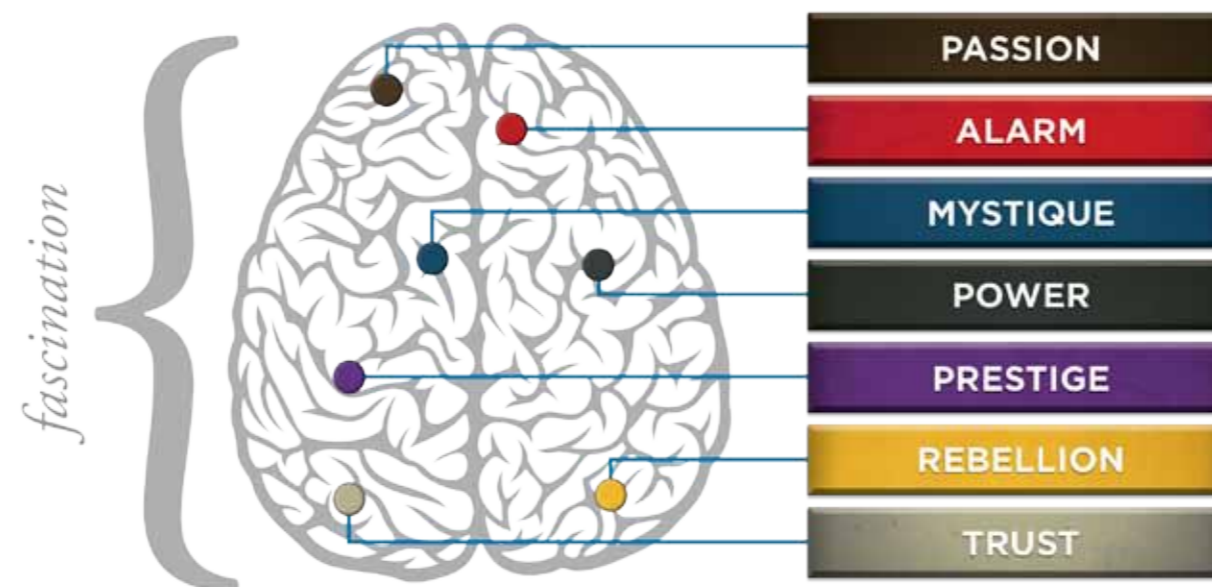


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO ROI ON 05/03/12



“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 ROI!

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.

