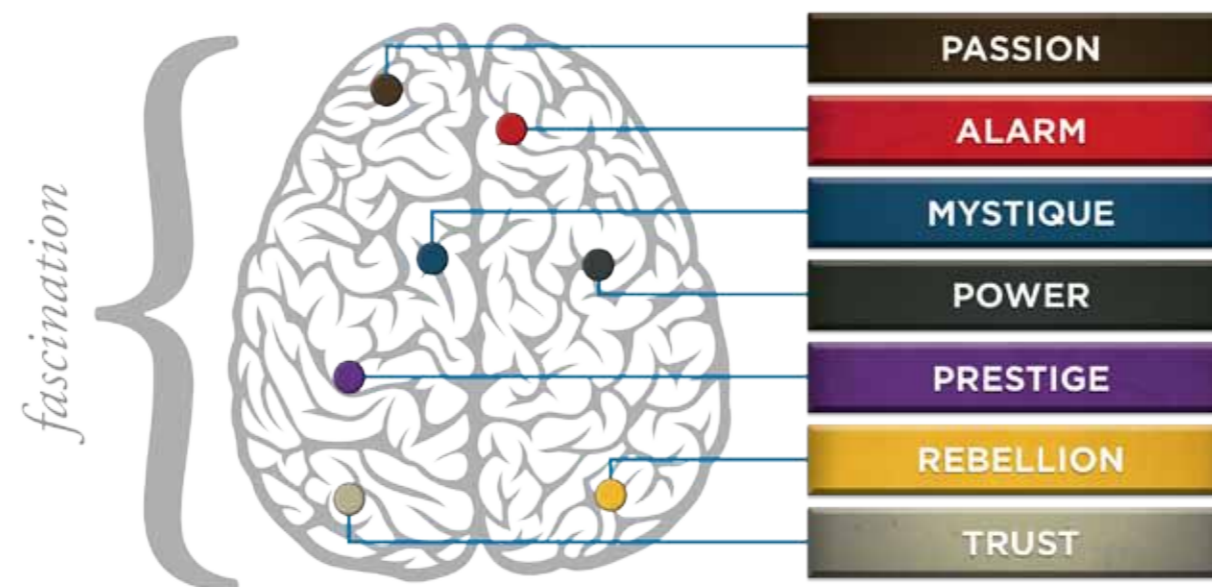


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO NAFIA ON 09/09/12



“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 NAFIA:

You're about to discover what makes your group most fascinating.

In her keynote, Sally Hogshead revealed your group's scores for the Fascination Advantage personality test. Now, in this PDF, we're sharing these custom results. These results are based on our studies into the science of fascination, including test results of over 120,000 participants.

Now you can see the results for yourself.

The Fascination Advantage is different than tests such as Myers-Briggs or StrengthsFinder. Other tests measure **how you see the world**.

This one measures **how the world sees you**.

Log back into your account to review your own personality results: HowtoFascinate.com.

When you fascinate your clients and customers, you become most worthy of their attention. You are more likely to be heard, remembered, and trusted.

We encourage you to apply your own unique advantage today. As Sally described... *The greatest value you can add is to become more of yourself.*

Warm regards,

The Team at Fascinate, Inc.



