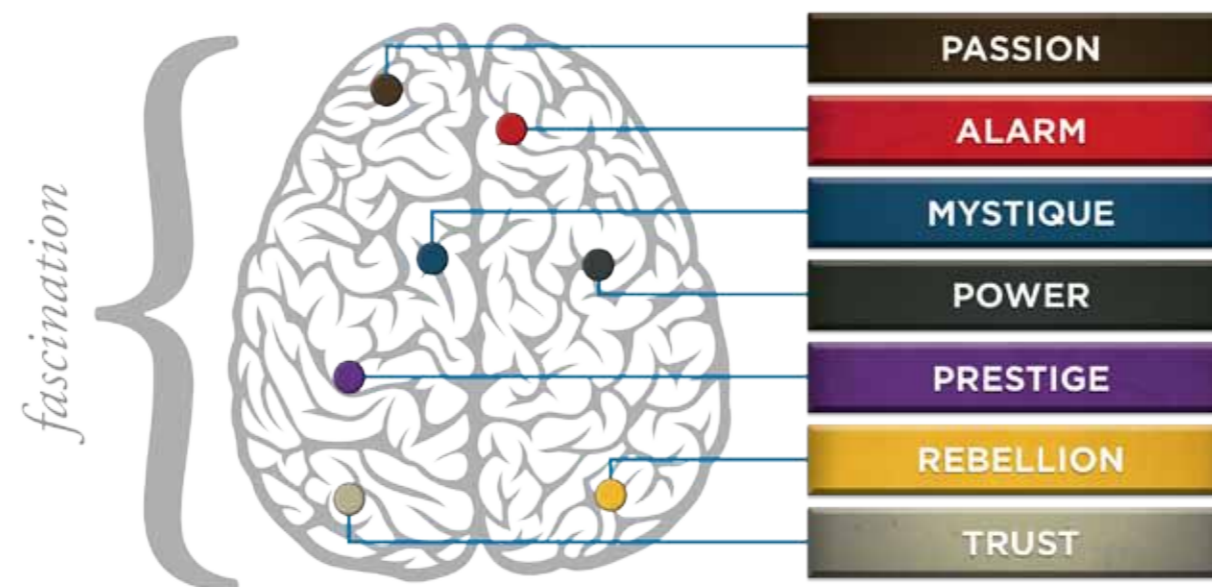


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO VIRTUOSO ON 08/12/12



“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 VIRTUOSO:

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.

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.



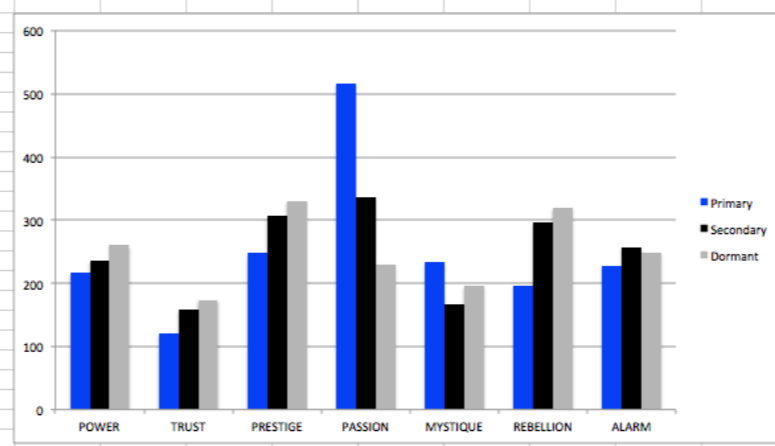
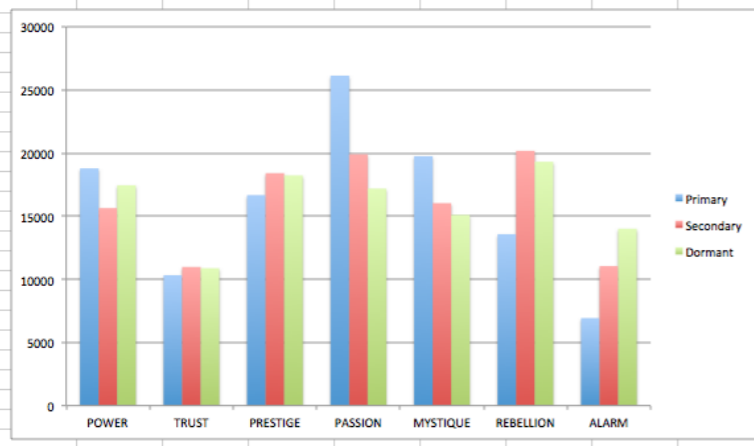
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

