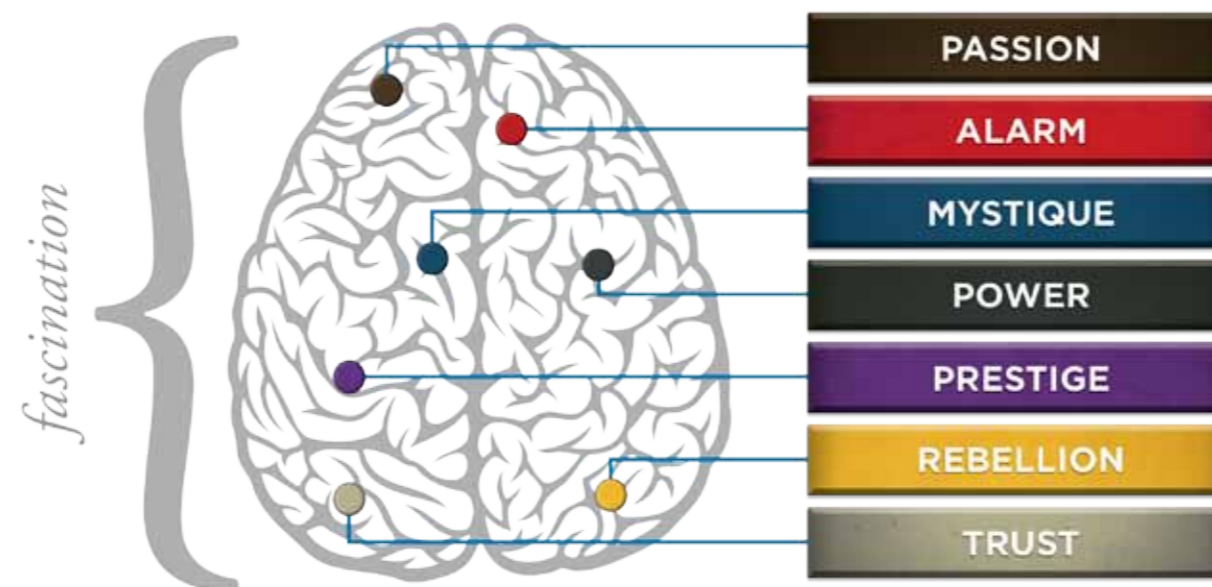


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO WFF ON 04/24/12



*“The groundbreaking Fascinate personality test literally had our room of 500 executives standing up from their chairs to get every detail.”*

- Verne Harnish  
Fortune Growth Summit, CEO Gazelles  
Author of Mastering the Rockefeller Habits

Contents: **CONFIDENTIAL**

## HELLO, MEMBERS OF WFF!

Inside this document, you'll discover our proprietary research on what makes your group most fascinating. If you're ready to begin your customized journey into the science of fascination, please continue.

The following is based on several years of proprietary research, and experience with more than 100,000 participants. Our experts have assembled the key top-line findings about your organization. This is exclusively for you. Please do not post online.

You are already fascinating—and our research proves it. We've measured the individuals in your group to show how your organization earns attention, as a whole. Our goal is to help you unlock the nuances of how you fascinate, and how to hone this natural strength to its greatest potential.

Now, invite your team and company to take part in the Fascination Advantage Test. With our preferred pricing, you'll get a discount for groups sized between 50 and 50,000 employees. Once you discover each person's fascination triggers, you can apply the Fascinate system to your whole team.

**This is not about how you see the world, but how the world sees you.**

At Fascinate, Inc., we're constantly studying incoming results from our Fascination Advantage Test. Every month, you will find new research available at [HowToFascinate.com](https://www.howtofascinate.com). In the meantime, if you have any questions or comments, please don't hesitate to share them at [hello@howtofascinate.com](mailto:hello@howtofascinate.com). One of our experts will be happy to help.

Warm regards,

Fascinate, Inc.