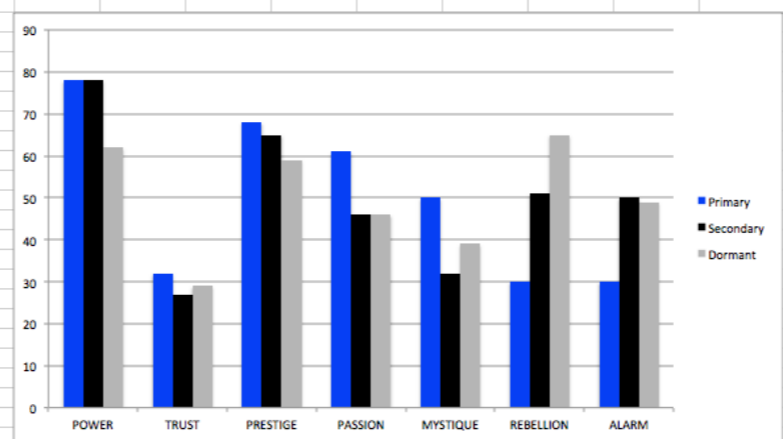
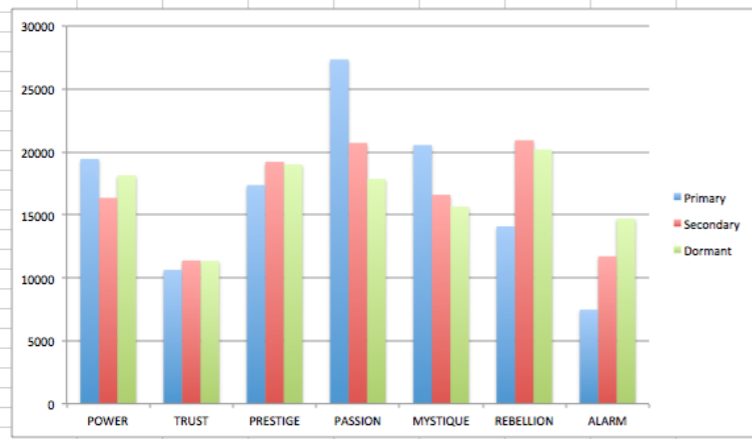
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

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

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	prestige	The Maestro	31	8.88%	PASSION		4	9	12	11	12	13
prestige	power	The Victor	31	8.88%	TRUST	4		5	5	6	12	
prestige	rebellion	The Avant-Garde	19	5.44%	MYSTIQUE	4	5		9	9	15	8
power	passion	The Ringleader	16	4.58%	PRESTIGE	10	4	3		31	1	19
mystique	alarm	The Bullseye	15	4.30%	POWER	16	6	8	31		7	10
rebellion	power	The Maverick Leader	15	4.30%	ALARM	7	6	3	7	6		1
passion	rebellion	The Catalyst	13	3.72%	REBELLION	5	2	4	1	15	3	
passion	alarm	The Orchestrator	12	3.44%								
passion	prestige	The Talent	12	3.44%								
trust	alarm	The Good Citizen	12	3.44%								
passion	power	The Advocate	11	3.15%	PASSION		1.1%	2.6%	3.4%	3.2%	3.4%	3.7%
power	rebellion	The Change Agent	10	2.87%	TRUST	1.1%		1.4%	1.4%	1.7%	3.4%	
prestige	passion	The Connoisseur	10	2.87%	MYSTIQUE	1.1%	1.4%		2.6%	2.6%	4.3%	2.3%
mystique	power	The Veiled Strength	9	2.58%	PRESTIGE	2.9%	1.1%	0.9%		8.9%	0.3%	5.4%
mystique	prestige	The Royal Guard	9	2.58%	POWER	4.6%	1.7%	2.3%	8.9%		2.0%	2.9%
passion	mystique	The Intrigue	9	2.58%	ALARM	2.0%	1.7%	0.9%	2.0%	1.7%		0.3%
mystique	rebellion	The Secret Weapon	8	2.29%	REBELLION	1.4%	0.6%	1.1%	0.3%	4.3%	0.9%	
power	mystique	The Mastermind	8	2.29%								
alarm	passion	The Coordinator	7	2.01%								
alarm	prestige	The Editor-in-Chief	7	2.01%								
power	alarm	The Watchdog	7	2.01%								
alarm	power	The Sheriff	6	1.72%								
alarm	trust	The Sustainer	6	1.72%								
power	trust	The Guardian	6	1.72%								
trust	power	The Gravitas	6	1.72%								

AVERAGE POPULATION									NAFIA								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	19443	10624	17366	27343	20538	14089	7474	116877	Primary	78	32	68	61	50	30	30	349
Secondary	16348	11380	19206	20718	16590	20926	11709	116877	Secondary	78	27	65	46	32	51	50	349
Dormant	18135	11338	19006	17854	15659	20180	14705	116877	Dormant	62	29	59	46	39	65	49	349