Primary	Secondary	Dormant	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
passion	rebellion	power	The Catalyst	129	7.33%	PASSION	30	78	119	60	100	129	
passion	prestige	power	The Talent	119	6.77%	TRUST	23	22	14	28	29	4	
passion	alarm	mystique	The Accelerator	100	5.69%	MYSTIQUE	44	23	34	21	67	45	
rebellion	passion	prestige	The Rockstar	86	4.89%	PRESTIGE	66	21	10	68	21	62	
passion	mystique	rebellion	The Intrigue	78	4.43%	POWER	68	12	23	68	26	19	
power	prestige	rebellion	The Maestro	68	3.87%	ALARM	50	58	15	47	20	38	
power	passion	prestige	The Ringleader	68	3.87%	REBELLION	86	15	19	24	39	14	
prestige	power	rebellion	The Victor	68	3.87%								
mystique	alarm	trust	The Bullseye	67	3.81%								
prestige	passion	power	The Connoisseur	66	3.75%								
prestige	rebellion	alarm	The Avant-Garde	62	3.52%	PASSION	1.7%	4.4%	6.8%	3.4%	5.7%	7.3%	
passion	power	prestige	The Advocate	60	3.41%	TRUST	1.3%	1.3%	0.8%	1.6%	1.6%	0.2%	
alarm	trust	power	The Maintainer	58	3.30%	MYSTIQUE	2.5%	1.3%	1.9%	1.2%	3.8%	2.6%	
alarm	passion	rebellion	The Detector	50	2.84%	PRESTIGE	3.8%	1.2%	0.6%	3.9%	1.2%	3.5%	
alarm	prestige	power	The Editor	47	2.67%	POWER	3.9%	0.7%	1.3%	3.9%	1.5%	1.1%	
mystique	rebellion	alarm	The Secret Weapon	45	2.56%	ALARM	2.8%	3.3%	0.9%	2.7%	1.1%	2.2%	
mystique	passion	alarm	The Subtle Touch	44	2.50%	REBELLION	4.9%	0.9%	1.1%	1.4%	2.2%	0.8%	
rebellion	power	mystique	The Maverick Leader	39	2.22%								
alarm	rebellion	power	The Careful Creative	38	2.16%								
mystique	prestige	rebellion	The Velvet Rope	34	1.93%								
passion	trust	rebellion	The Beloved	30	1.71%								
trust	alarm	prestige	The Good Citizen	29	1.65%								
trust	power	passion	The Gravitas	28	1.59%								
power	alarm	prestige	The Watchdog	26	1.48%								
rebellion	prestige	passion	The Trendsetter	24	1.36%								
mystique	trust	power	The Wise Owl	23	1.31%								
power	mystique	alarm	The Mastermind	23	1.31%								

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

AVERAGE POPULATION									VIRTUOSO								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	18786	10330	16667	26128	19752	13578	6928	112169	Primary	216	120	248	516	234	197	228	1759
Secondary	15635	10980	18407	19899	16029	20174	11045	112169	Secondary	236	159	306	337	167	297	257	1759
Dormant	17452	10882	18229	17188	15100	19309	14009	112169	Dormant	260	174	331	230	196	319	249	1759

