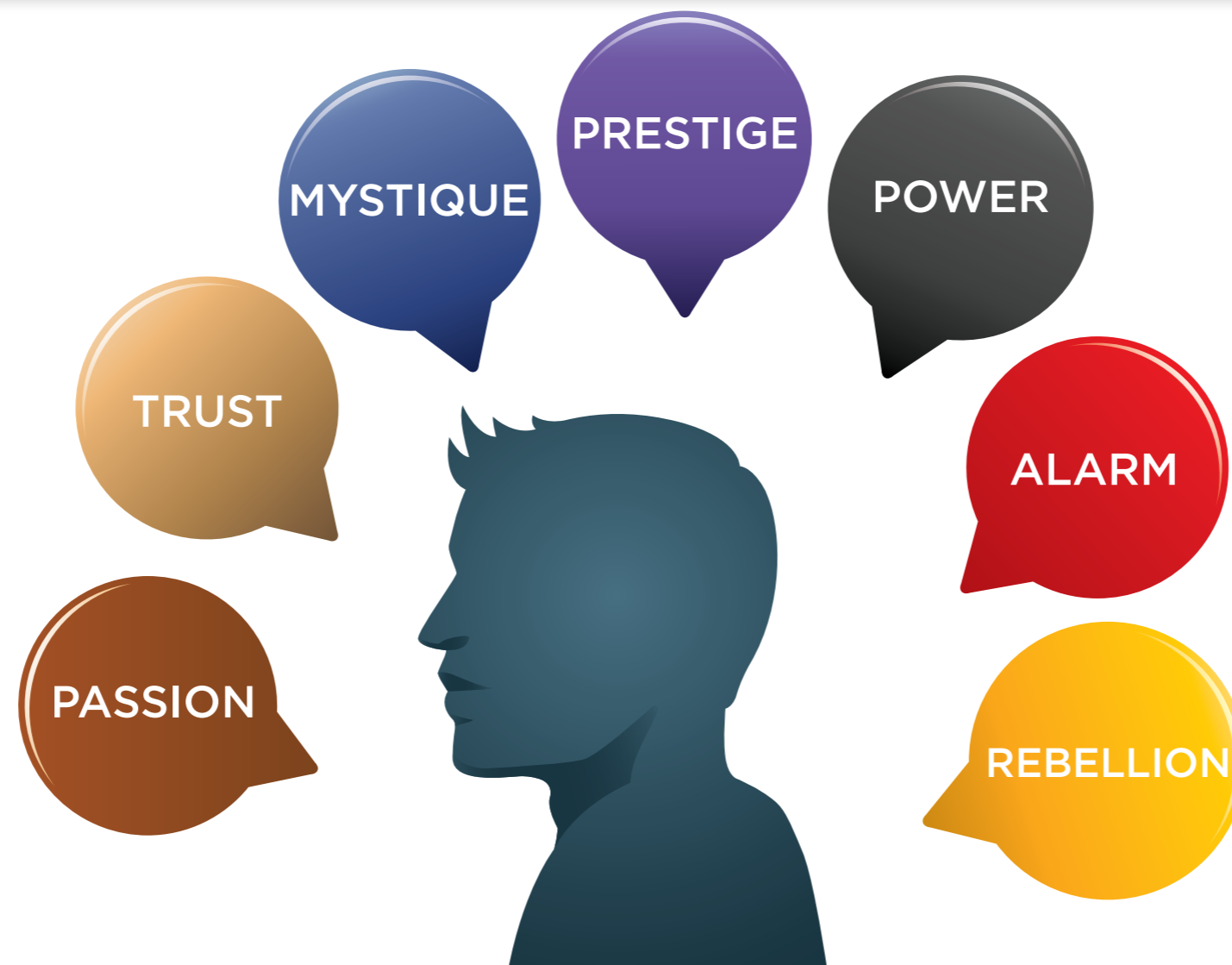


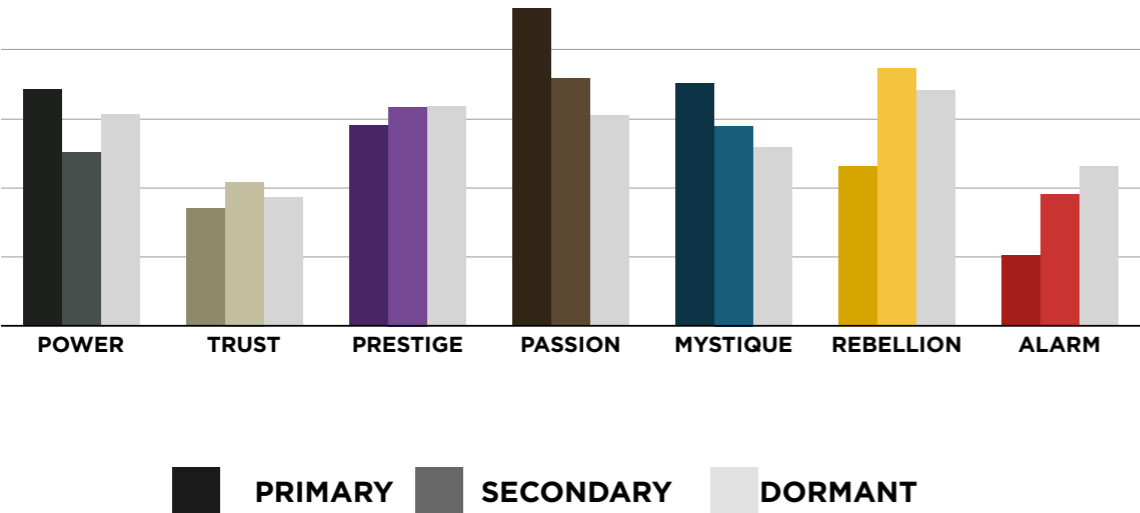
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO MOHAWK UNIVERSITY

