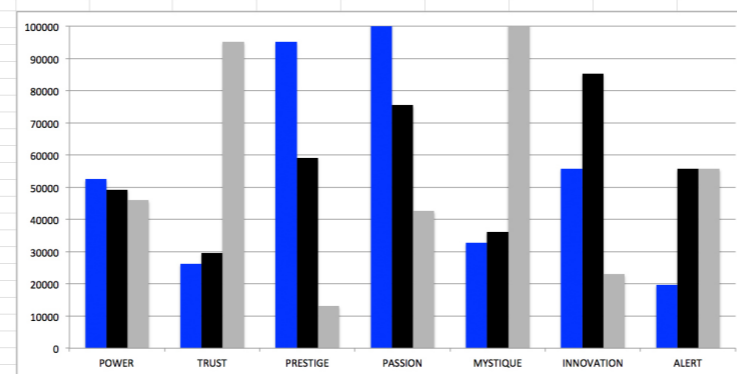
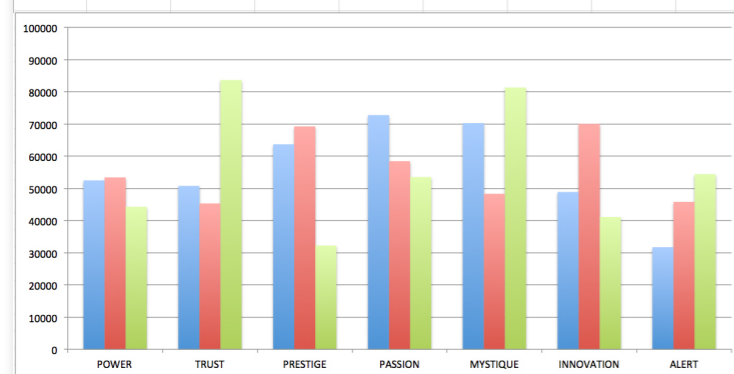


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	16	13.45%	INNOVATION	4	6	4	2	1	2
Prestige	Passion	The Connoisseur	13	10.92%	PASSION	16	2	6	2	2	5
Innovation	Power	The Maverick Leader	6	5.04%	POWER	3	4	6	2	2	1
Passion	Prestige	The Talent	6	5.04%	PRESTIGE	6	13	1	1	3	5
Power	Prestige	The Maestro	6	5.04%	TRUST	2	2	2	1	1	3
Prestige	Innovation	The Avant-Garde	6	5.04%	MYSTIQUE	1	2	2	4	2	1
Passion	Alert	The Orchestrator	5	4.20%	ALERT	2	2	2	2	2	2
Prestige	Alert	The Scholar	5	4.20%							
Innovation	Passion	The Rockstar	4	3.36%	INNOVATION	3.4%	5.0%	3.4%	1.7%	0.8%	1.7%
Innovation	Prestige	The Trendsetter	4	3.36%	PASSION	13.4%	1.7%	5.0%	1.7%	1.7%	4.2%
Mystique	Trust	The Wise Owl	4	3.36%	POWER	2.5%	3.4%	5.0%	1.7%	1.7%	0.8%
Power	Passion	The Ringleader	4	3.36%	PRESTIGE	5.0%	10.9%	0.8%	0.8%	2.5%	4.2%
Power	Innovation	The Change Agent	3	2.52%	TRUST	1.7%	1.7%	1.7%	1.7%	0.8%	2.5%
Prestige	Mystique	The Architect	3	2.52%	MYSTIQUE	0.8%	1.7%	1.7%	3.4%	1.7%	0.8%
Trust	Alert	The Good Citizen	3	2.52%	ALERT	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
Alert	Mystique	The Detective	2	1.68%							
Alert	Power	The Ace	2	1.68%							
Alert	Trust	The Mediator	2	1.68%							
Innovation	Alert	The Quick-Start	2	1.68%							
Mystique	Passion	The Subtle Touch	2	1.68%							
Mystique	Power	The Veiled Strength	2	1.68%							
Passion	Mystique	The Intrigue	2	1.68%							
Passion	Power	The Peoples Champion	2	1.68%							
Passion	Trust	The Beloved	2	1.68%							
Power	Mystique	The Mastermind	2	1.68%							
Trust	Power	The Gravitas	2	1.68%							
Trust	Prestige	The Diplomat	2	1.68%							
Innovation	Mystique	The Provocateur	1	0.84%							
Mystique	Alert	The Archer	1	0.84%							

