

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
ARCHANGEL MASTERS ON 02/10/18

BONUS GIFT:
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7 WAYS HIGH PERFORMERS ADD VALUE

INNOVATION

CREATIVE PROBLEM-SOLVER

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

POWER

A LEADER WHO MAKES DECISIONS

PRESTIGE

OVERACHIEVER WITH
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

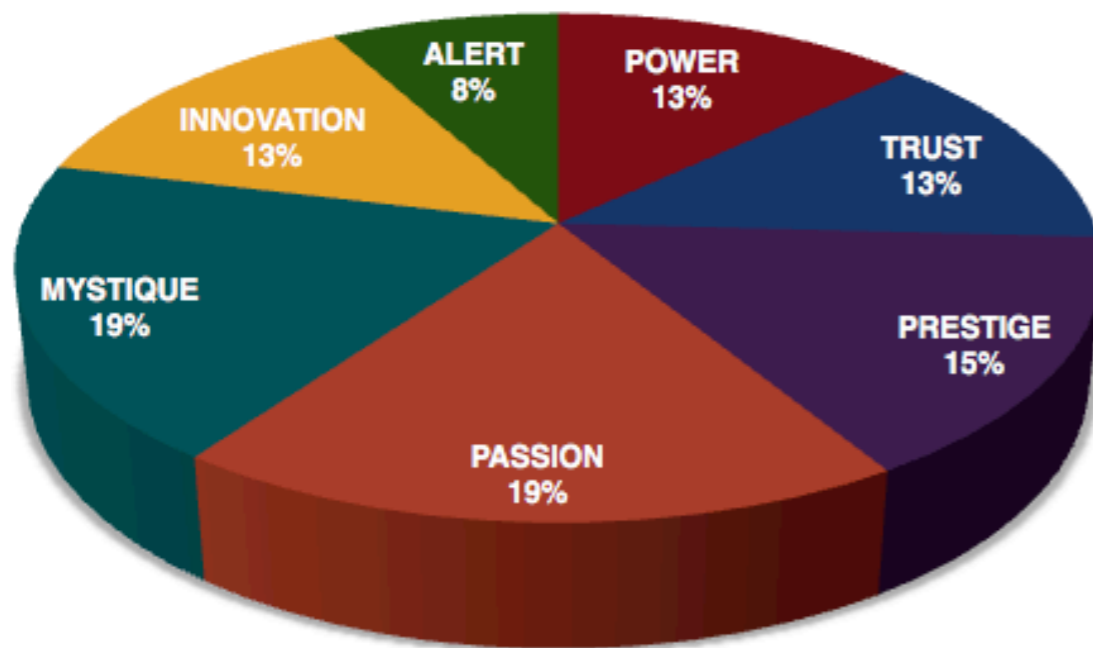
SOLO INTELLECT
BEHIND THE SCENES