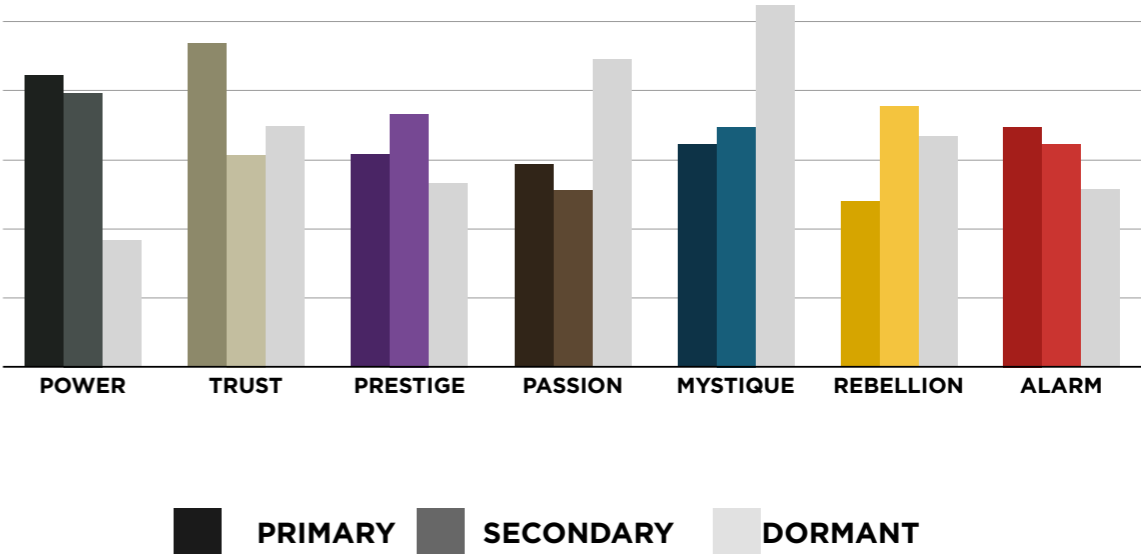


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



MOHAWK UNIVERSITY RESULTS OF THE FASCINATION ADVANTAGE TEST

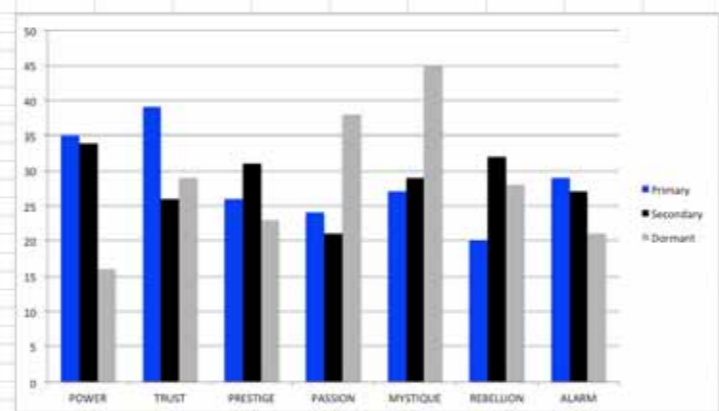
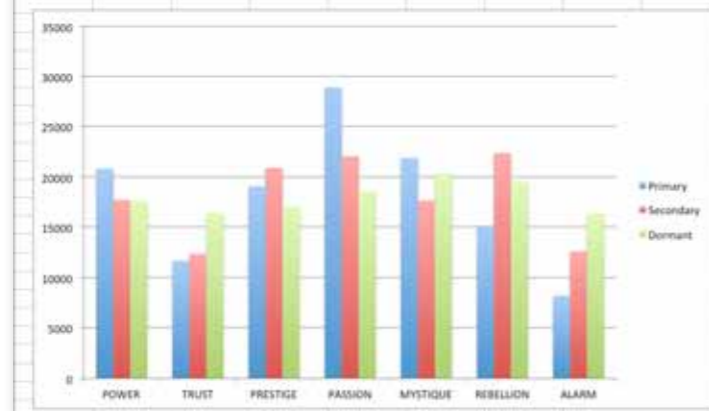


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
POWER	PRESTIGE	The Maestro	16	8.00%	PASSION			7	2	3	5	7
trust	alarm	The Good Citizen	12	6.00%	TRUST	5		11	5	1	12	5
trust	mystique	The Vault	11	5.50%	MYSTIQUE	2	8		2	5	5	5
alarm	power	The Sheriff	10	5.00%	PRESTIGE	2	2	3		10	2	7
prestige	power	The Victor	10	5.00%	POWER	5	6	1	16		1	6
alarm	trust	The Sustainer	8	4.00%	ALARM	2	8	2	5	10		2
mystique	trust	The Wise Owl	8	4.00%	REBELLION	5	2	5	1	5	2	
passion	mystique	The Intrigue	7	3.50%								
PASSION	REBELLION	The Catalyst	7	3.50%								
PRESTIGE	REBELLION	The Avant-Garde	7	3.50%								
power	rebellion	The Change Agent	6	3.00%	PASSION			3.5%	1.0%	1.5%	2.5%	3.5%
power	trust	The Guardian	6	3.00%	TRUST	2.5%		5.5%	2.5%	0.5%	6.0%	2.5%