# 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 100,000 PEOPLE.

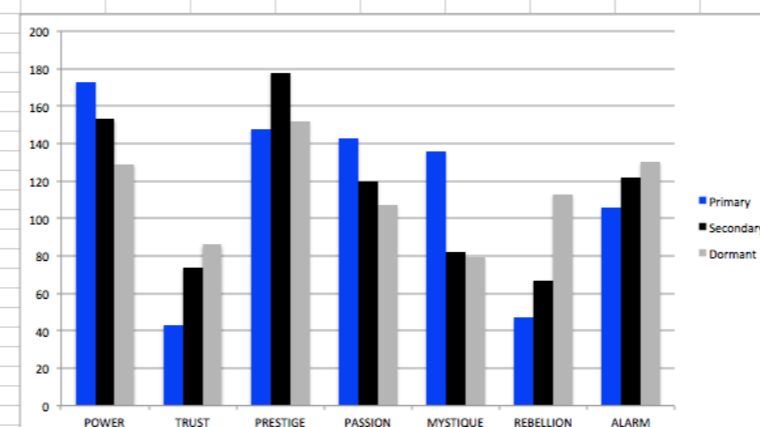
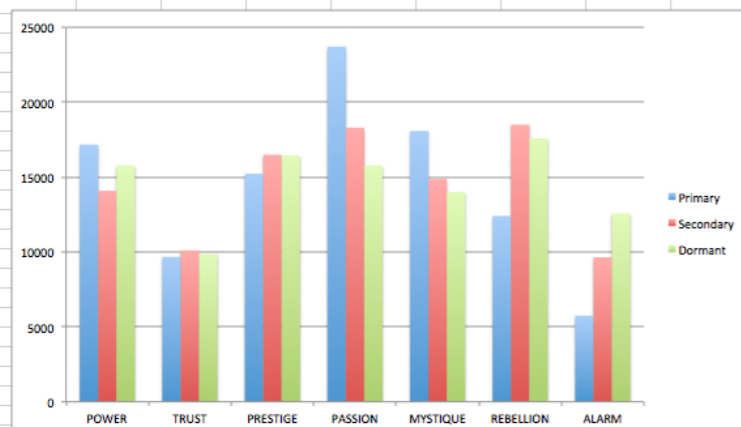
primary	secondary	dormant	archetype	Sum	Percent		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
power	prestige	passion	The Maestro	67	8.42%		PASSION	4	19	41	28	30	21	
prestige	power	passion	The Victor	63	7.91%		TRUST	7	9	9	10	8		
power	passion	rebellion	The Ringleader	44	5.53%		MYSTIQUE	17	23	29	16	38	13	
passion	prestige	alarm	The Talent	41	5.15%		PRESTIGE	22	12	14	63	18	19	
mystique	alarm	prestige	The Bullseye	38	4.77%		POWER	44	9	21	67	25	7	
passion	alarm	power	The Accelerator	30	3.77%		ALARM	18	24	12	29	16	7	
alarm	prestige	trust	The Bureaucrat	29	3.64%		REBELLION	12	2	7	3	20	3	
mystique	prestige	power	The Velvet Rope	29	3.64%									
passion	power	prestige	The Advocate	28	3.52%									
power	alarm	prestige	The Watchdog	25	3.14%									
alarm	trust	passion	The Maintainer	24	3.02%									
mystique	trust	passion	The Wise Owl	23	2.89%									
prestige	passion	rebellion	The Connoisseur	22	2.76%		PASSION	0.0%	0.5%	2.4%	5.2%	3.5%	3.8%	2.6%
passion	rebellion	power	The Catalyst	21	2.64%		TRUST	0.9%	0.0%	1.1%	1.1%	1.3%	1.0%	0.0%
power	mystique	prestige	The Mastermind	21	2.64%		MYSTIQUE	2.1%	2.9%	0.0%	3.6%	2.0%	4.8%	1.6%
rebellion	power	passion	The Maverick Leader	20	2.51%		PRESTIGE	2.8%	1.5%	1.8%	0.0%	7.9%	2.3%	2.4%
passion	mystique	power	The Intrigue	19	2.39%		POWER	5.5%	1.1%	2.6%	8.4%	0.0%	3.1%	0.9%
prestige	rebellion	power	The Avant-Garde	19	2.39%		ALARM	2.3%	3.0%	1.5%	3.6%	2.0%	0.0%	0.9%
alarm	passion	mystique	The Detector	18	2.26%		REBELLION	1.5%	0.3%	0.9%	0.4%	2.5%	0.4%	0.0%
prestige	alarm	power	The Perfectionist	18	2.26%									
mystique	passion	power	The Subtle Touch	17	2.14%									
alarm	power	trust	The Critic	16	2.01%									
mystique	power	rebellion	The Veiled Strength	16	2.01%									
prestige	mystique	alarm	The Architect	14	1.76%									
mystique	rebellion	alarm	The Secret Weapon	13	1.63%									
alarm	mystique	power	The Top Secret	12	1.51%									
prestige	trust	power	The Blue Chip	12	1.51%									
rebellion	passion	prestige	The Rockstar	12	1.51%									
trust	power	mystique	The Gravitas	10	1.26%									

