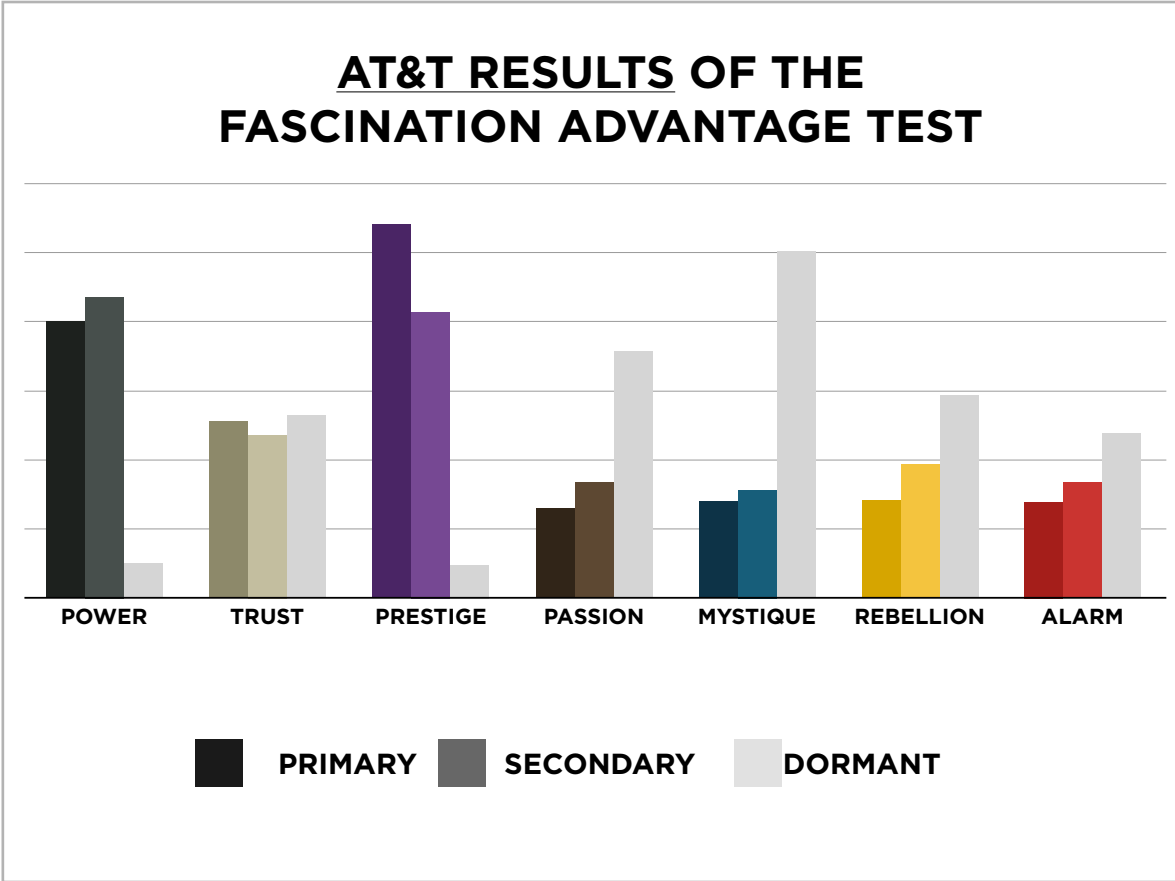
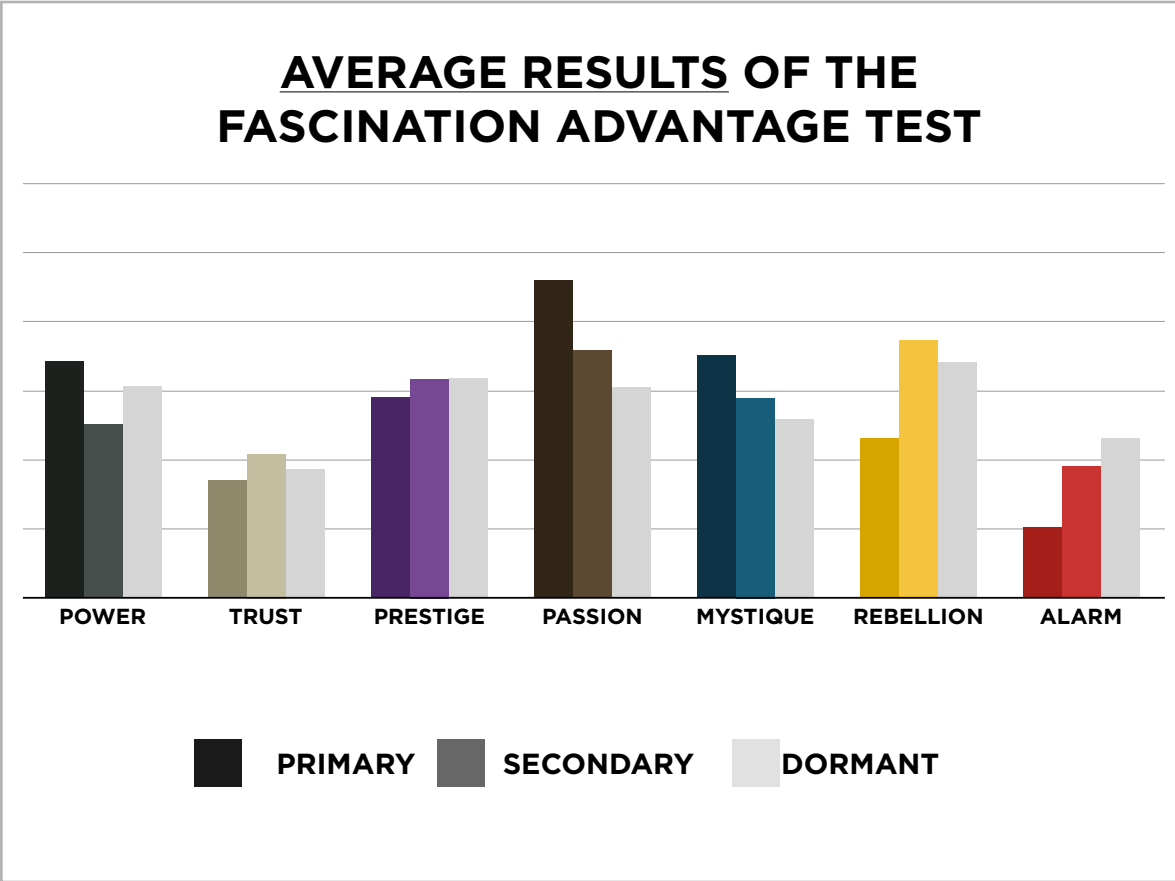