alarm	prestige	The Editor-in-Chief	5	2.50%	MYSTIQUE	1.0%	4.0%		1.0%	2.5%	2.5%	2.5%
mystique	alarm	The Bullseye	5	2.50%	PRESTIGE	1.0%	1.0%	1.5%		5.0%	1.0%	3.5%
mystique	power	The Veiled Strength	5	2.50%	POWER	2.5%	3.0%	0.5%	8.0%		0.5%	3.0%
mystique	rebellion	The Secret Weapon	5	2.50%	ALARM	1.0%	4.0%	1.0%	2.5%	5.0%		1.0%
passion	alarm	The Orchestrator	5	2.50%	REBELLION	2.5%	1.0%	2.5%	0.5%	2.5%	1.0%	
POWER	PASSION	The Ringleader	5	2.50%								
rebellion	passion	The Rockstar	5	2.50%								
rebellion	power	The Maverick Leader	5	2.50%								
REBELLION	MYSTIQUE	The Provocateur	5	2.50%								
trust	passion	The Authentic	5	2.50%								
trust	prestige	The Diplomat	5	2.50%								
trust	rebellion	The Evolutionary	5	2.50%								
passion	power	The Advocate	3	1.50%								
prestige	mystique	The Architect	3	1.50%								
alarm	mystique	The Inspector	2	1.00%								
alarm	passion	The Coordinator	2	1.00%								
alarm	rebellion	The Craftsman	2	1.00%								
mystique	passion	The Subtle Touch	2	1.00%								