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

AVERAGE POPULATION									WFF								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	17166	9671	15222	23711	18077	12407	5747	102001	Primary	173	43	148	143	136	47	106	796
Secondary	14083	10106	16492	18301	14869	18501	9649	102001	Secondary	153	74	178	120	82	67	122	796
Dormant	15782	9862	16437	15768	14000	17583	12569	102001	Dormant	129	86	152	107	79	113	130	796

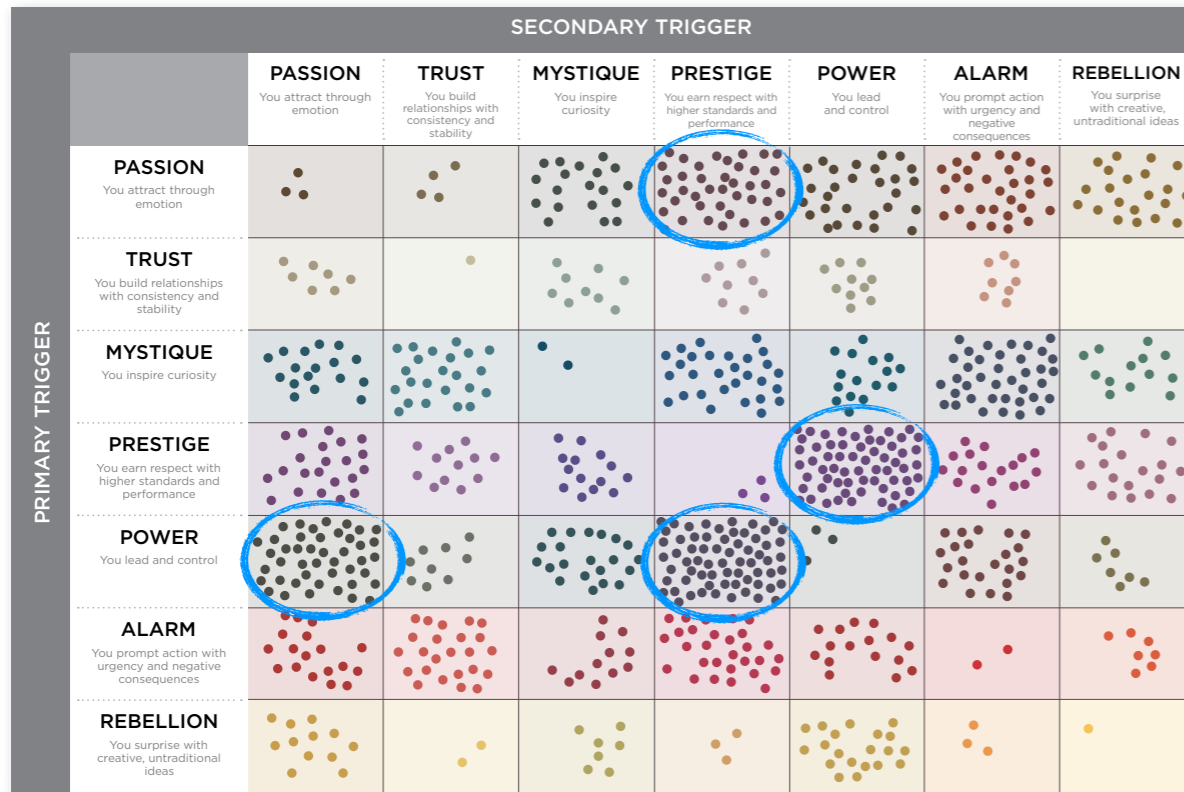
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.8%	9.5%	14.9%	23.2%	17.7%	12.2%	5.6%	100.0%	Primary	21.7%	5.4%	18.6%	18.0%	17.1%	5.9%	13.3%	100.0%
Secondary	13.8%	9.9%	16.2%	17.9%	14.6%	18.1%	9.5%	100.0%	Secondary	19.2%	9.3%	22.4%	15.1%	10.3%	8.4%	15.3%	100.0%
Dormant	15.5%	9.7%	16.1%	15.5%	13.7%	17.2%	12.3%	100.0%	Dormant	16.2%	10.8%	19.1%	13.4%	9.9%	14.2%	16.3%	100.0%