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO AT&T 2013 ABS ATTENDEES



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 120,000 PEOPLE.

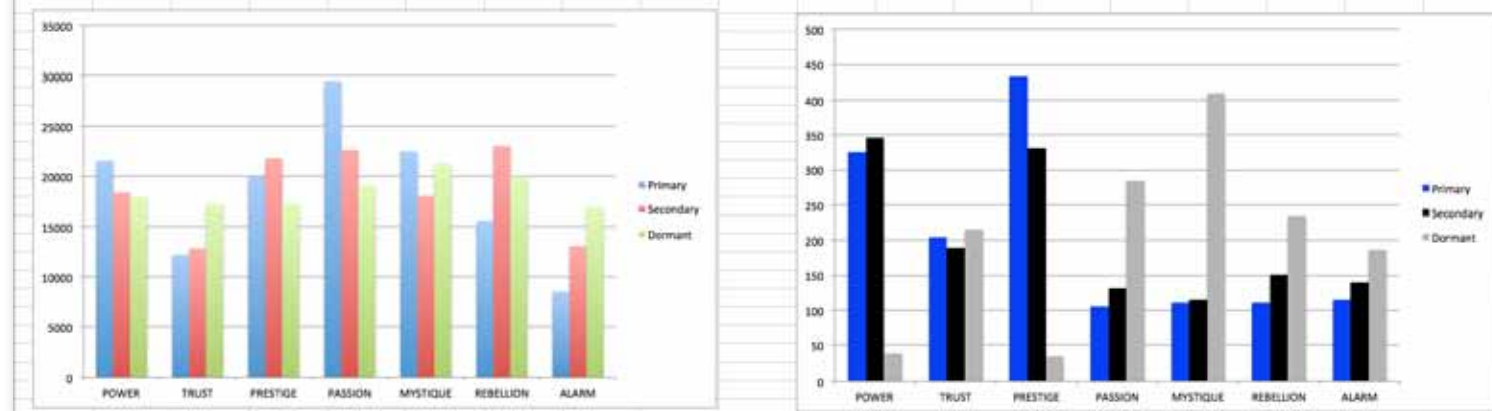


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	prestige	The Maestro	149	12.24%	PASSION		6	10	20	32	7	19
prestige	power	The Victor	134	11.01%	TRUST	16		31	64	28	29	13
power	trust	The Guardian	76	6.24%	MYSTIQUE	1	17		18	22	17	14
trust	prestige	The Diplomat	64	5.26%	PRESTIGE	59	33	37		134	49	63
prestige	rebellion	The Avant-Garde	63	5.18%	POWER	13	76	13	149		8	23
prestige	passion	The Connoisseur	59	4.85%	ALARM	7	26	4	21	39		4
prestige	alarm	The Perfectionist	49	4.03%	REBELLION	12	3	6	28	36	10	
alarm	power	The Sheriff	39	3.20%								
prestige	mystique	The Architect	37	3.04%								
rebellion	power	The Maverick Leader	36	2.96%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
prestige	trust	The Blue Chip	33	2.71%	PASSION		0.5%	0.8%	1.6%	2.6%	0.6%	1.6%
passion	power	The Advocate	32	2.63%	TRUST	1.3%		2.5%	5.3%	2.3%	2.4%	1.1%
trust	mystique	The Vault	31	2.55%	MYSTIQUE	0.1%	1.4%		1.5%	1.8%	1.4%	1.2%
trust	alarm	The Good Citizen	29	2.38%	PRESTIGE	4.8%	2.7%	3.0%		11.0%	4.0%	5.2%
rebellion	prestige	The Trendsetter	28	2.30%	POWER	1.1%	6.2%	1.1%	12.2%		0.7%	1.9%
trust	power	The Gravitas	28	2.30%	ALARM	0.6%	2.1%	0.3%	1.7%	3.2%		0.3%
alarm	trust	The Sustainer	26	2.14%	REBELLION	1.0%	0.2%	0.5%	2.3%	3.0%	0.8%	
power	rebellion	The Change Agent	23	1.89%								