ALERT

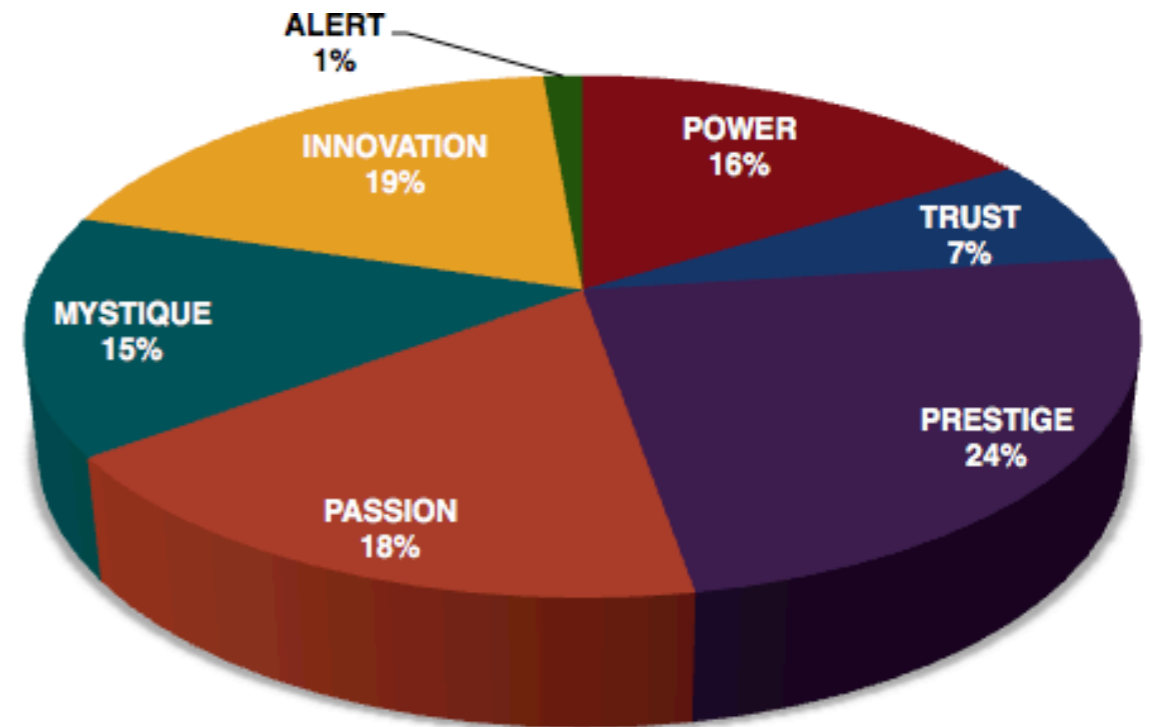
PRECISE DETAIL MANAGER

ARCHANGEL MASTERS' PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST

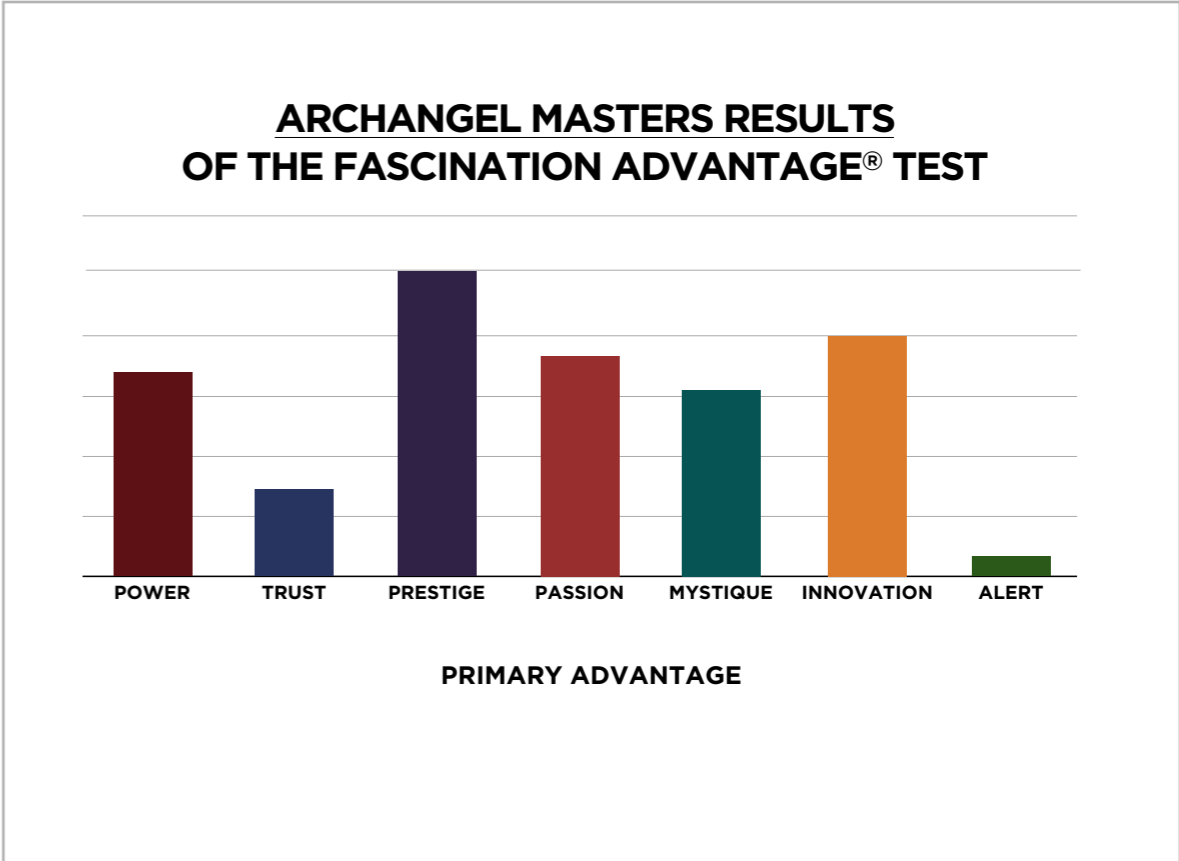
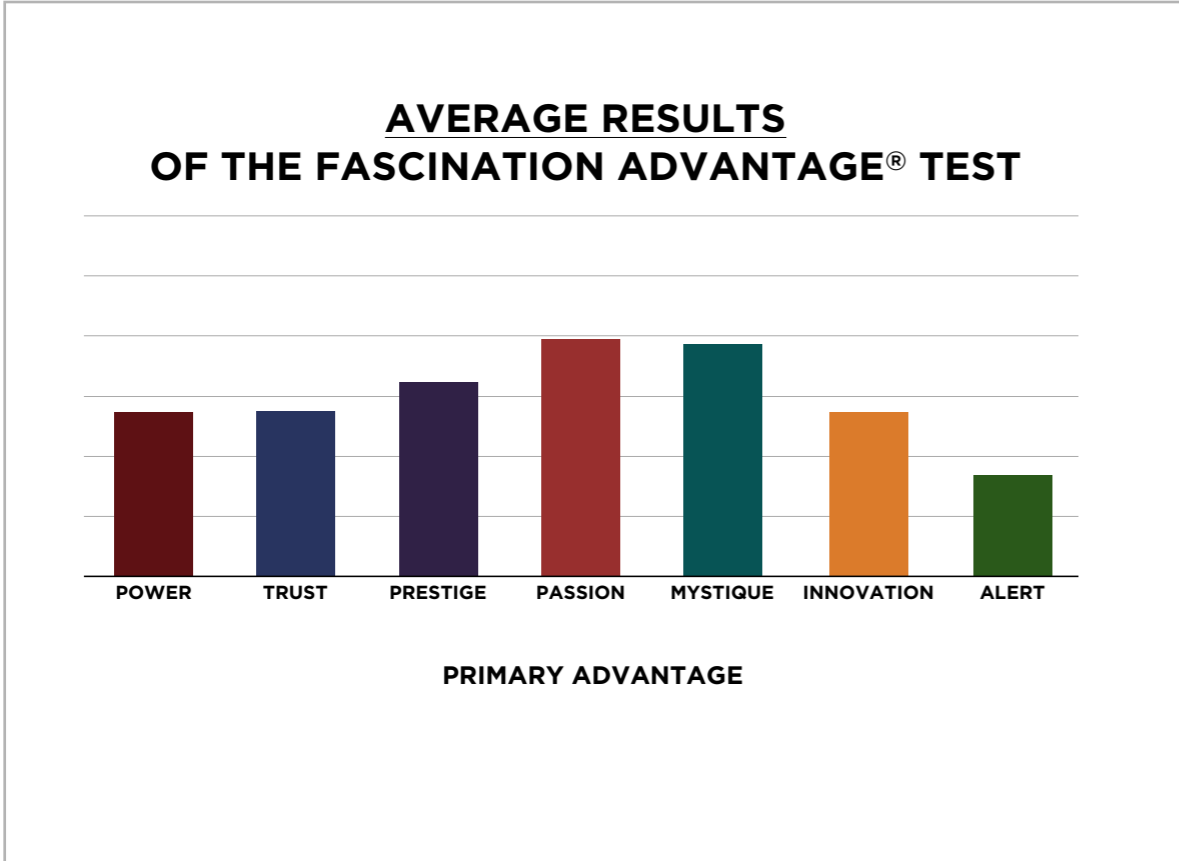


