

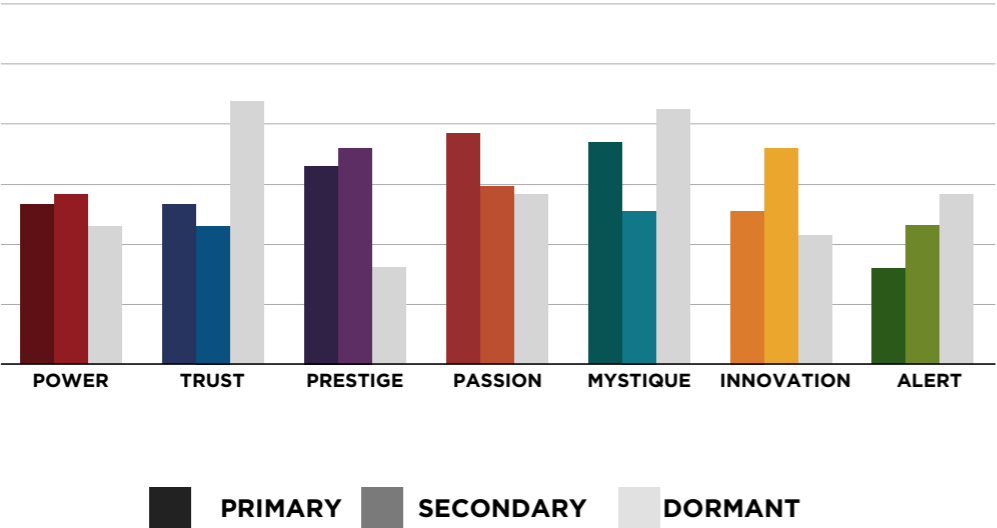
# AN INSIDER'S *look* AT THE RESEARCH

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

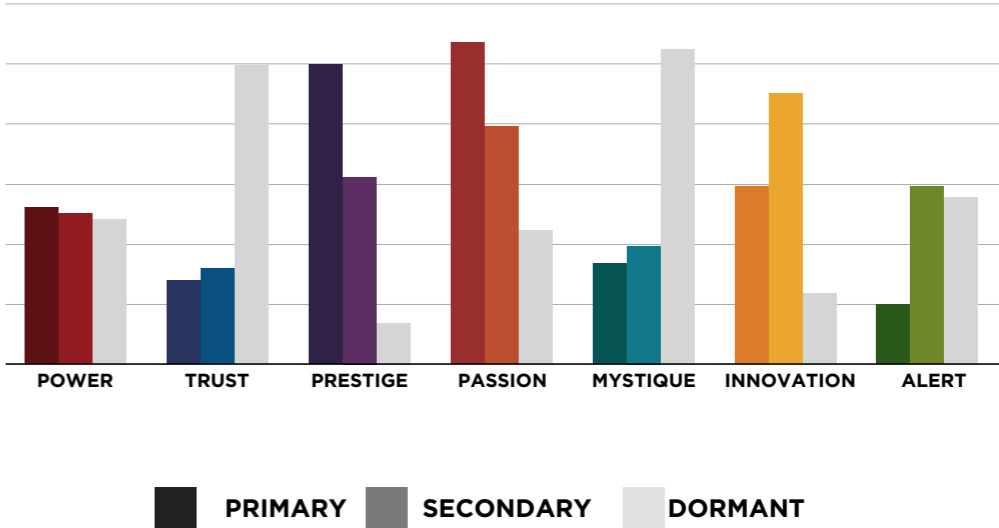


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**TWITTER RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