mystique	power	The Veiled Strength	22	1.81%								
alarm	prestige	The Editor-in-Chief	21	1.73%								
passion	prestige	The Talent	20	1.64%								
passion	rebellion	The Catalyst	19	1.56%								
mystique	prestige	The Royal Guard	18	1.48%								
mystique	alarm	The Bullseye	17	1.40%								
mystique	trust	The Wise Owl	17	1.40%								
trust	passion	The Authentic	16	1.31%								
mystique	rebellion	The Secret Weapon	14	1.15%								
power	mystique	The Mastermind	13	1.07%								
power	passion	The Ringleader	13	1.07%								
trust	rebellion	The Evolutionary	13	1.07%								
rebellion	passion	The Rockstar	12	0.99%								

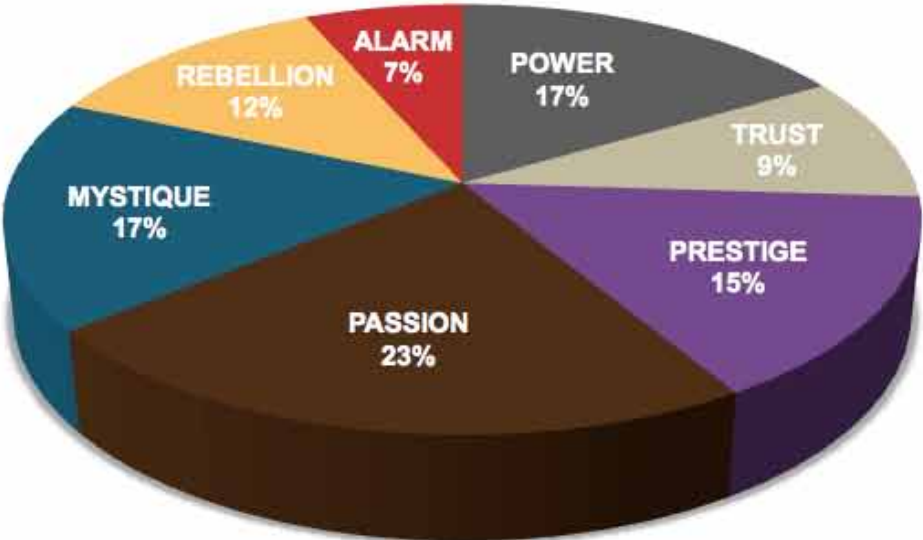
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									AT&T								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	21531	12212	19954	29521	22479	15603	8510	129810	Primary	325	205	433	105	111	111	115	1405
Secondary	18379	12854	21786	22637	18052	23032	13070	129810	Secondary	346	190	331	132	115	151	140	1405
Dormant	17914	17275	17276	19145	21300	19984	16916	129810	Dormant	40	215	35	284	409	235	187	1405
Primary	16.6%	9.4%	15.4%	22.7%	17.3%	12.0%	6.6%	100.0%	Primary	23.1%	14.6%	30.8%	7.5%	7.9%	7.9%	8.2%	100.0%
Secondary	14.2%	9.9%	16.8%	17.4%	13.9%	17.7%	10.1%	100.0%	Secondary	24.6%	13.5%	23.6%	9.4%	8.2%	10.7%	10.0%	100.0%
Dormant	13.8%	13.3%	13.3%	14.7%	16.4%	15.4%	13.0%	100.0%	Dormant	2.8%	15.3%	2.5%	20.2%	29.1%	16.7%	13.3%	100.0%