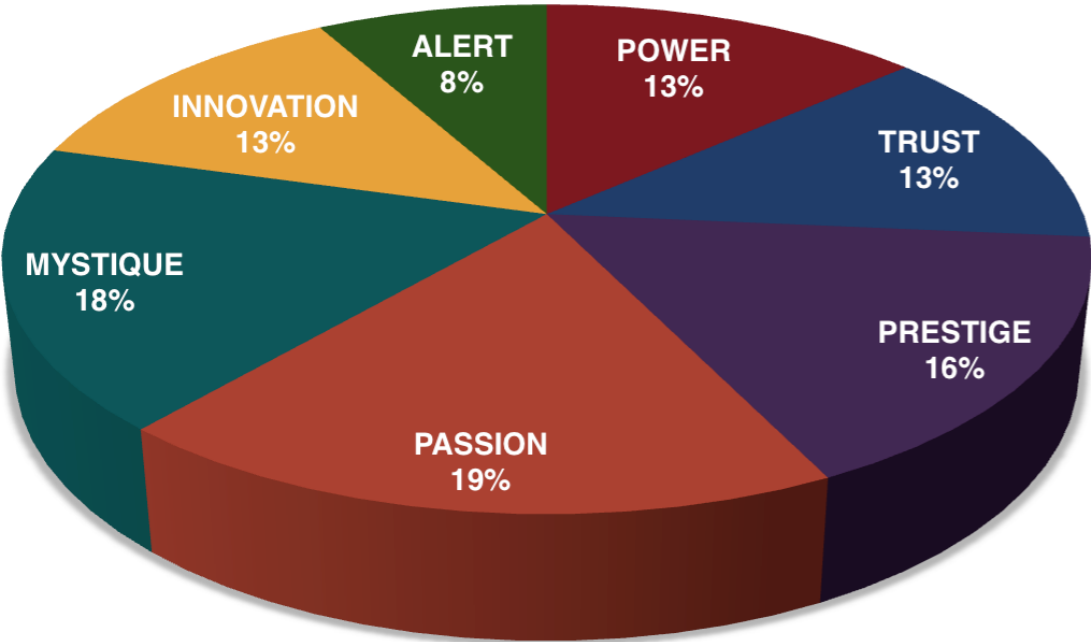
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									Twitter								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	52487	50777	63700	72781	70294	48882	31733	390654	Primary	16	8	29	33	10	17	6	119
Secondary	53414	45329	69259	58457	48325	70049	45821	390654	Secondary	15	9	18	23	11	26	17	119
Dormant	44294	83679	32255	53524	81345	41121	54436	390654	Dormant	14	29	4	13	35	7	17	119