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

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion	<b>THE NAKED HEART</b> Sensitive • Effusive Fanatical	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Selective • Subtle Multi-layered	<b>THE TALENT</b> Expressive • Stylish Visually-oriented	<b>THE ADVOCATE</b> Dynamic • Inclusive Engaging	<b>THE ACCELERATOR</b> Attentive • Dedicated Detail-oriented	<b>THE CATALYST</b> Dramatic • Experimental Out-of-the-box
	TRUST You build relationships with consistency and stability	<b>THE AUTHENTIC</b> Genuine • Accessible Dependable	<b>THE OLD GUARD</b> Predictable • Firm Unmovable	<b>THE VAULT</b> Rational • Discreet Understated	<b>THE DIPLOMAT</b> Impeccable • Subtle Respected	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE GOOD CITIZEN</b> Observant • Modest Preventative	<b>THE ICONOCLAST</b> Mellow • Open-minded Nonconformist
	MYSTIQUE You inspire curiosity	<b>THE SUBTLE TOUCH</b> Intriguing • Complex Paradoxical	<b>THE WISE OWL</b> Observant Assured • Unruffled	<b>THE DEADBOLT</b> Steely • Inaccessible Introverted	<b>THE VELVET ROPE</b> Elegant • Astute Unattainable	<b>THE VEILED STRENGTH</b> Rational • Self-reliant Intentional	<b>THE BULLSEYE</b> Precise • Sharp Under-the-radar	<b>THE SECRET WEAPON</b> Unassuming • Ironic Independent
	PRESTIGE You earn respect with higher standards and performance	<b>THE CONNOISSEUR</b> Astute • Envious In-the-know	<b>THE BLUE CHIP</b> Classic • Safe "Best-in-Class"	<b>THE ARCHITECT</b> Exacting • Skillful Restrained	<b>THE LAST WORD</b> Deliberate • Frosty Uncompromising	<b>THE VICTOR</b> Results-Oriented Respected Competitive	<b>THE PERFECTIONIST</b> Driven • Controlled Standard-bearer	<b>THE AVANT-GARDE</b> Original • Distinctive Trendsetter
	POWER You lead and control	<b>THE RINGLEADER</b> Motivating • Vigorous Compelling	<b>THE GUARDIAN</b> Established • Genuine Sure-footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE MAESTRO</b> Ambitious Admired • Focused	<b>THE FINAL AUTHORITY</b> Dominant • Forceful Emphatic	<b>THE WATCHDOG</b> Aggressive • Alert Cautionary	<b>THE CHANGE AGENT</b> Entrepreneurial Vivid • Quick-witted
	ALARM You prompt action with urgency and negative consequences	<b>THE DETECTOR</b> Cautionary Practical • Protective	<b>THE MAINTAINER</b> Steadfast • Composed By-the-book	<b>THE TOP SECRET</b> Private • Alert Elusive	<b>THE EDITOR</b> Discerning • Proficient Controlled	<b>THE SHERIFF</b> Tireless • Determined Conservative	<b>THE NEUROTIC</b> Harsh • Rigid Vigilant	<b>THE CAREFUL CREATIVE</b> Strategic • Fine-tuned Progressive
	REBELLION You surprise with creative, untraditional ideas	<b>THE ROCKSTAR</b> Unique • Artistic Unorthodox	<b>THE ARTISAN</b> Measured • Thoughtful Craftsman-like	<b>THE PROVOCATEUR</b> Surprising • Witty Irreverent	<b>THE TRENDSETTER</b> Niche • Elite Eccentric	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE QUICK-START</b> Thorough • Diligent Imaginative	<b>THE ANARCHIST</b> Intensely Creative Unpredictable Startling

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion		0.5%	2.4%	5.2%	3.5%	3.8%	2.6%
	TRUST You build relationships with consistency and stability	0.9%		1.1%	1.1%	1.3%	1.0%	
	MYSTIQUE You inspire curiosity	2.1%	2.9%		3.6%	2.0%	4.8%	1.6%
	PRESTIGE You earn respect with higher standards and performance	2.8%	1.5%	1.8%		7.9%	2.3%	2.4%
	POWER You lead and control	5.5%	1.1%	2.6%	8.4%		3.1%	0.9%
	ALARM You prompt action with urgency and negative consequences	2.3%	3.0%	1.5%	3.6%	2.0%		0.9%
	REBELLION You surprise with creative, untraditional ideas	1.5%	0.3%	0.9%	0.4%	2.5%	0.4%	

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.

