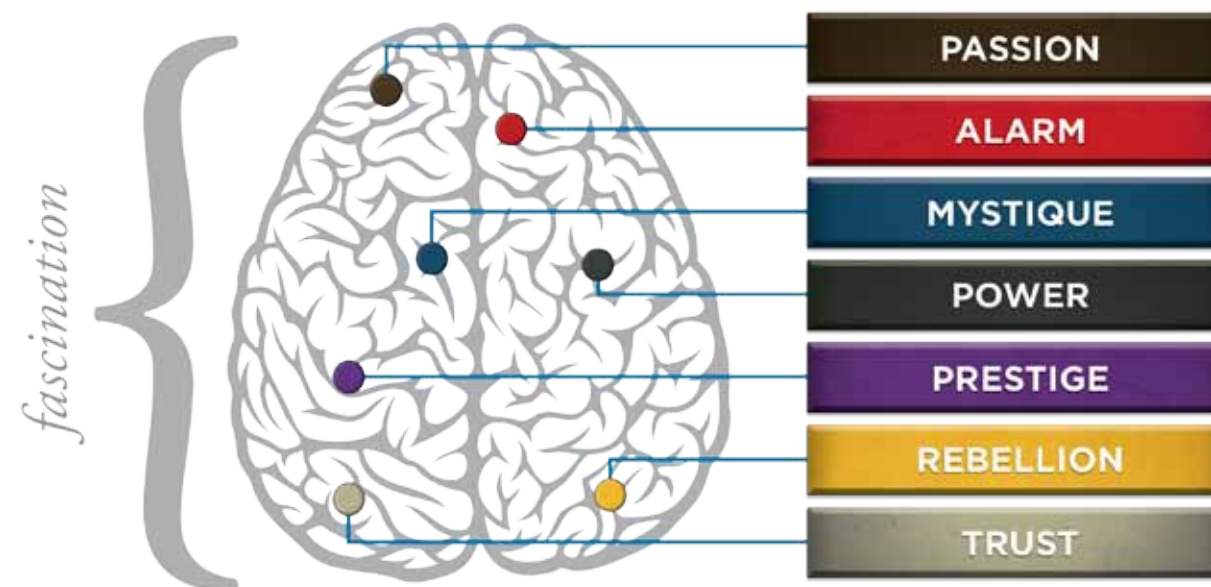


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO QUALCOMM ON 05/15/12



“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 QUALCOMM!

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. One of our experts will be happy to help.