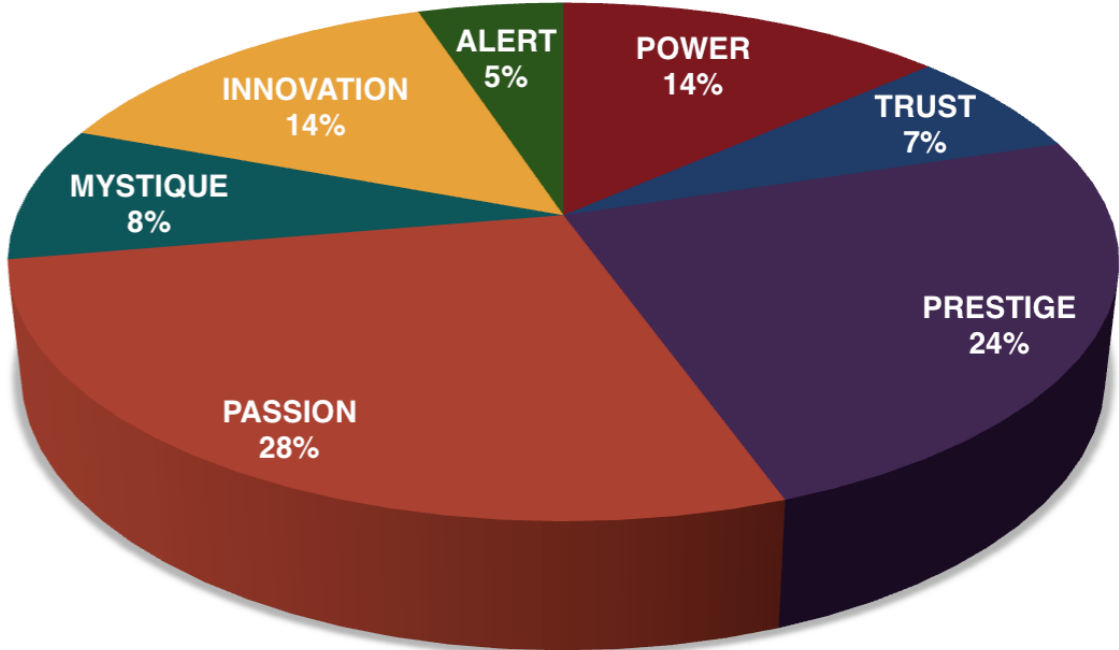


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



TWITTER 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
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 EMAIL: HELLO@HOWTOFASCINATE.COM
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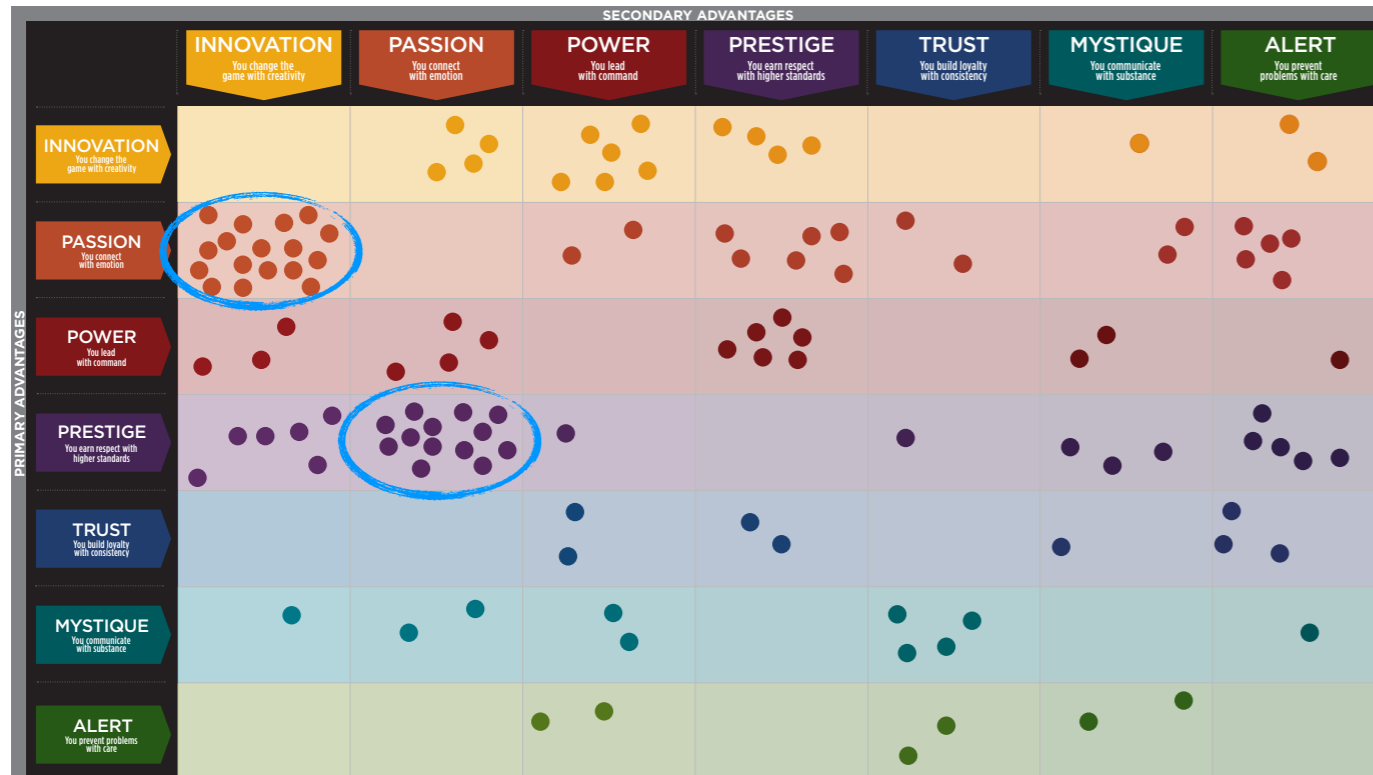
SECONDARY FASCINATION ADVANTAGE®