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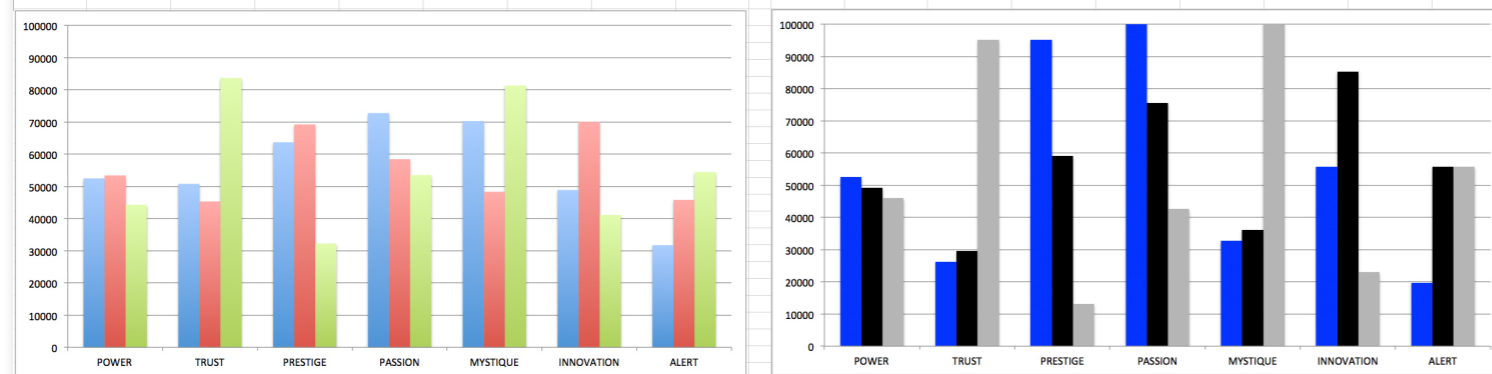
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	16	13.45%	INNOVATION	4	6	4	2	1	2
Prestige	Passion	The Connoisseur	13	10.92%	PASSION	16	2	6	2	2	5
Innovation	Power	The Maverick Leader	6	5.04%	POWER	3	4	6	2	2	1
Passion	Prestige	The Talent	6	5.04%	PRESTIGE	6	13	1	1	3	5
Power	Prestige	The Maestro	6	5.04%	TRUST	2	2	2	4	1	3
Prestige	Innovation	The Avant-Garde	6	5.04%	MYSTIQUE	1	2	2	2	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

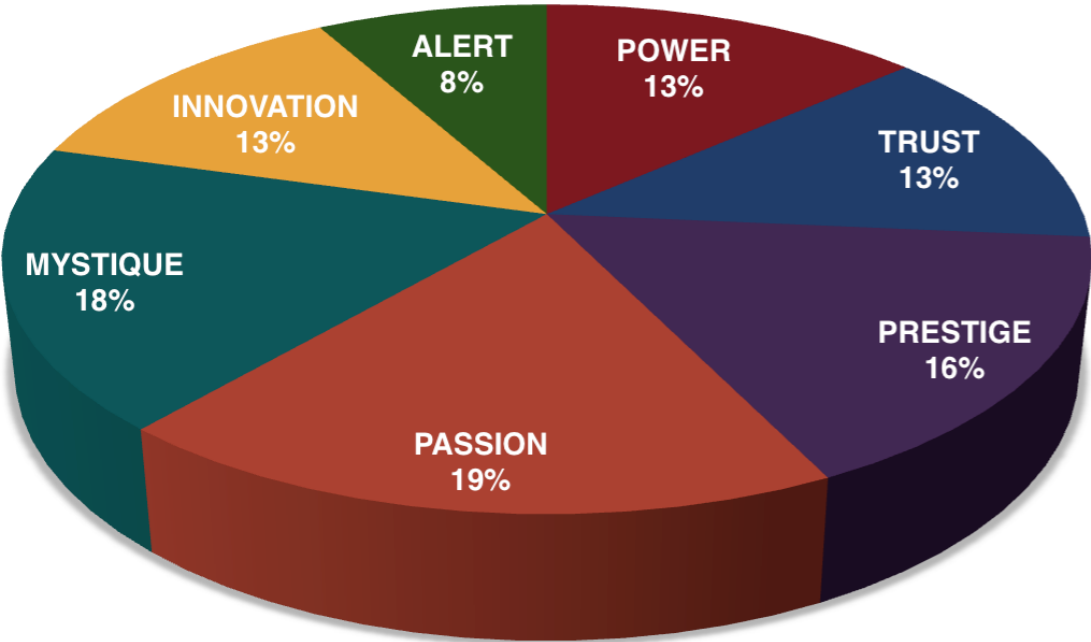
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.4%	13.0%	16.3%	18.6%	18.0%	12.5%	8.1%	100.0%
Secondary	13.7%	11.6%	17.7%	15.0%	12.4%	17.9%	11.7%	100.0%
Dormant	11.3%	21.4%	8.3%	13.7%	20.8%	10.5%	13.9%	100.0%