RESULTS FROM ARCHANGEL MASTERS FOR THE FASCINATION ADVANTAGE® TEST

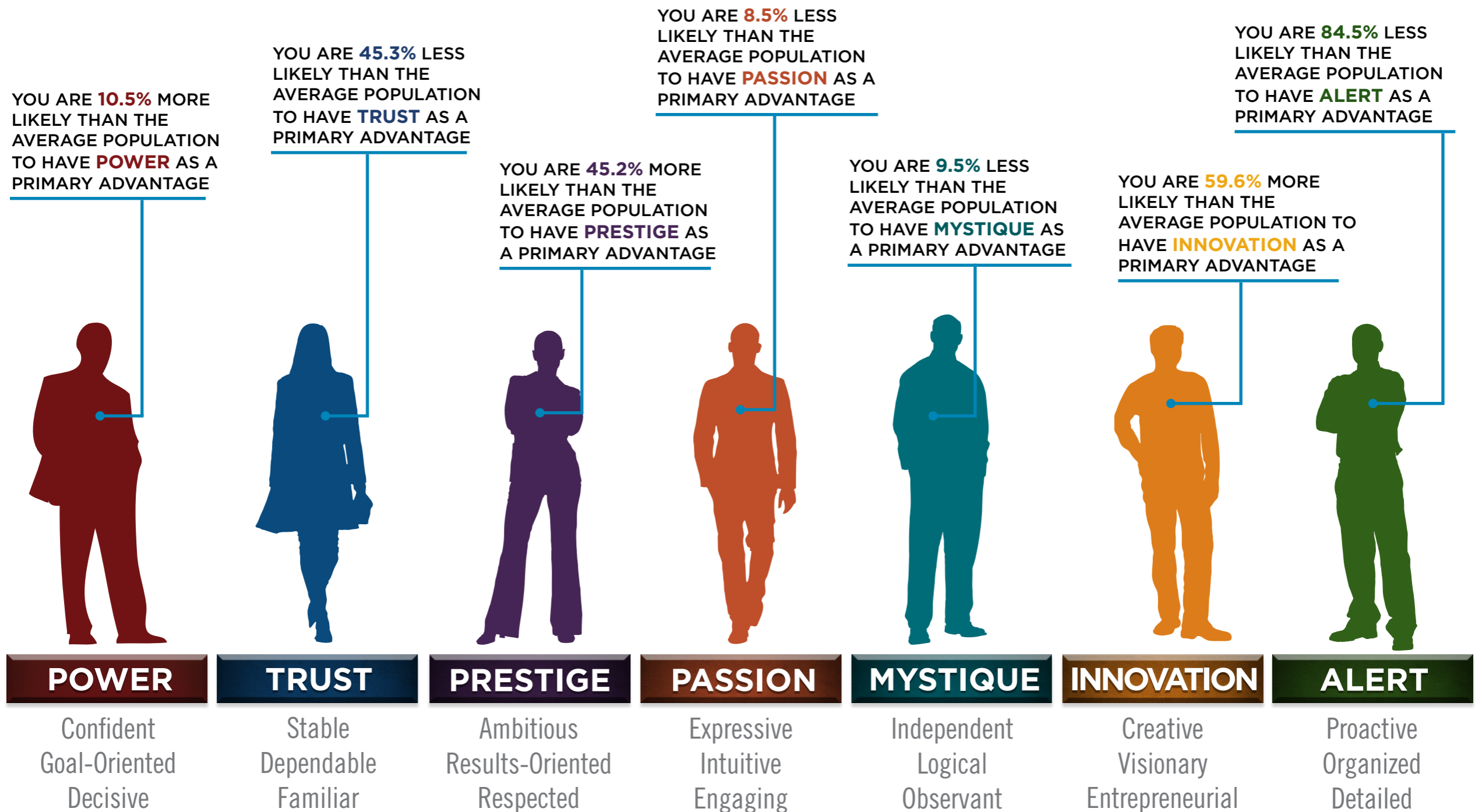


Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.



CUSTOMIZED INSIGHT: ARCHANGEL MASTERS' UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