	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

PRIMARY FASCINATION ADVANTAGE®

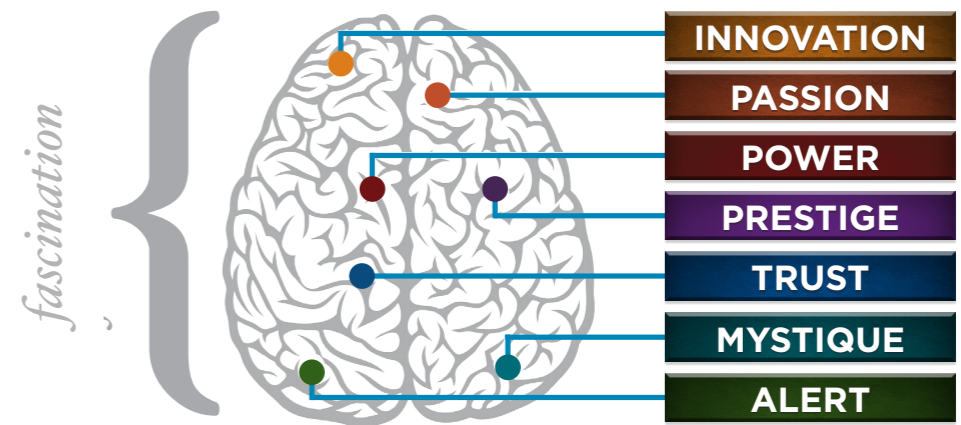
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

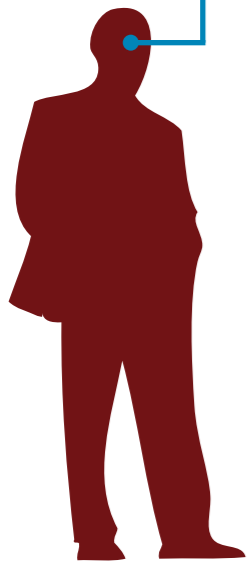
PRIMARY ADVANTAGES	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</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>		3.4%	5.0%	3.4%		0.8%	1.7%
PASSION <small>You connect with emotion</small>	13.4%		1.7%	5.0%	1.7%	1.7%	4.2%
POWER <small>You lead with command</small>	2.5%	3.4%		5.0%		1.7%	0.8%
PRESTIGE <small>You earn respect with higher standards</small>	5.0%	10.9%	0.8%		0.8%	2.5%	4.2%
TRUST <small>You build loyalty with consistency</small>			1.7%	1.7%		0.8%	2.5%
MYSTIQUE <small>You communicate with substance</small>	0.8%	1.7%	1.7%		3.4%		0.8%
ALERT <small>You prevent problems with care</small>			1.7%		1.7%	1.7%	



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.

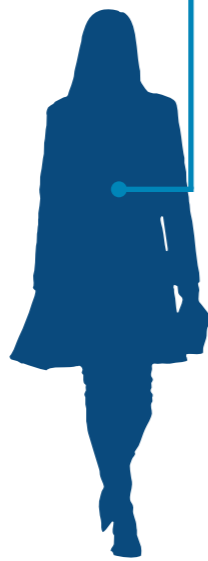
YOU ARE **8.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **45.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **45.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **44.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **48.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **20.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **42.3%** 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

FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM AND FOLLOWERS

Share this code for free (normally \$37 each):

1. Go to **HowToFascinate.com/YOU**
2. For the access code, enter **TWEETSHARE**

As part of **TWEET**, you have permission to share the free code **TWEETSHARE** with your list, your team and even your Twitter followers or Facebook fans.

**The free Twitter code expires on
December 31, 2015.**

“The most powerful way to empower someone is to show them their own highest value.”

-Sally Hogshead

Earn more, do more, become more. Take the Fascination Advantage® Assessment for free, today – just use code TWEETSHARE at bit.ly/howyoufascinate

 Click to Tweet!

EXAMPLES OF PATTERNS IN OUR LIST

INNOVATION	FASTEST TO ADOPT A NEW SYSTEM
PASSION	MOST LIKELY TO SHARE CONTENT
POWER	MOST LIKELY TO BE A BIZ OWNER
PRESTIGE	BIGGEST INVESTORS IN HIGHER GOALS
TRUST	SLOWEST CONVERSION BUT HIGHEST CONSISTENCY
MYSTIQUE	BEST OPEN RATE
ALERT	MOST RESPONSIVE TO PRECISION

[Click here to download chart](#)