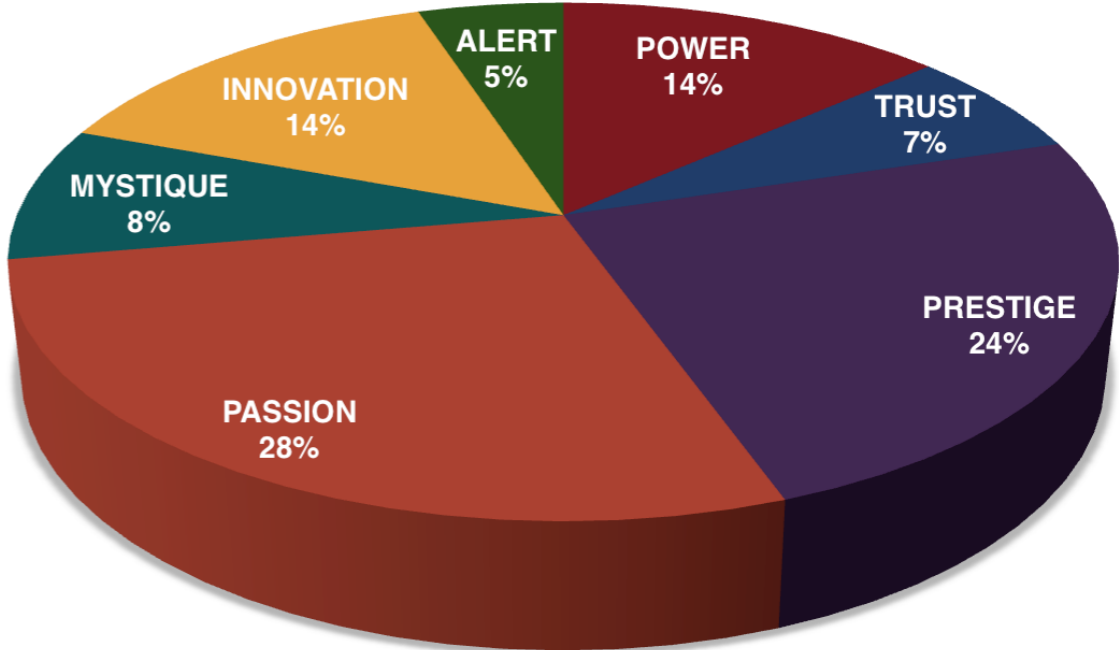
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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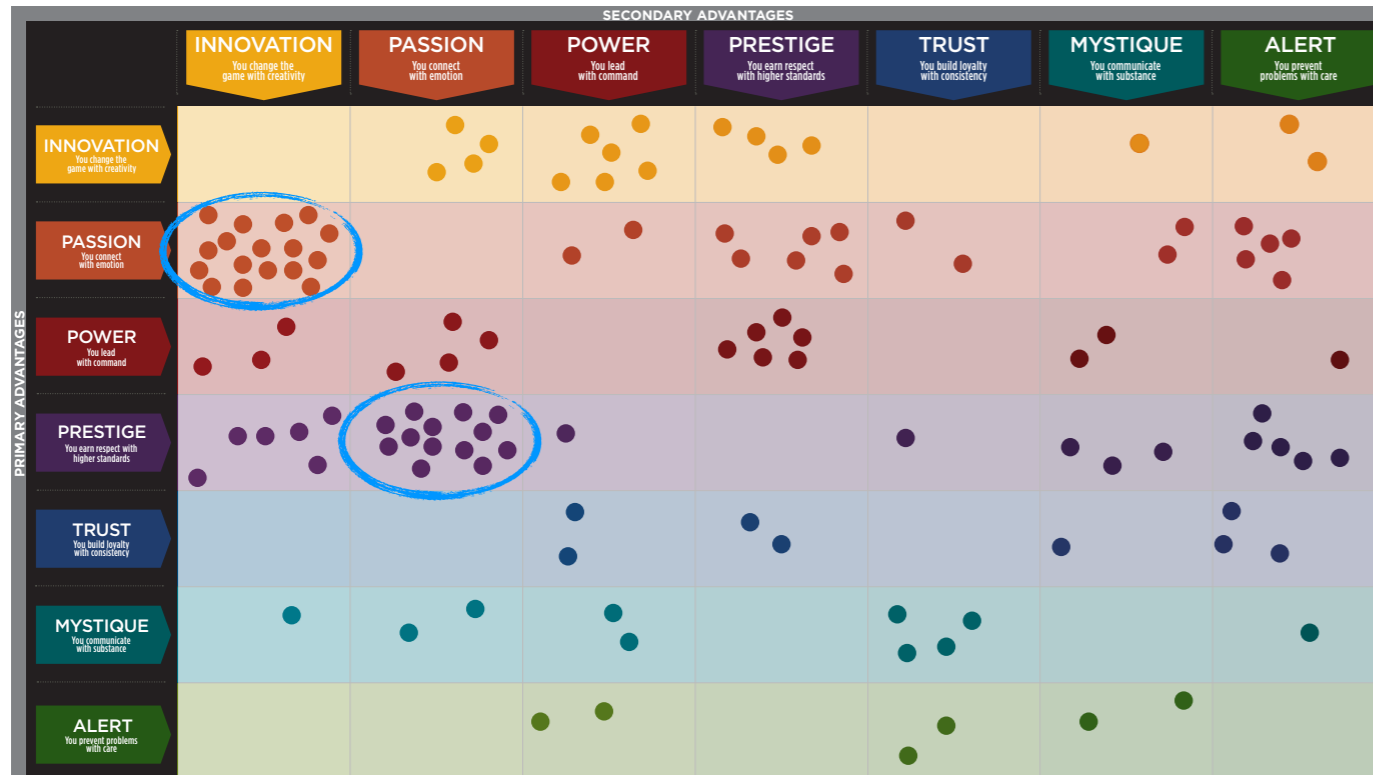
### SECONDARY FASCINATION ADVANTAGE®