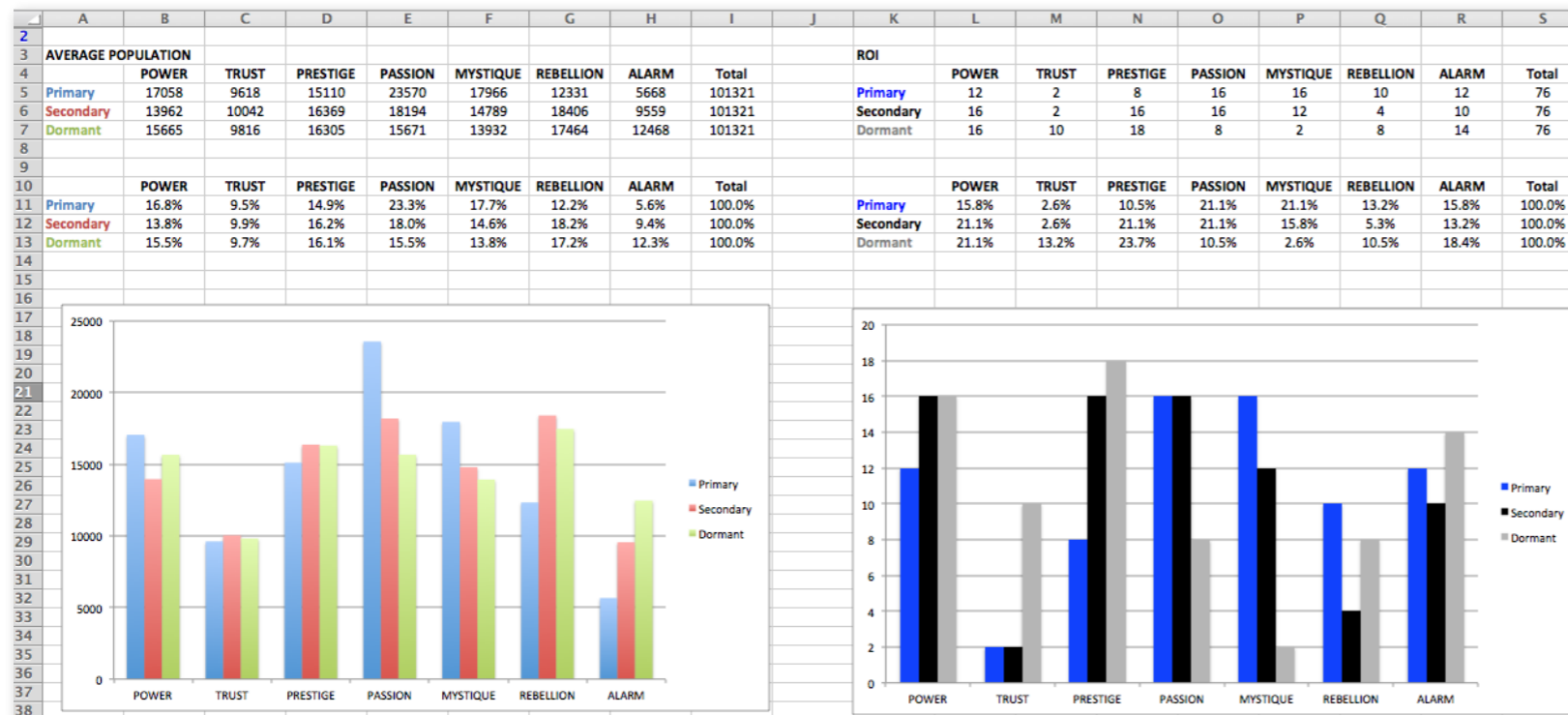
Primary	Secondary	Dormant	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	passion	prestige	The Ringleader	8	10.53%		PASSION		6	2	4	4	
mystique	prestige	rebellion	The Velvet Rope	6	7.89%		TRUST	2					2
passion	mystique	alarm	The Intrigue	6	7.89%		MYSTIQUE	2		6	2	2	
passion	alarm	power	The Accelerator	4	5.26%		PRESTIGE		2		4		2
passion	power	mystique	The Advocate	4	5.26%		POWER	8		2		2	
alarm	prestige	trust	The Editor	4	5.26%		ALARM	2	2		4	4	
alarm	power	trust	The Critic	4	5.26%		REBELLION	4			2	2	
rebellion	passion	prestige	The Rockstar	4	5.26%								
prestige	power	trust	The Victor	4	5.26%								
prestige	mystique	passion	The Architect	2	2.63%								
trust	passion	alarm	The Authentic	2	2.63%								
prestige	rebellion	power	The Avant-Garde	2	2.63%								
mystique	alarm	prestige	The Bullseye	2	2.63%		PASSION	0.00%	0.00%	7.89%	2.63%	5.26%	0.00%
alarm	passion	prestige	The Detector	2	2.63%		TRUST	2.63%	0.00%	0.00%	0.00%	0.00%	2.63%
power	prestige	passion	The Maestro	2	2.63%		MYSTIQUE	2.63%	0.00%	0.00%	7.89%	2.63%	0.00%
alarm	trust	power	The Maintainer	2	2.63%		PRESTIGE	0.00%	0.00%	2.63%	0.00%	5.26%	2.63%
power	mystique	alarm	The Mastermind	2	2.63%		POWER	10.53%	0.00%	2.63%	2.63%	0.00%	2.63%
rebellion	power	passion	The Maverick Leader	2	2.63%		ALARM	2.63%	2.63%	0.00%	5.26%	5.26%	0.00%
rebellion	mystique	alarm	The Provocateur	2	2.63%		REBELLION	5.26%	0.00%	0.00%	2.63%	2.63%	0.00%
rebellion	alarm	prestige	The Quick-Start	2	2.63%								
mystique	rebellion	trust	The Secret Weapon	2	2.63%								
mystique	passion	prestige	The Subtle Touch	2	2.63%								
passion	prestige	power	The Talent	2	2.63%								
mystique	power	prestige	The Veiled Strength	2	2.63%								
power	alarm	rebellion	The Watchdog	2	2.63%								
					100.00%								

	PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
PASSION			6	2	4	4	
TRUST	2						2
MYSTIQUE	2			6	2	2	
PRESTIGE		2	2		4		2
POWER	8		2	2		2	
ALARM	2	2		4	4		
REBELLION	4			2	2	2	

	PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
PASSION	0.00%	0.00%	7.89%	2.63%	5.26%	5.26%	0.00%
TRUST	2.63%	0.00%	0.00%	0.00%	0.00%	0.00%	2.63%
MYSTIQUE	2.63%	0.00%	0.00%	7.89%	2.63%	2.63%	0.00%
PRESTIGE	0.00%	0.00%	2.63%	0.00%	5.26%	0.00%	2.63%
POWER	10.53%	0.00%	2.63%	2.63%	0.00%	2.63%	0.00%
ALARM	2.63%	2.63%	0.00%	5.26%	5.26%	0.00%	0.00%
REBELLION	5.26%	0.00%	0.00%	2.63%	2.63%	2.63%	0.00%