TRAITS FOR DORMANT ADVANTAGES

INNOVATION

FRUSTRATED BY CHAOS
OR AMBIGUITY

PASSION

PERSUADED BY FACTS, NOT EMOTION

POWER

UNLIKELY TO FORCE OPINIONS OR
“BULLY” TEAMS

PRESTIGE

BUILDS CONSENSUS IN GROUPS
RATHER THAN COMPETITION

TRUST

SEEKS TO EXPLORE AND EXPERIMENT,
DISLIKES RIDGID STRUCTURES

MYSTIQUE

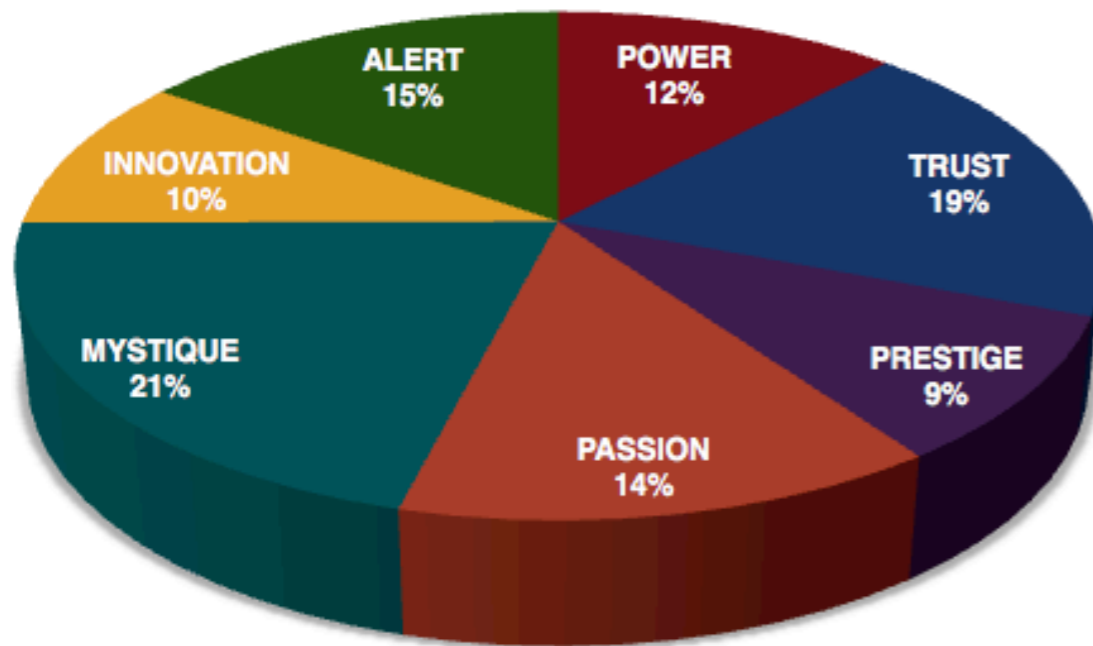
WANTS CLEAR, OPEN,
CANDID DISCUSSION

ALERT

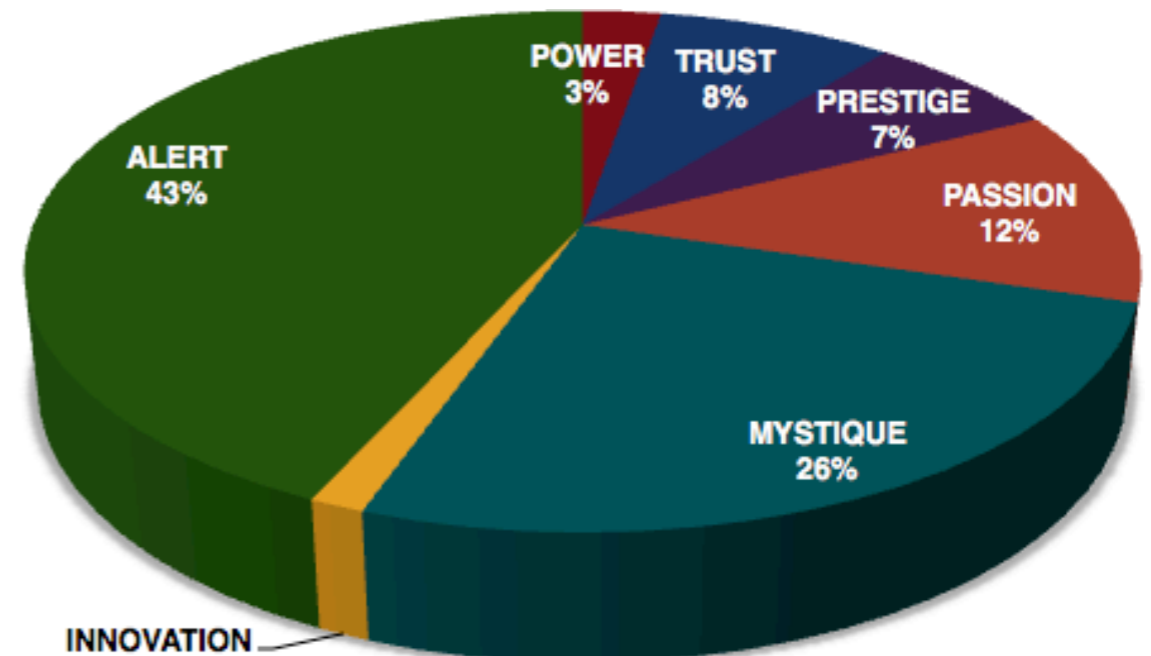
EXHAUSTED BY DETAILS; THRIVES WHEN
LOOKING AT THE BIGGER PICTURE

ARCHANGEL MASTERS' DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM ARCHANGEL MASTERS FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONAL BRAND ARCHETYPES.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

HOWTOFASCINATE.COM

| | | SECONDARY ADVANTAGE | | | | | | |
|-------------------|--|--|---|--|--|--|--|---|
| | | INNOVATION You change the game with creativity | PASSION You connect with emotion | POWER You lead with command | PRESTIGE You earn respect with higher standards | TRUST You build loyalty with consistency | MYSTIQUE You communicate with substance | ALERT You prevent problems with care |
| PRIMARY ADVANTAGE | INNOVATION You change the game with creativity | THE ANARCHY Volatile • Startling Chaotic | THE ROCKSTAR Bold • Artistic Unorthodox | THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial | THE TRENDSETTER Cutting-Edge • Elite Progressive | THE ARTISAN Deliberate • Thoughtful Flexible | THE PROVOCATEUR Clever • Adept Contemporary | THE QUICK-START Prolific • Thorough Diligent |
| | PASSION You connect with emotion | THE CATALYST Out-of-the-Box • Social Energizing | THE DRAMA Theatrical • Emotive Sensitive | THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging | THE TALENT Expressive • Stylish Emotionally-Intelligent | THE BELOVED Nurturing • Loyal Sincere | THE INTRIGUE Discerning • Perceptive Considerate | THE ORCHESTRATOR Attentive • Dedicated Efficient |