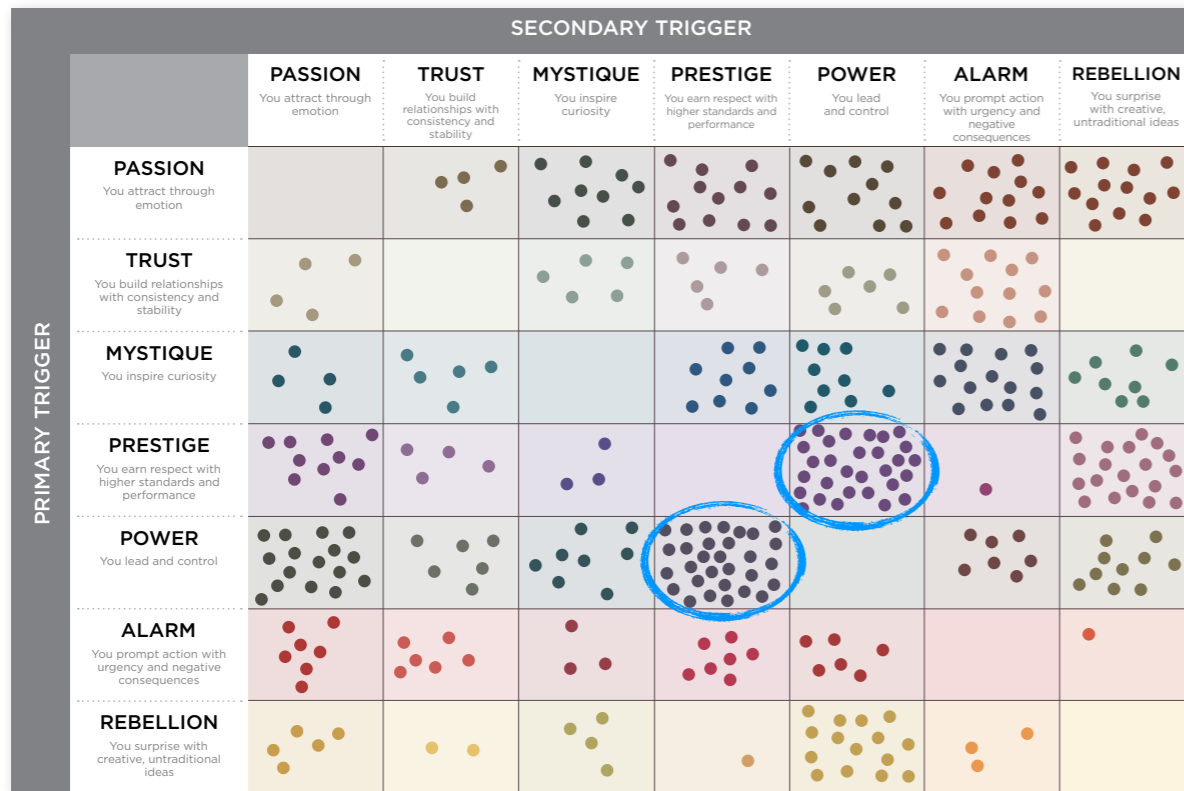
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.6%	9.1%	14.9%	23.4%	17.6%	12.1%	6.4%	100.0%	Primary	22.3%	9.2%	19.5%	17.5%	14.3%	8.6%	8.6%	100.0%
Secondary	14.0%	9.7%	16.4%	17.7%	14.2%	17.9%	10.0%	100.0%	Secondary	22.3%	7.7%	18.6%	13.2%	9.2%	14.6%	14.3%	100.0%
Dormant	15.5%	9.7%	16.3%	15.3%	13.4%	17.3%	12.6%	100.0%	Dormant	17.8%	8.3%	16.9%	13.2%	11.2%	18.6%	14.0%	100.0%



WE COMPARED 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.”