Warm regards,

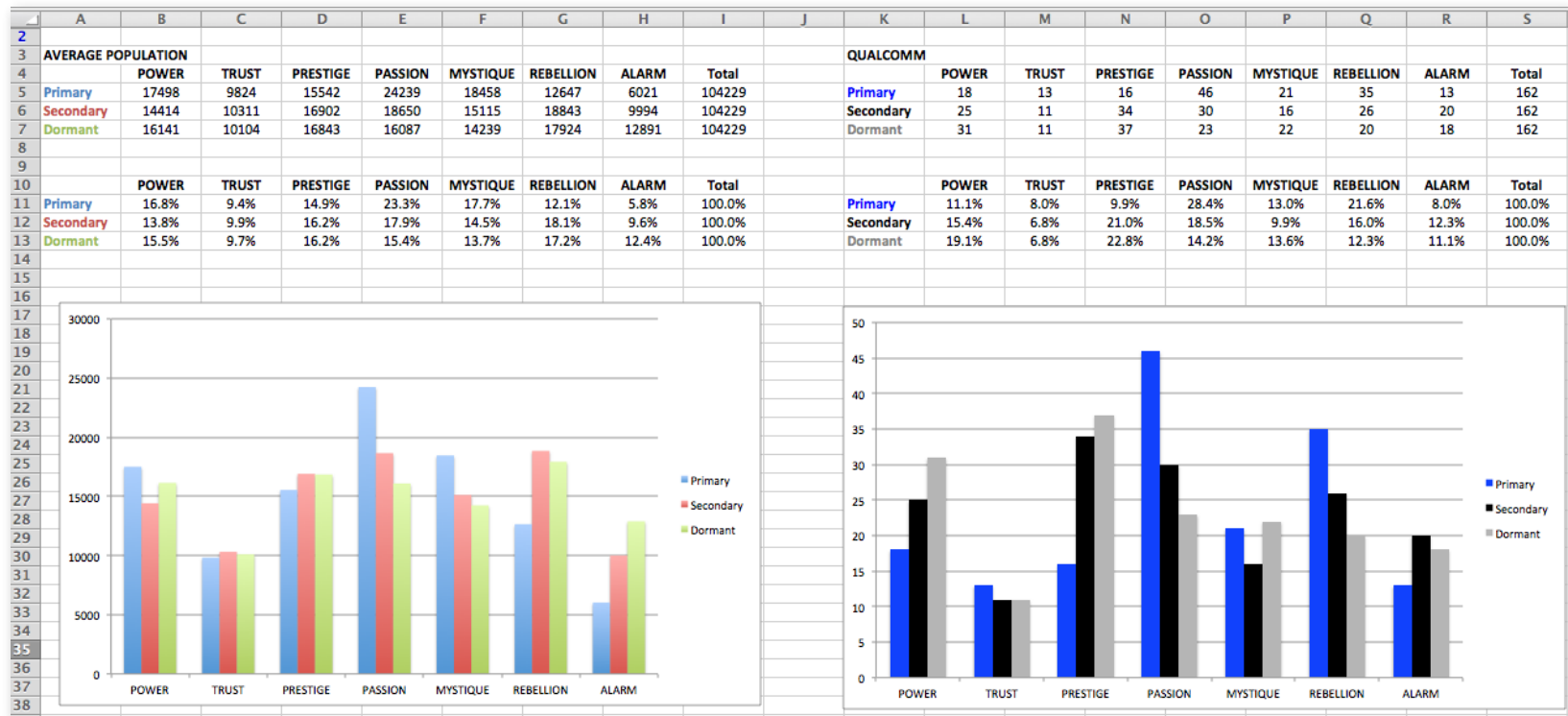
Fascinate, Inc.



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	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
rebellion	passion	prestige	The Rockstar	15	9.55%			1	8	12	5	6	11	
passion	prestige	alarm	The Talent	12	7.64%				1		3	2		
passion	rebellion	mystique	The Catalyst	11	7.01%			1		2	1	6	7	
passion	mystique	alarm	The Intrigue	8	5.10%			2			7	1	5	
rebellion	power	prestige	The Maverick Leader	8	5.10%			1		7		4	1	
alarm	prestige	power	The Editor	7	4.46%			4		7			1	
mystique	rebellion	passion	The Secret Weapon	7	4.46%			3	4	2	7			
power	prestige	mystique	The Maestro	7	4.46%			15	2	3	5	8	1	
prestige	power	passion	The Victor	7	4.46%									
mystique	alarm	prestige	The Bullseye	6	3.82%									
passion	alarm	prestige	The Accelerator	6	3.82%									
passion	power	alarm	The Advocate	5	3.18%									
prestige	rebellion	power	The Avant-Garde	5	3.18%		PASSION	0.0%	0.6%	5.1%	7.6%	3.2%	3.8%	7.0%
rebellion	prestige	passion	The Trendsetter	5	3.18%		TRUST	1.9%	0.0%	0.6%	0.0%	1.9%	1.3%	0.0%
alarm	trust	power	The Maintainer	4	2.55%		MYSTIQUE	2.5%	0.6%	0.0%	1.3%	0.6%	3.8%	4.5%
mystique	passion	prestige	The Subtle Touch	4	2.55%		PRESTIGE	0.6%	1.3%	0.0%	0.0%	4.5%	0.6%	3.2%
power	alarm	passion	The Watchdog	4	2.55%		POWER	2.5%	0.6%	0.0%	4.5%	0.0%	2.5%	0.6%
power	passion	prestige	The Ringleader	4	2.55%		ALARM	1.9%	2.5%	1.3%	4.5%	0.0%	0.0%	0.6%
alarm	passion	power	The Detector	3	1.91%		REBELLION	9.6%	1.3%	1.9%	3.2%	5.1%	0.6%	0.0%
rebellion	mystique	power	The Provocateur	3	1.91%									
trust	passion	prestige	The Authentic	3	1.91%									
trust	power	mystique	The Gravitas	3	1.91%									
alarm	mystique	prestige	The Top Secret	2	1.27%									
mystique	prestige	alarm	The Velvet Rope	2	1.27%									
prestige	trust	passion	The Blue Chip	2	1.27%									
rebellion	trust	power	The Artisan	2	1.27%									
trust	alarm	prestige	The Good Citizen	2	1.27%									
alarm	rebellion	power	The Careful Creative	1	0.64%									
mystique	power	alarm	The Veiled Strength	1	0.64%									