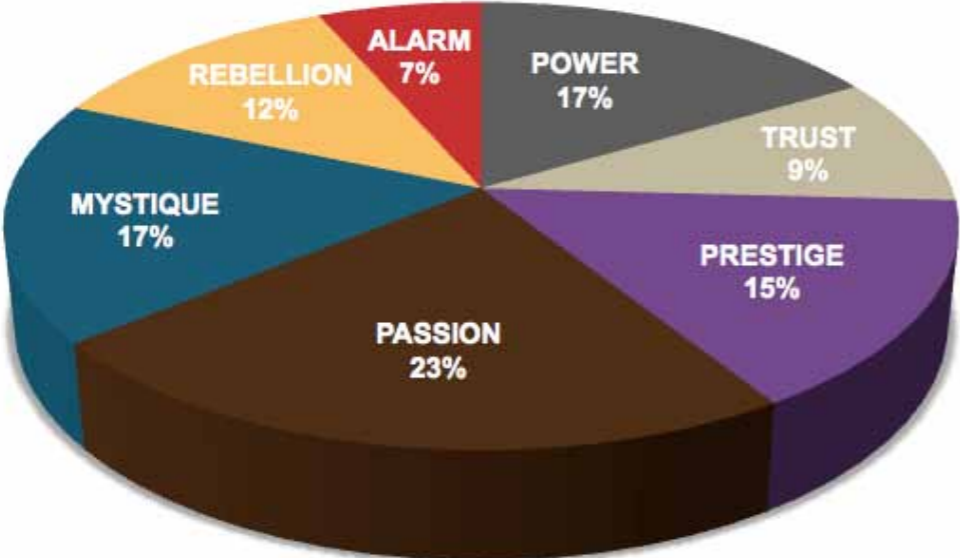
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									MOHAWK								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	20850	11711	19104	28910	21930	15155	8213	125873	Primary	35	39	26	24	27	20	29	200
Secondary	17721	12405	20922	22112	17634	22415	12664	125873	Secondary	34	26	31	21	29	32	27	200
Dormant	17601	16430	17073	18575	20347	19494	16353	125873	Dormant	16	29	23	38	45	28	21	200
Primary	16.6%	9.3%	15.2%	23.0%	17.4%	12.0%	6.5%	100.0%	Primary	17.5%	19.5%	13.0%	12.0%	13.5%	10.0%	14.5%	100.0%
Secondary	14.1%	9.9%	16.6%	17.6%	14.0%	17.8%	10.1%	100.0%	Secondary	17.0%	13.0%	15.5%	10.5%	14.5%	16.0%	13.5%	100.0%
Dormant	14.0%	13.1%	13.6%	14.8%	16.2%	15.5%	13.0%	100.0%	Dormant	8.0%	14.5%	11.5%	19.0%	22.5%	14.0%	10.5%	100.0%