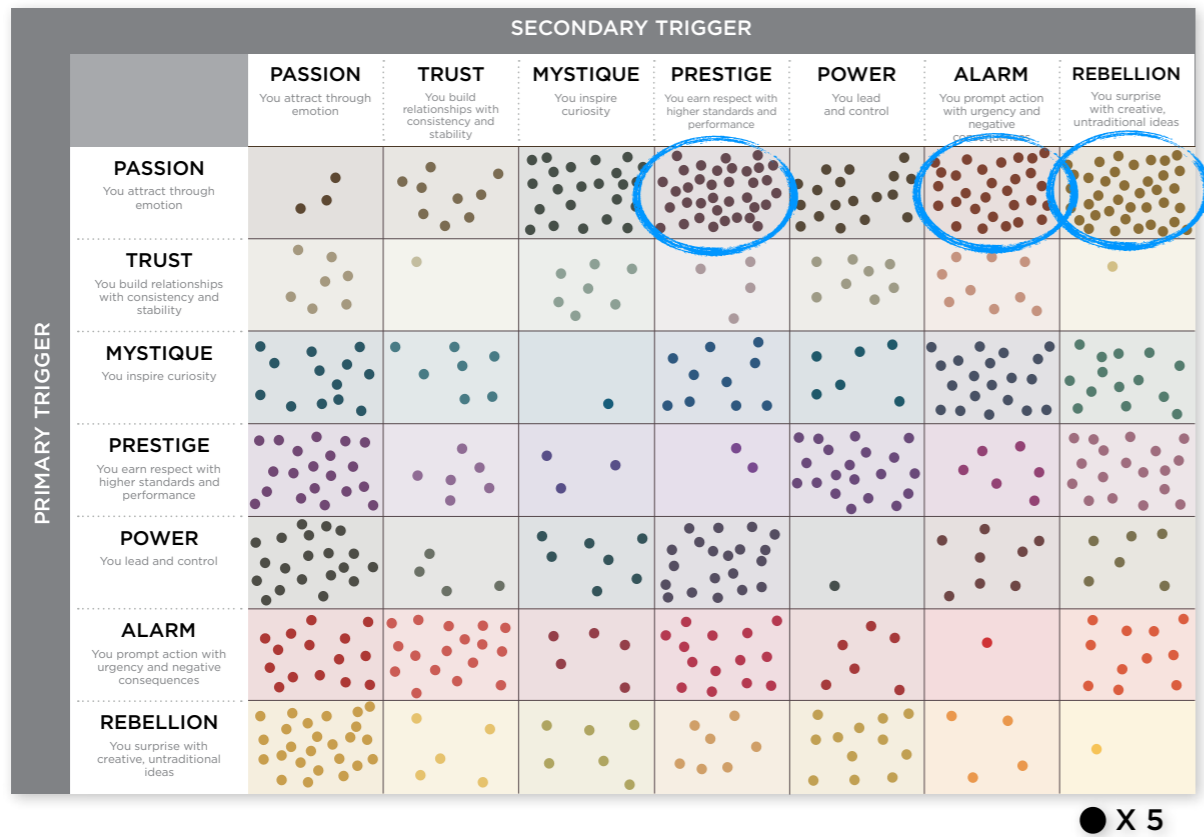
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.7%	9.2%	14.9%	23.3%	17.6%	12.1%	6.2%	100.0%	Primary	12.3%	6.8%	14.1%	29.3%	13.3%	11.2%	13.0%	100.0%
Secondary	13.9%	9.8%	16.4%	17.7%	14.3%	18.0%	9.8%	100.0%	Secondary	13.4%	9.0%	17.4%	19.2%	9.5%	16.9%	14.6%	100.0%
Dormant	15.6%	9.7%	16.3%	15.3%	13.5%	17.2%	12.5%	100.0%	Dormant	14.8%	9.9%	18.8%	13.1%	11.1%	18.1%	14.2%	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.”