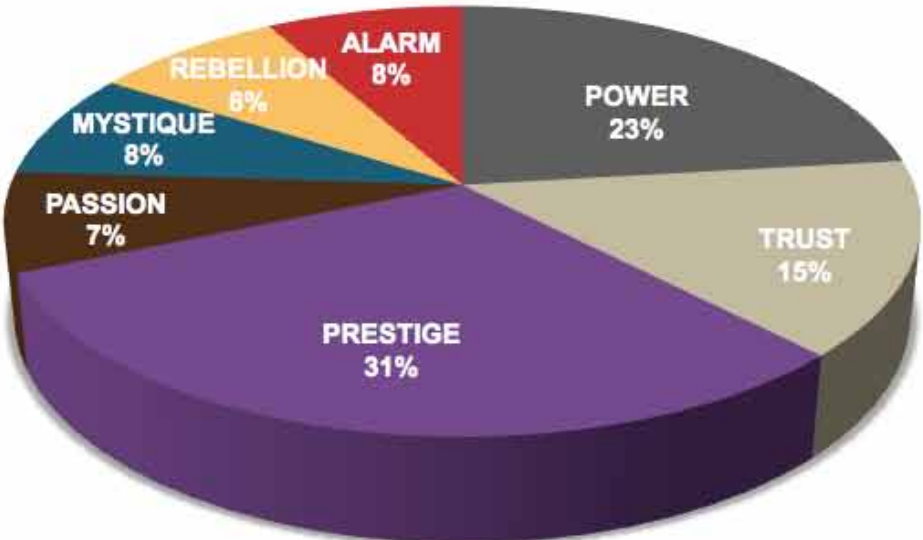


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



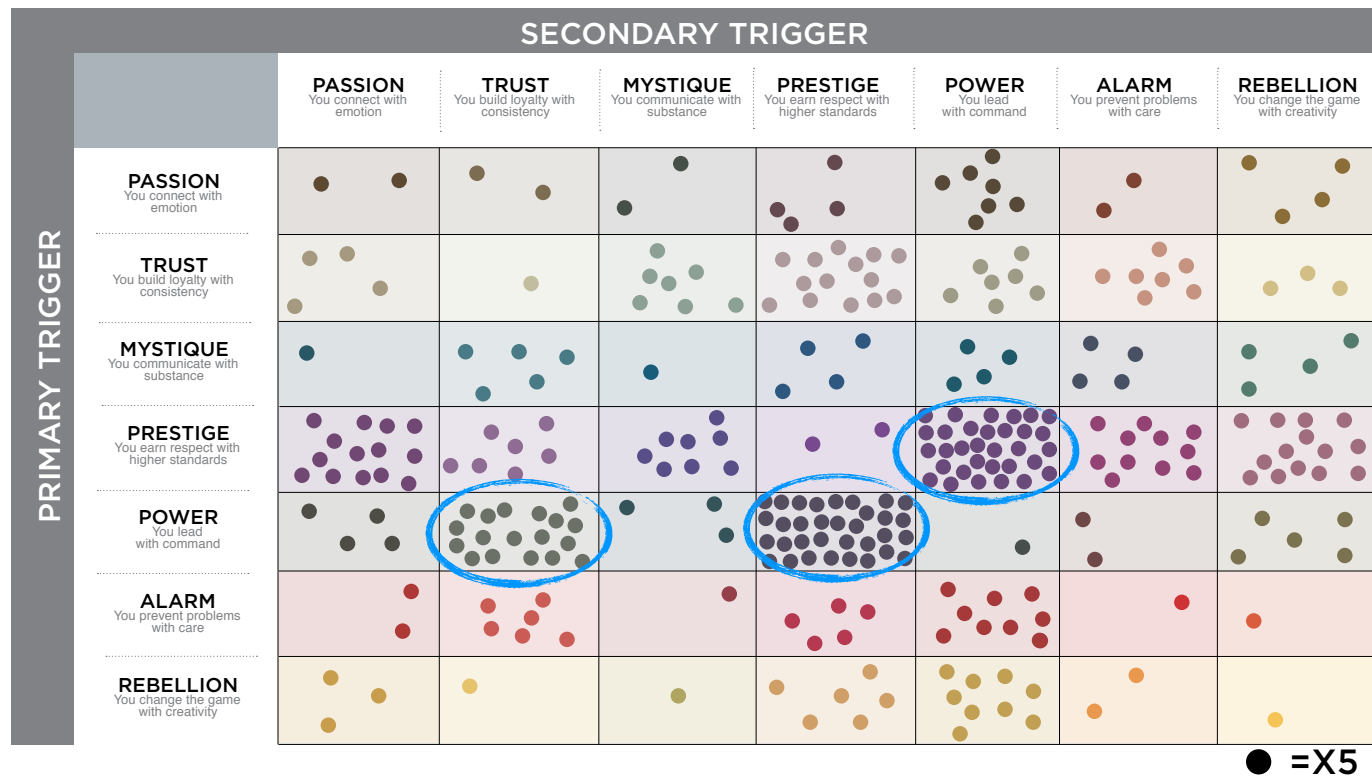
AT&T RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless “Best-in-Class”	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