	<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®

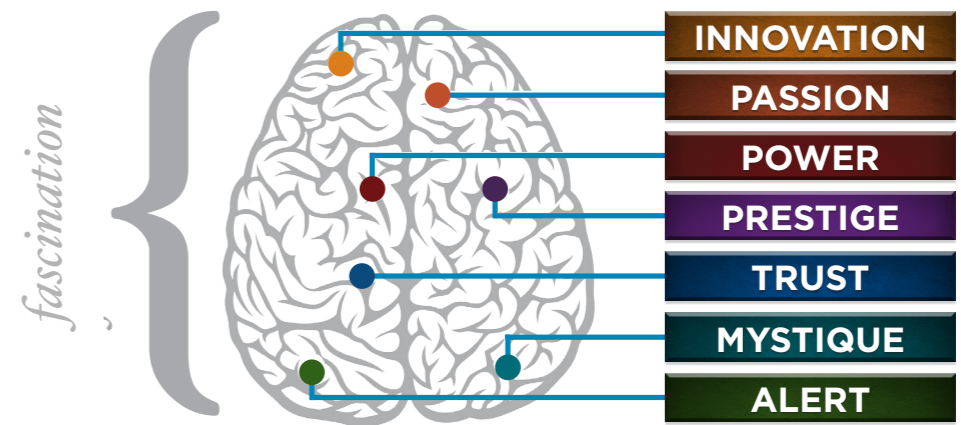
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.

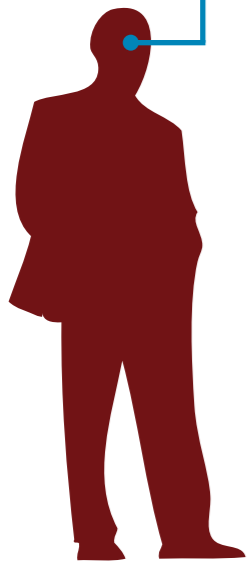
PRIMARY ADVANTAGES	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</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

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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



# TEAM DISCUSSION GUIDE

Create a culture of engagement today



- + Start a discussion that leads to **better communication** and **more productivity**
- + Use the **DIY Heat Map** to see where your team excels – and where you need to watch out
- + **Build a high-performing team** that interacts more confidently with customers and each other

**DOWNLOAD YOUR FREE GUIDE NOW**

Questions? [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)

# 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](http://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](#)