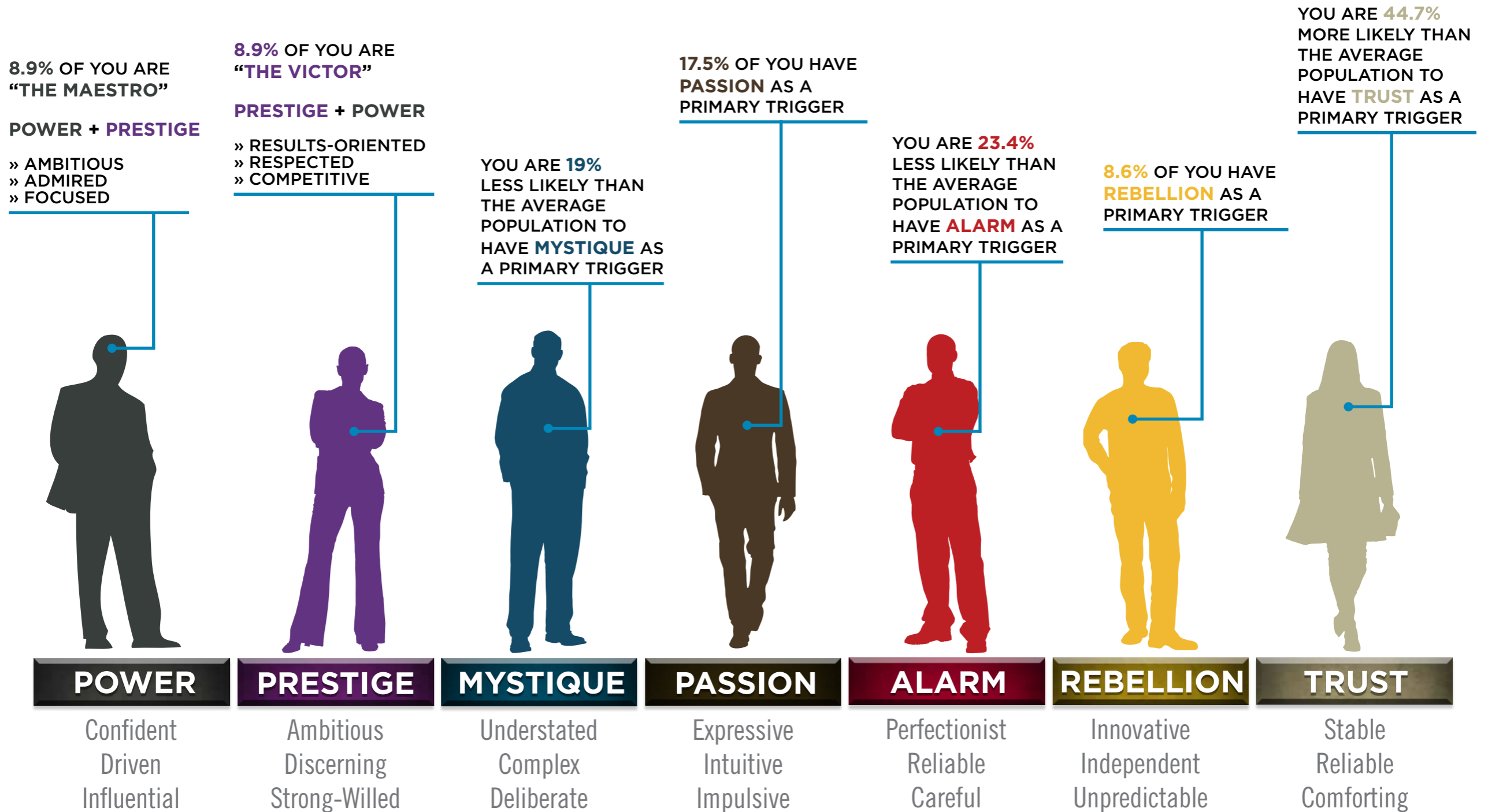
Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		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		1.1%	2.6%	3.4%	3.2%	3.4%	3.7%
	TRUST You build relationships with consistency and stability	1.1%		1.4%	1.4%	1.7%	3.4%	
	MYSTIQUE You inspire curiosity	1.1%	1.4%		2.6%	2.6%	4.3%	2.3%
	PRESTIGE You earn respect with higher standards and performance	2.9%	1.1%	0.9%		8.9%	0.3%	5.4%
	POWER You lead and control	4.6%	1.7%	2.3%	8.9%		2.0%	2.9%
	ALARM You prompt action with urgency and negative consequences	2.0%	1.7%	0.9%	2.0%	1.7%		0.3%
	REBELLION You surprise with creative, untraditional ideas	1.4%	0.6%	1.1%	0.3%	4.3%	0.9%	

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.



THE 9-SECOND FASCINATION STATEMENT

STEP 1

LOGIN AT HowToFascinate.com

STEP 2

DOWNLOAD DIGITAL VOLUME

STEP 3

CREATE YOUR APPROACH

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

SHALL WE CONTINUE THE CONVERSATION?

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

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