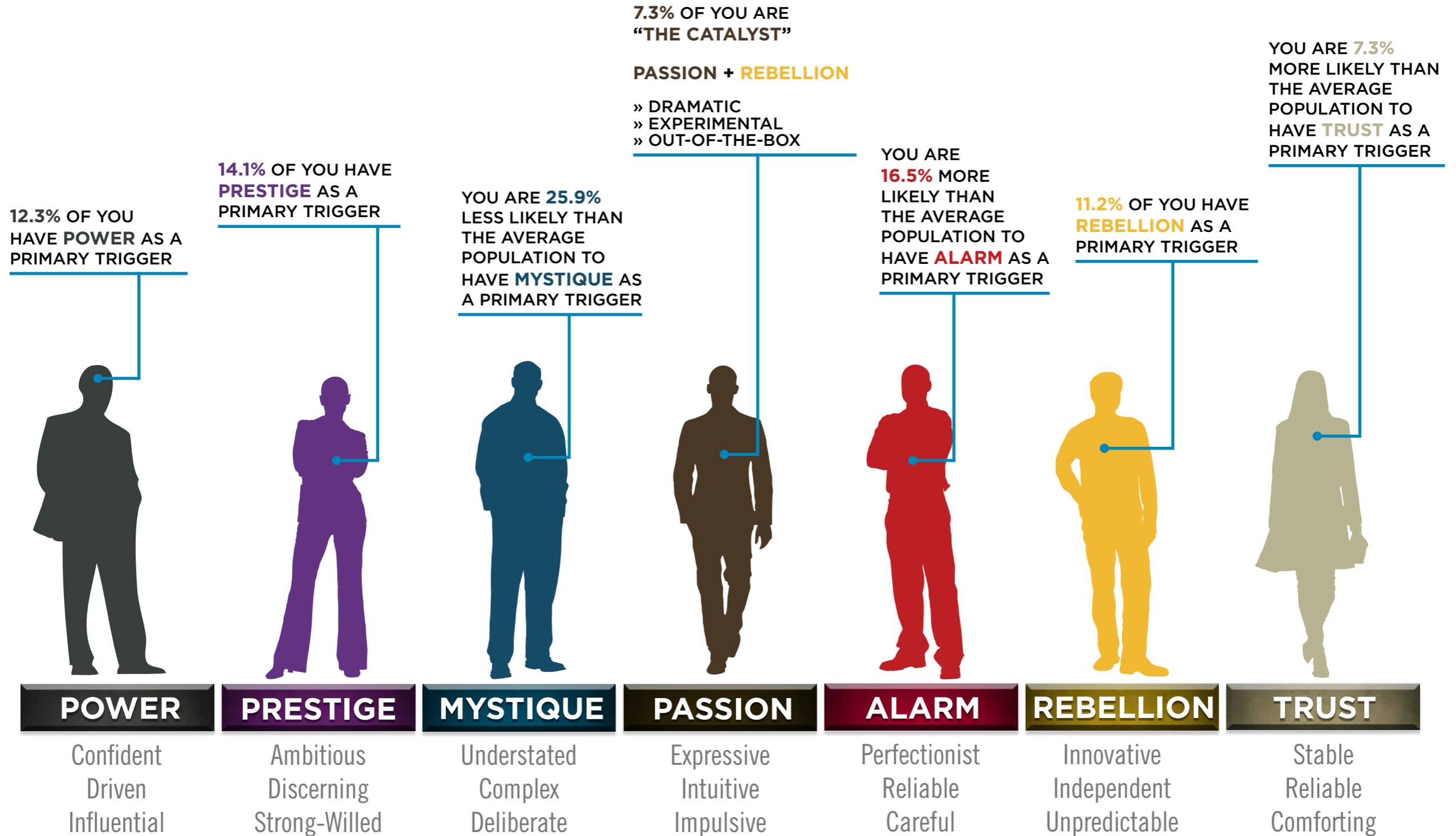
Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		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		1.7%	4.4%	6.8%	3.4%	5.7%	7.3%
	TRUST You build relationships with consistency and stability	1.3%		1.3%	0.8%	1.6%	1.6%	0.2%
	MYSTIQUE You inspire curiosity	2.5%	1.3%		1.9%	1.2%	3.8%	2.6%
	PRESTIGE You earn respect with higher standards and performance	3.8%	1.2%	0.6%		3.9%	1.2%	3.5%
	POWER You lead and control	3.9%	0.7%	1.3%	3.9%		1.5%	1.1%
	ALARM You prompt action with urgency and negative consequences	2.8%	3.3%	0.9%	2.7%	1.1%		2.2%
	REBELLION You surprise with creative, untraditional ideas	4.9%	0.9%	1.1%	1.4%	2.2%	0.8%	

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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AMAZON

Fascinate: Your 7 Triggers to Persuasion and Captivation



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