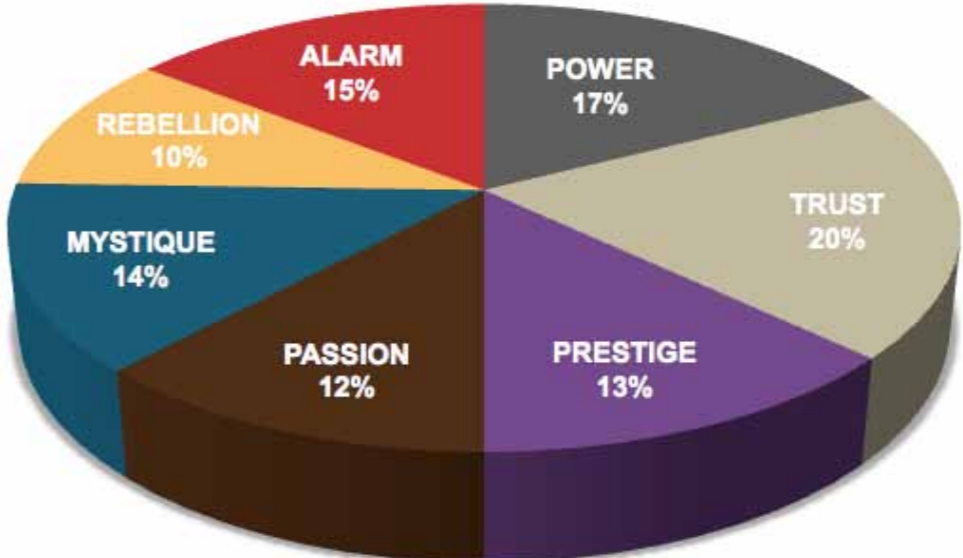


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



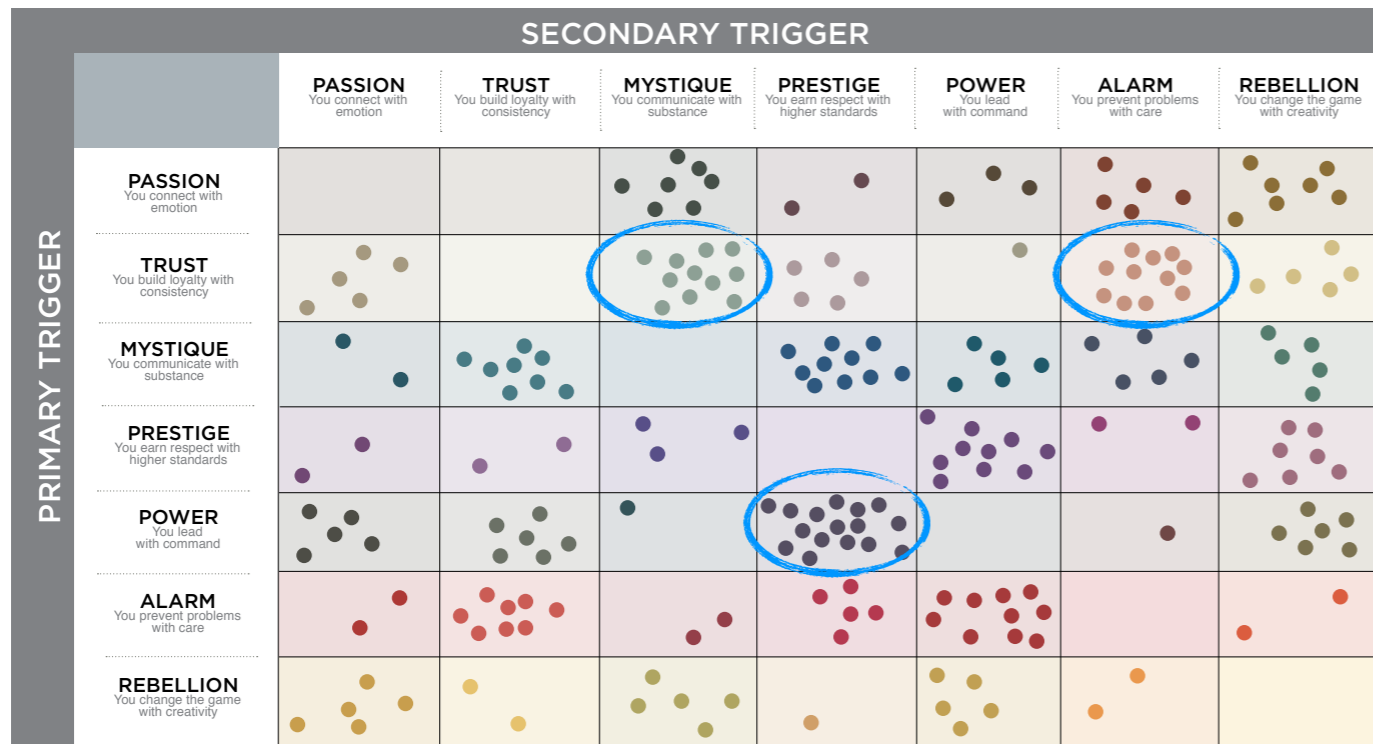
MOHAWK UNIVERSITY RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