8.4% OF YOU ARE  
"THE MAESTRO"

**POWER + PRESTIGE**

- » AMBITIOUS
- » ADMIRIED
- » FOCUSED

7.9% OF YOU ARE  
"THE VICTOR"

**PRESTIGE + POWER**

- » RESULTS-ORIENTED
- » RESPECTED
- » COMPETITIVE

17.1% OF YOU HAVE  
**MYSTIQUE** AS A  
PRIMARY TRIGGER

5.1% OF YOU ARE  
"THE TALENT"

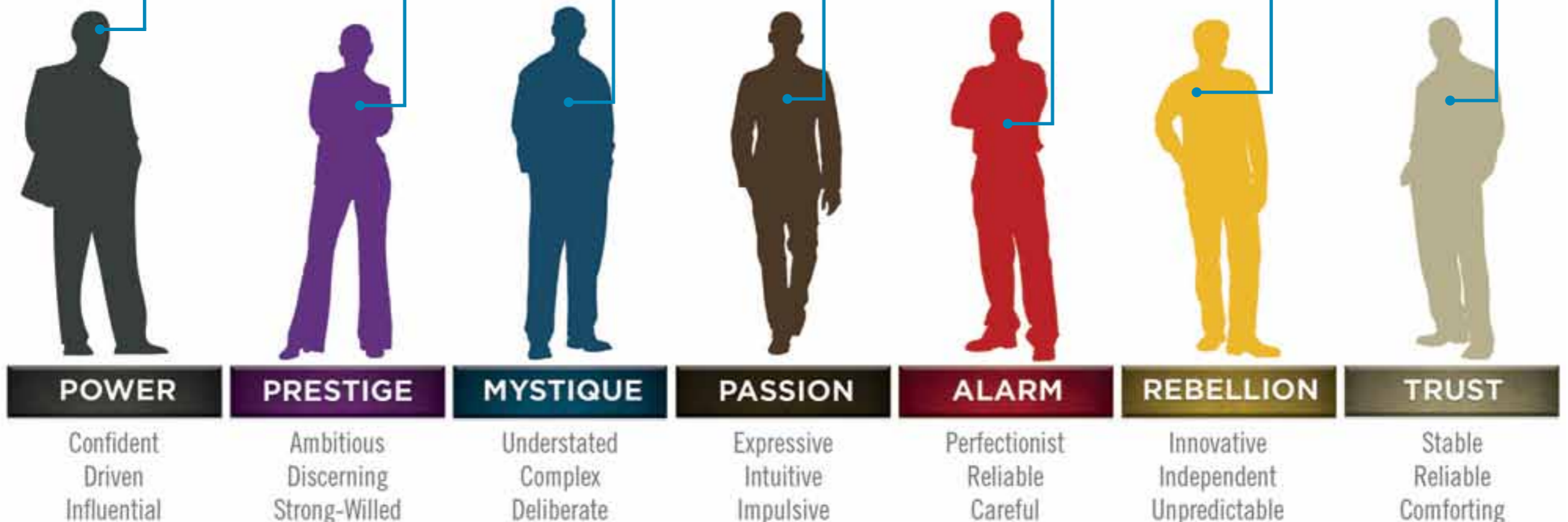
**PASSION + PRESTIGE**

- » EXPRESSIVE
- » STYLISH
- » VISUALLY-ORIENTED

YOU ARE **136.4%**  
MORE LIKELY THAN  
THE AVERAGE  
POPULATION TO  
HAVE **ALARM** AS A  
PRIMARY TRIGGER

YOU ARE **51.5%** LESS  
LIKELY TO HAVE  
**REBELLION** AS A  
PRIMARY TRIGGER  
THAN THE AVERAGE  
POPULATION

YOU ARE **43%**  
LESS LIKELY TO  
HAVE **TRUST** AS A  
PRIMARY TRIGGER  
THAN THE AVERAGE  
POPULATION



# THANK YOU FOR THE OPPORTUNITY TO LEARN MORE ABOUT YOUR GROUP.

SHALL WE CONTINUE THE CONVERSATION?

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This has only been a glimpse into the raw data that reveals what makes this group fascinating. As you continue your education on the Fascination Advantage System, we'll show you how to take these insights and put them into practice in your organization to help your team work more effectively and productively together.

To learn more, simply go to [HowToFascinate.com](http://HowToFascinate.com)

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