: Double Troubles
: Missing Archetypes
: Most Prevalent Archetypes

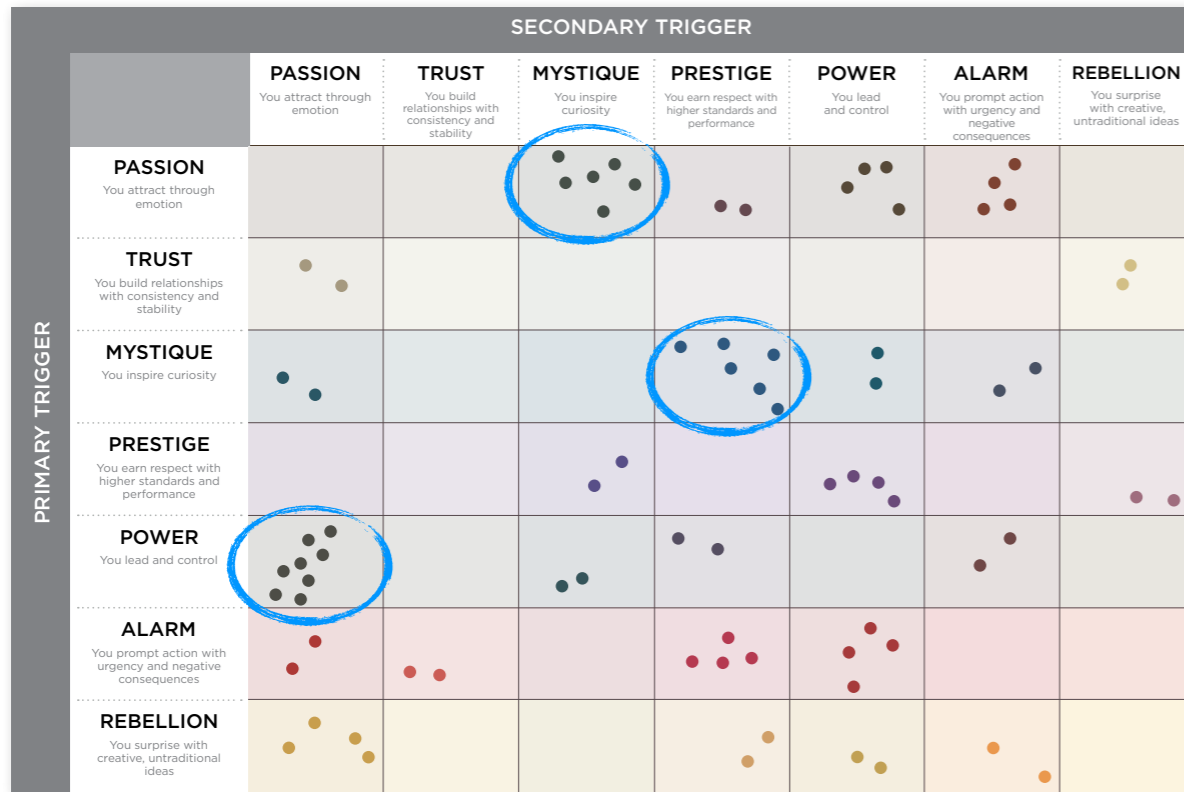
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"



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			7.8%	2.6%	5.2%	5.2%	
	TRUST You build relationships with consistency and stability	2.6%						2.6%
	MYSTIQUE You inspire curiosity	2.6%			7.8%	2.6%	2.6%	
	PRESTIGE You earn respect with higher standards and performance			2.6%		5.2%		2.6%
	POWER You lead and control	10.5%		2.6%	2.6%		2.6%	
	ALARM You prompt action with urgency and negative consequences	2.6%	2.6%		5.2%	5.2%		
	REBELLION You surprise with creative, untraditional ideas	5.2%			2.6%	2.6%	2.6%	

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.

10.5% OF YOU ARE
"THE RINGLEADER"

POWER + PASSION

- » MOTIVATING
- » VIGOROUS
- » COMPELLING



POWER

Confident
Driven
Influential

10.5% OF YOU HAVE
PRESTIGE AS A
PRIMARY TRIGGER



PRESTIGE

Ambitious
Discerning
Strong-Willed

7.8% OF YOU ARE
"THE VELVET ROPE"

MYSTIQUE + PRESTIGE

- » ELEGANT
- » ASTUTE
- » UNATTAINABLE



MYSTIQUE

Understated
Complex
Deliberate

7.8% OF YOU ARE
"THE INTRIGUE"

PASSION + MYSTIQUE

- » SELECTIVE
- » SUBTLE
- » MULTI-LAYERED



PASSION

Expressive
Intuitive
Impulsive

YOU ARE **182.3%**
MORE LIKELY THAN
THE AVERAGE
POPULATION TO
HAVE **ALARM** AS A
PRIMARY TRIGGER



ALARM

Perfectionist
Reliable
Careful

13.2% OF YOU HAVE
REBELLION AS A
PRIMARY TRIGGER



REBELLION

Innovative
Independent
Unpredictable

YOU ARE **72.3%**
LESS LIKELY THAN
THE AVERAGE
POPULATION TO
HAVE **TRUST** AS A
PRIMARY TRIGGER



TRUST

Stable
Reliable
Comforting

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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