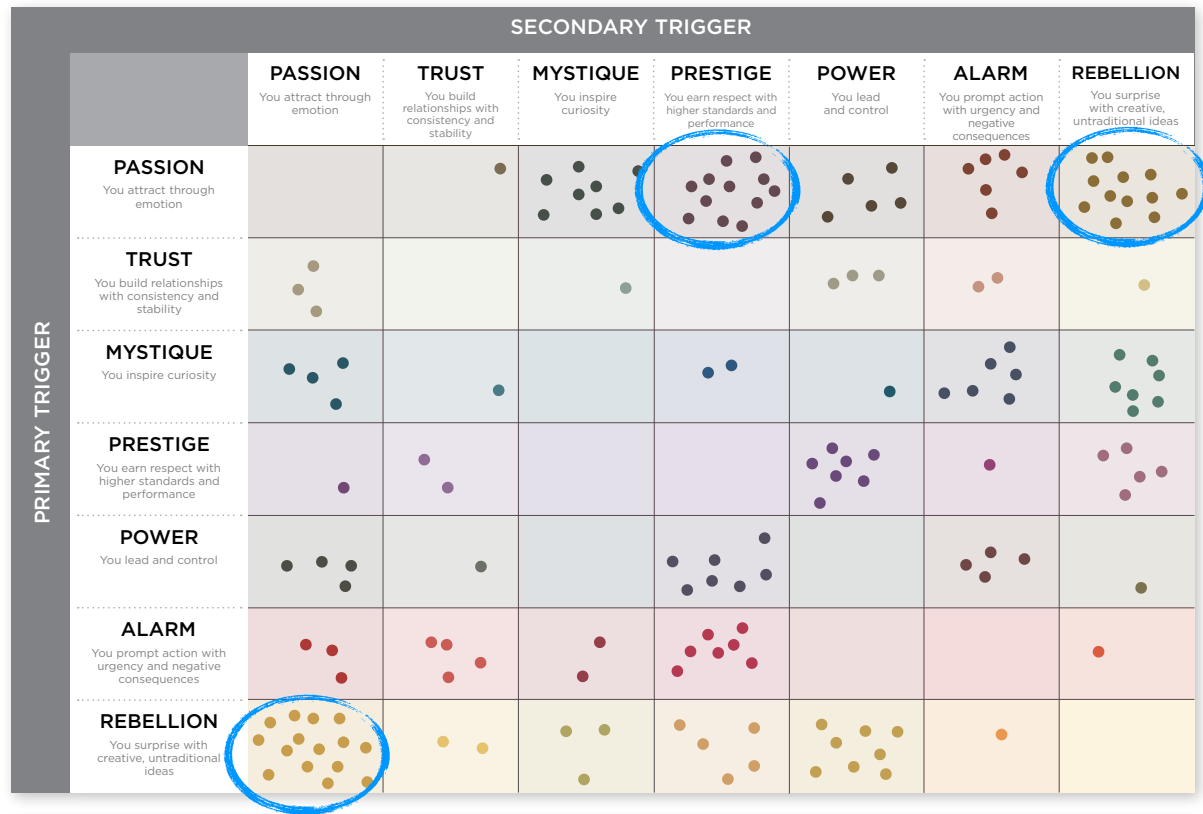
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"



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

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



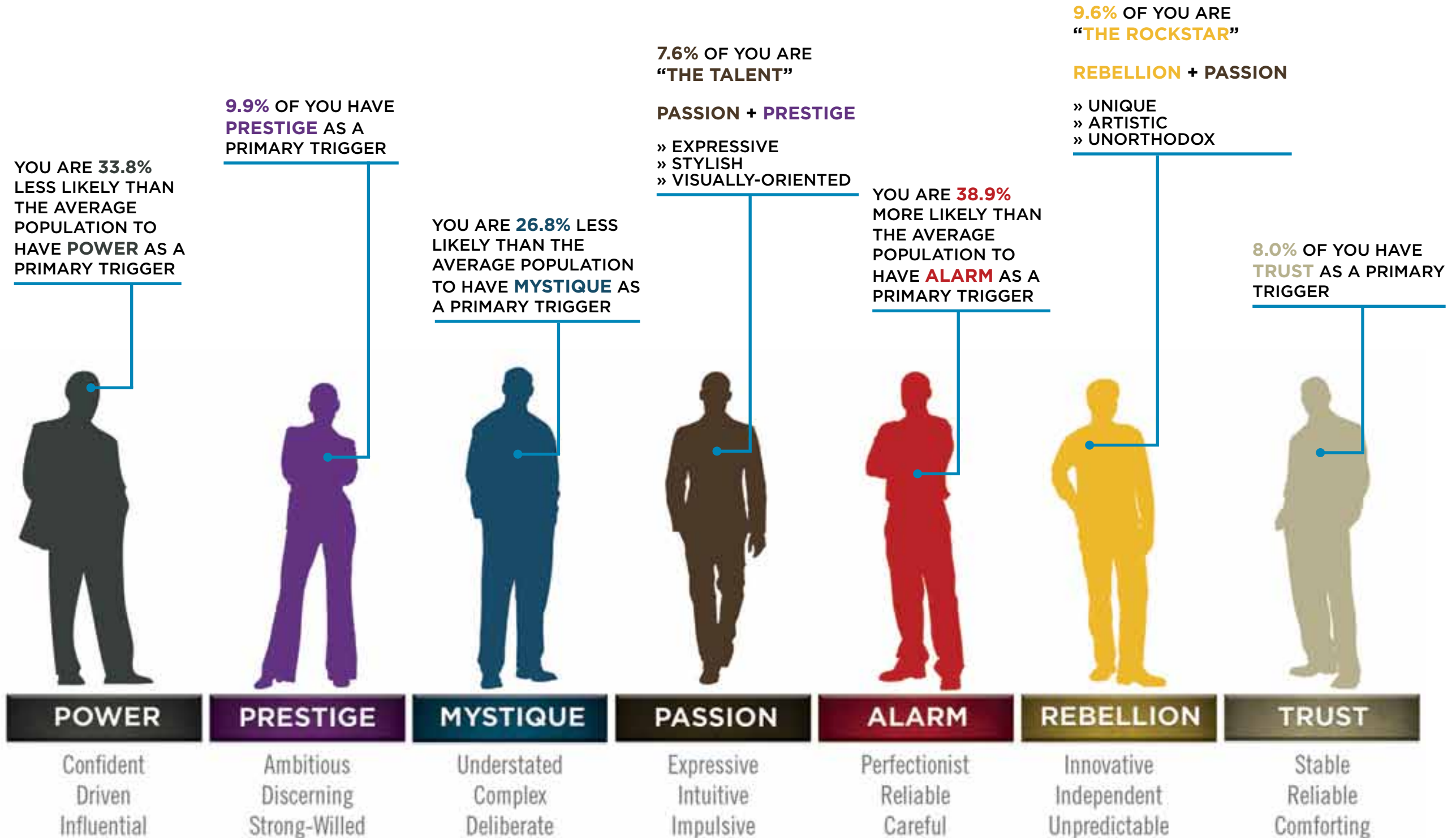
Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		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		0.6%	5.1%	7.6%	3.2%	3.8%	7.0%
	TRUST You build relationships with consistency and stability	1.9%		0.6%		1.9%	1.3%	
	MYSTIQUE You inspire curiosity	2.5%	0.6%		1.3%	0.6%	3.8%	4.5%
	PRESTIGE You earn respect with higher standards and performance	0.6%	1.3%			4.5%	0.6%	3.2%
	POWER You lead and control	2.5%	0.6%		4.5%		2.5%	0.6%
	ALARM You prompt action with urgency and negative consequences	1.9%	2.5%	1.3%	4.5%			0.6%
	REBELLION You surprise with creative, untraditional ideas	9.6%	1.3%	1.9%	3.2%	5.1%	0.6%	

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](https://www.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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Fascinate: Your 7 Triggers to Persuasion and Captivation



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