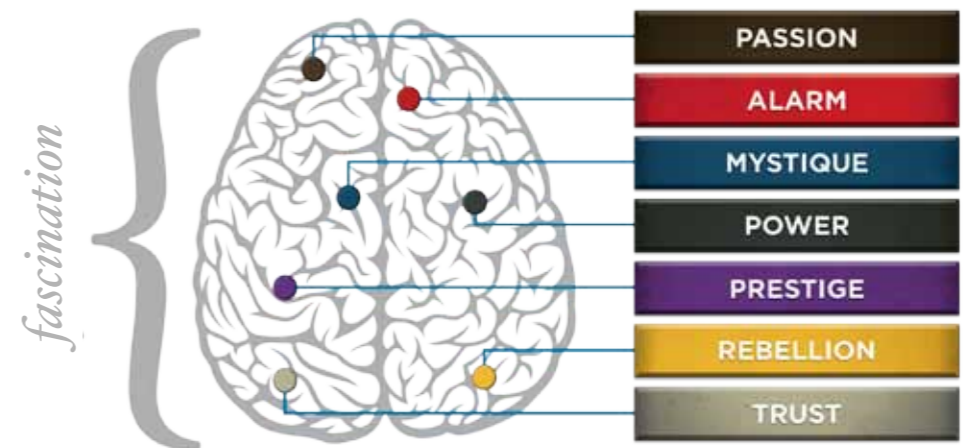
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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			3.5%	1.0%	1.5%	2.5%	3.5%
	TRUST You build loyalty with consistency	2.5%	5.5%	2.5%	0.5%	0.5%	6.0%	2.5%
	MYSTIQUE You communicate with substance	1.0%	4.0%		1.0%	2.5%	2.5%	2.5%
	PRESTIGE You earn respect with higher standards	1.0%	1.0%	1.5%		5.0%	1.0%	3.5%
	POWER You lead with command	2.5%	3.0%	0.5%	8.0%		0.5%	3.0%
	ALARM You prevent problems with care	1.0%	4.0%	1.0%	2.5%	5.0%		1.0%
	REBELLION You change the game with creativity	2.5%	1.0%	2.5%	0.5%	2.5%	1.0%	

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.

8.0% OF YOU ARE
"THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE **15.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

YOU ARE **21%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **45.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

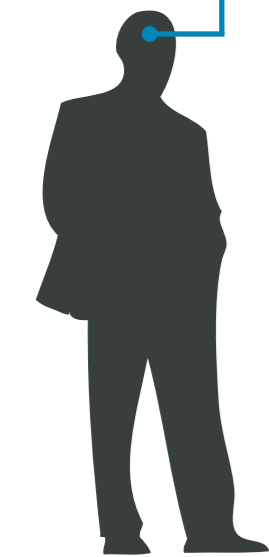
YOU ARE **39.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **15%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

6.0% OF YOU ARE
"THE GOOD CITIZEN"

TRUST + ALARM

- » CONSCIENTIOUS
- » MODEST
- » PREVENTATIVE



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



“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

“The positive feedback was overwhelming.”

- Cisco

“I’ve never seen our senior leaders so engaged at an event.”

- Diane Ueberle
Intuit

“A brilliant and engaging new approach for entrepreneurs to unlock their unique advantages.”

- Arnie Malham
CEO, Malham Leverage Group

NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's keynote, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

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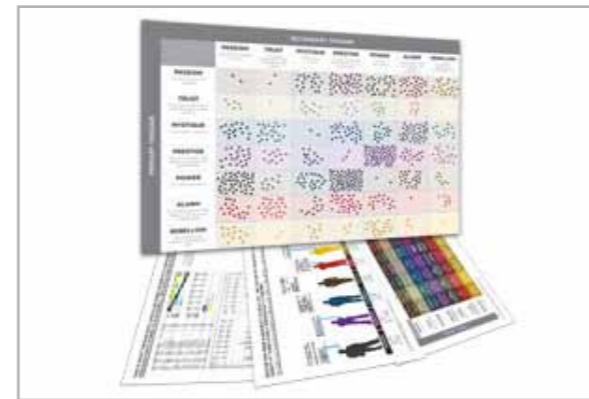
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Our flagship personal brand analysis



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