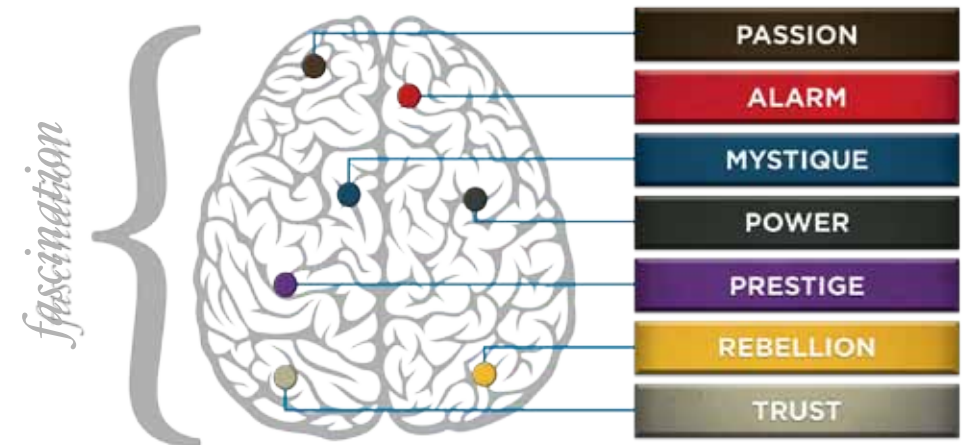
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion		0.5%	0.8%	1.6%	2.6%	0.6%	1.6%
	TRUST You build loyalty with consistency	1.3%		2.5%	5.3%	2.3%	2.4%	1.1%
	MYSTIQUE You communicate with substance	0.1%	1.4%		1.5%	1.8%	1.4%	1.2%
	PRESTIGE You earn respect with higher standards	4.8%	2.7%	3.0%		11.0%	5.0%	5.2%
	POWER You lead with command	1.1%	6.2%	1.1%	12.2%		0.7%	1.9%
	ALARM You prevent problems with care	0.6%	2.1%	0.3%	1.7%	3.2%		0.3%
	REBELLION You change the game with creativity	1.0%	0.2%	0.5%	2.3%	3.0%	0.8%	

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.

12.2% OF YOU ARE "THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE **91.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

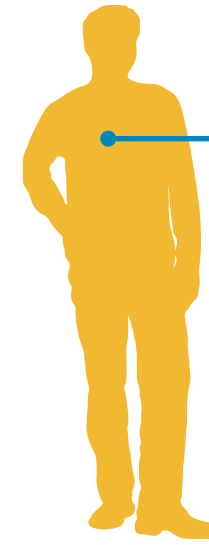
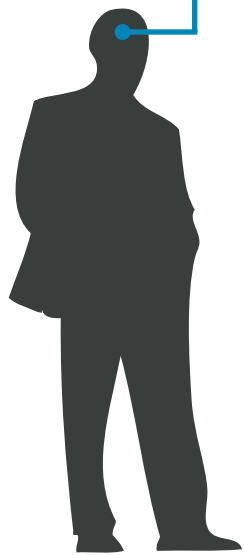
YOU ARE **52.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **65.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **18.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **32.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **72.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



POWER

Confident
Driven
Influential

PRESTIGE

Ambitious
Discerning
Strong-Willed

MYSTIQUE

Understated
Complex
Deliberate

PASSION

Expressive
Intuitive
Impulsive

ALARM

Perfectionist
Reliable
Careful

REBELLION

Innovative
Independent
Unpredictable

TRUST

Stable
Reliable
Comforting

HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER