

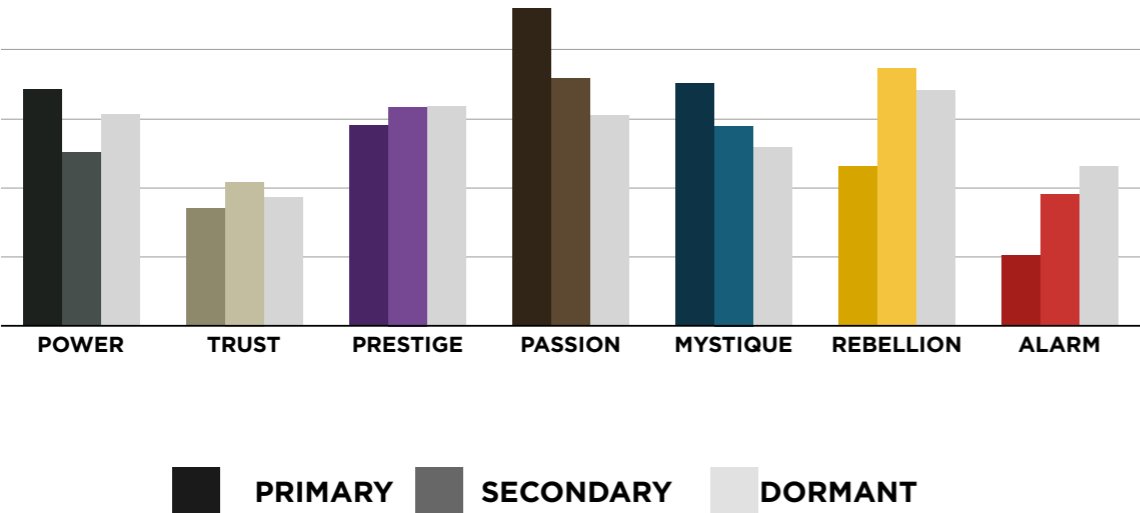
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
NATIONAL ASSOCIATION of REALTORS® ON 11/9/12

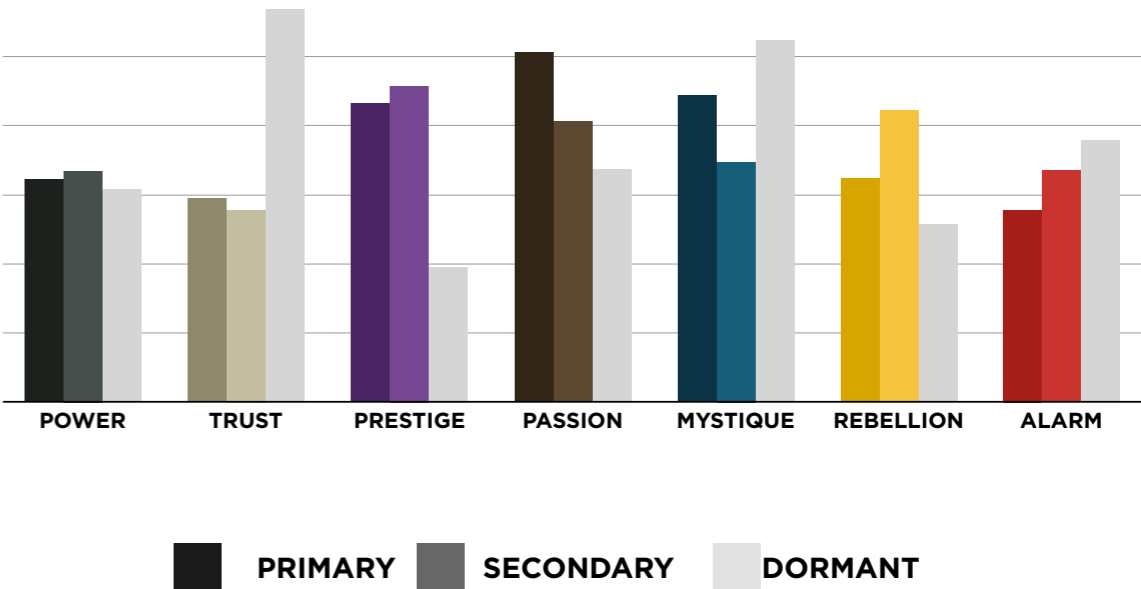


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



REALTORS® RESULTS OF THE FASCINATION ADVANTAGE TEST



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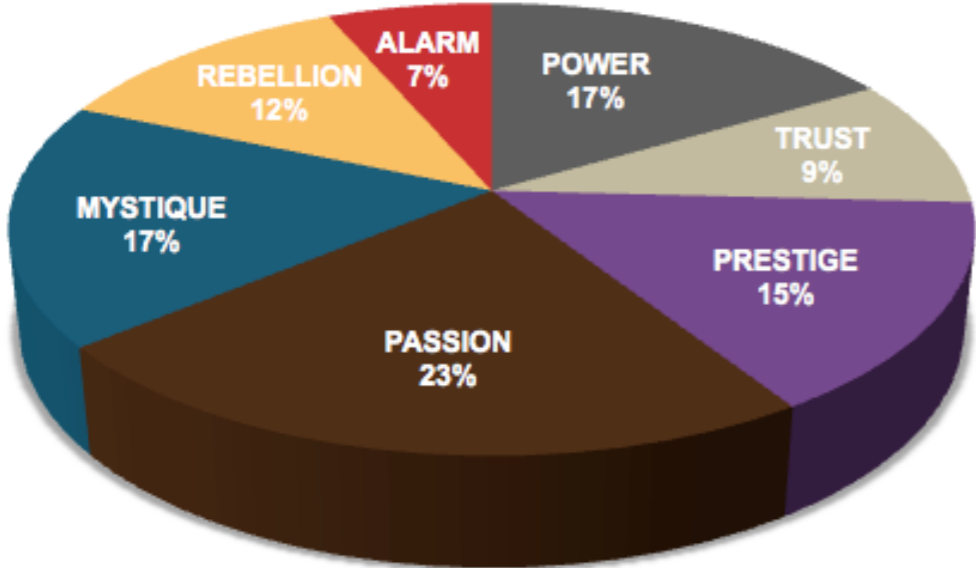
Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
passion	rebellion	The Catalyst	211	5.37%	PASSION		51	147	151	71	139	211
power	prestige	The Maestro	199	5.07%	TRUST	76		109	91	45	101	26
mystique	rebellion	The Secret Weapon	174	4.43%	MYSTIQUE	75	117		96	78	132	174
prestige	passion	The Connoisseur	162	4.13%	PRESTIGE	162	50	88		159	50	144
prestige	power	The Victor	159	4.05%	POWER	92	62	52	199		30	55
passion	prestige	The Talent	151	3.85%	ALARM	76	111	65	71	44		41
passion	mystique	The Intrigue	147	3.74%	REBELLION	143	28	64	93	112	46	
prestige	rebellion	The Avant-Garde	144	3.67%								
rebellion	passion	The Rockstar	143	3.64%								
passion	alarm	The Orchestrator	139	3.54%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
mystique	alarm	The Bullseye	132	3.36%	PASSION		1.3%	3.7%	3.8%	1.8%	3.5%	5.4%
mystique	trust	The Wise Owl	117	2.98%	TRUST	1.9%		2.8%	2.3%	1.1%	2.6%	0.7%
rebellion	power	The Maverick Leader	112	2.85%	MYSTIQUE	1.9%	3.0%		2.4%	2.0%	3.4%	4.4%
alarm	trust	The Sustainer	111	2.83%	PRESTIGE	4.1%	1.3%	2.2%		4.0%	1.3%	3.7%
trust	mystique	The Vault	109	2.78%	POWER	2.3%	1.6%	1.3%	5.1%		0.8%	1.4%
trust	alarm	The Good Citizen	101	2.57%	ALARM	1.9%	2.8%	1.7%	1.8%	1.1%		1.0%
mystique	prestige	The Royal Guard	96	2.44%	REBELLION	3.6%	0.7%	1.6%	2.4%	2.9%	1.2%	
rebellion	prestige	The Trendsetter	93	2.37%								
power	passion	The Ringleader	92	2.34%								
trust	prestige	The Diplomat	91	2.32%								
prestige	mystique	The Architect	88	2.24%								
mystique	power	The Veiled Strength	78	1.99%								
trust	passion	The Authentic	76	1.94%								
alarm	passion	The Coordinator	76	1.94%								
mystique	passion	The Subtle Touch	75	1.91%								
passion	power	The Advocate	71	1.81%								
alarm	prestige	The Editor-in-Chief	71	1.81%								
alarm	mystique	The Inspector	65	1.66%								
rebellion	mystique	The Provocateur	64	1.63%								
power	trust	The Guardian	62	1.58%								

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

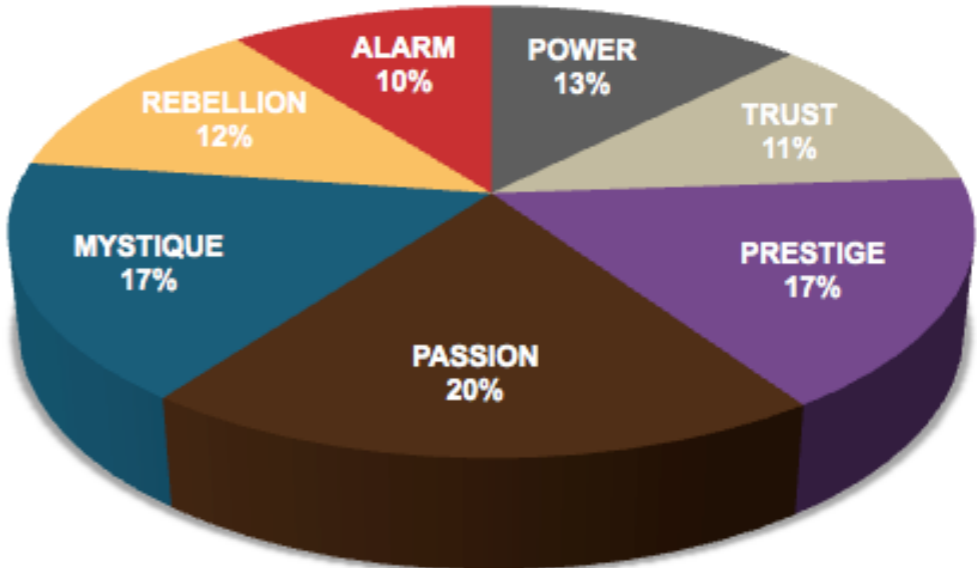


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



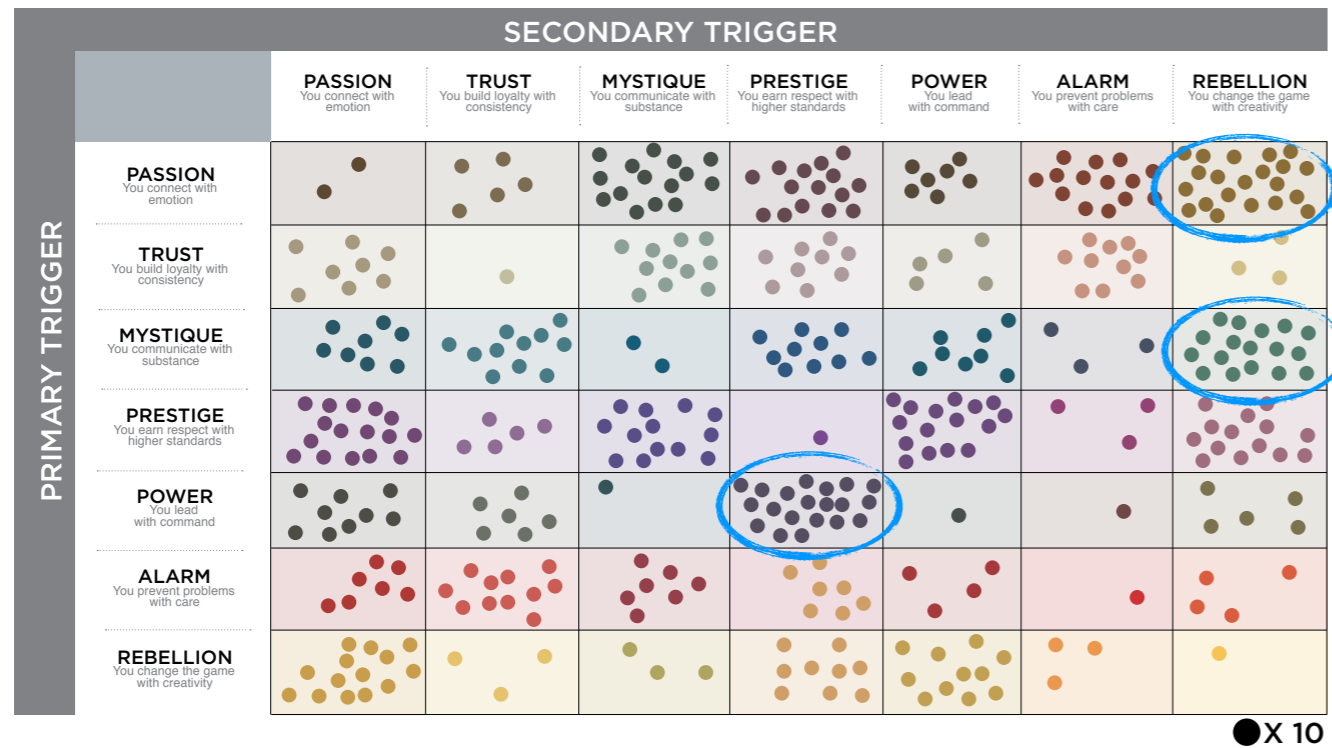
NATIONAL ASSOCIATION of REALTORS® RESULTS FROM THE FASCINATION ADVANTAGE TEST



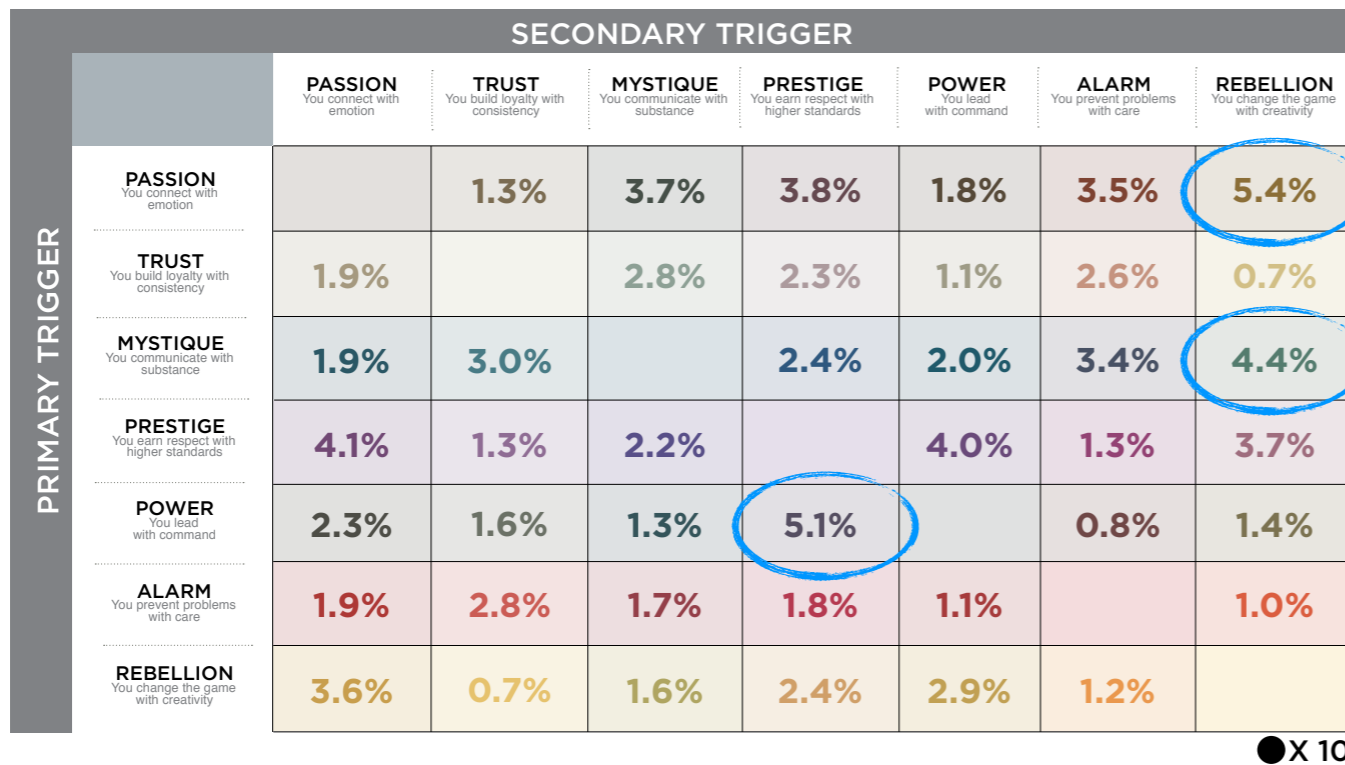
WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		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

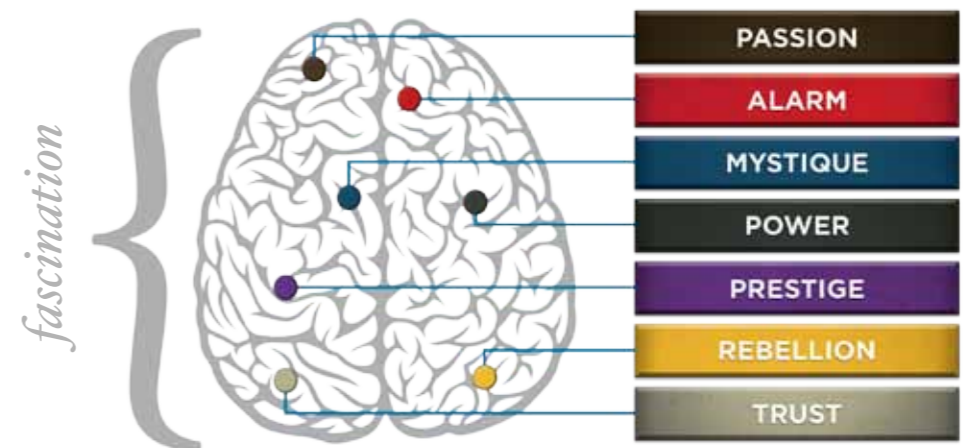
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

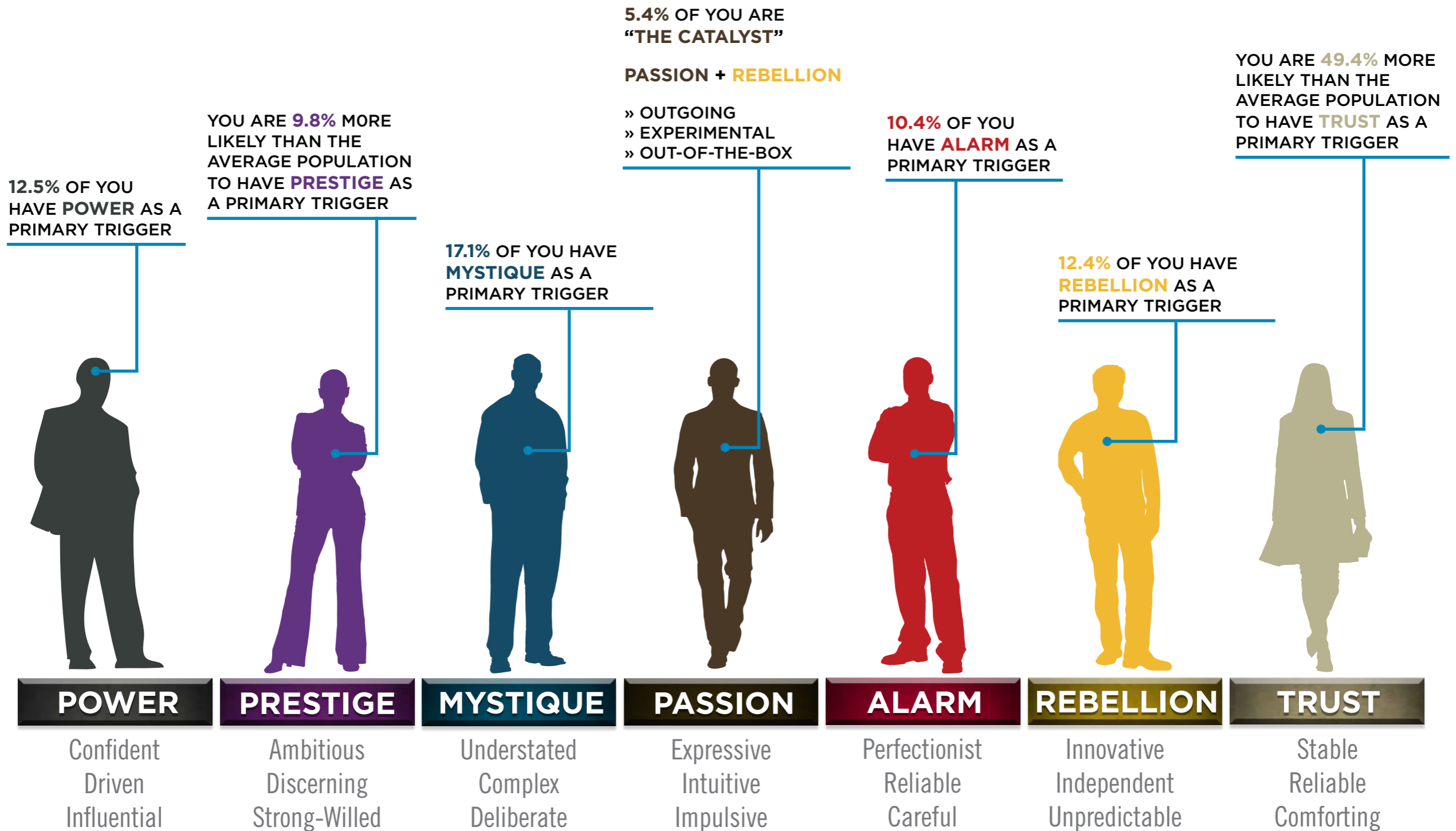


This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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.



HOW YOUR CO-WORKERS FASCINATE



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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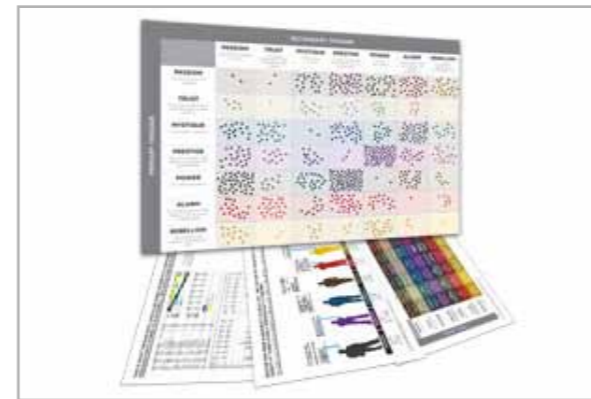
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Our flagship personal brand analysis



Win the Moment
Immediately communicate your highest value



Your Team Advantage
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



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