| | POWER You lead with command | THE CHANGE AGENT Inventive • Untraditional Self-Propelled | THE RINGLEADER Motivating • Spirited Compelling | THE AGGRESSOR Dominant • Overbearing Dogmatic | THE MAESTRO Ambitious • Focused Confident | THE GUARDIAN Prominent • Genuine Sure-Footed | THE MASTERMIND Methodical • Intense Self-Reliant | THE DEFENDER Proactive • Cautionary Strong-Willed |
| | PRESTIGE You earn respect with higher standards | THE AVANT-GARDE Original • Enterprising Forward-Thinking | THE CONNOISSEUR Insightful • Distinguished In-the-Know | THE VICTOR Respected • Competitive Results-Oriented | THE IMPERIAL Arrogant • Cold Superior | THE BLUE CHIP Classic • Established Best-In-Class | THE ARCHITECT Skillful • Restrained Polished | THE SCHOLAR Intellectual • Disciplined Systematic |
| | TRUST You build loyalty with consistency | THE EVOLUTIONARY Curious • Adaptable Open-Minded | THE AUTHENTIC Approachable • Dependable Trustworthy | THE GRAVITAS Dignified • Stable Hardworking | THE DIPLOMAT Levelheaded • Subtle Capable | THE OLD GUARD Predictable • Safe Unmovable | THE ANCHOR Protective • Purposeful Analytical | THE GOOD CITIZEN Principled • Prepared Conscientious |
| | MYSTIQUE You communicate with substance | THE SECRET WEAPON Nimble • Unassuming Independent | THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful | THE VEILED STRENGTH Realistic • Intentional To-the-Point | THE ROYAL GUARD Elegant • Astute Discreet | THE WISE OWL Observant • Assured Unruffled | THE DEADBOLT Unemotional • Introverted Concentrated | THE ARCHER On-Target • Reasoned Pragmatic |
| | ALERT You prevent problems with care | THE COMPOSER Strategic • Fine-Tuned Judicious | THE COORDINATOR Constructive • Organized Practical | THE ACE Decisive • Tireless Forthright | THE EDITOR-IN-CHIEF Productive • Skilled Detailed | THE MEDIATOR Steadfast • Composed Structured | THE DETECTIVE Clear-Cut • Accurate Meticulous | THE CONTROL FREAK Compulsive • Driven Exacting |

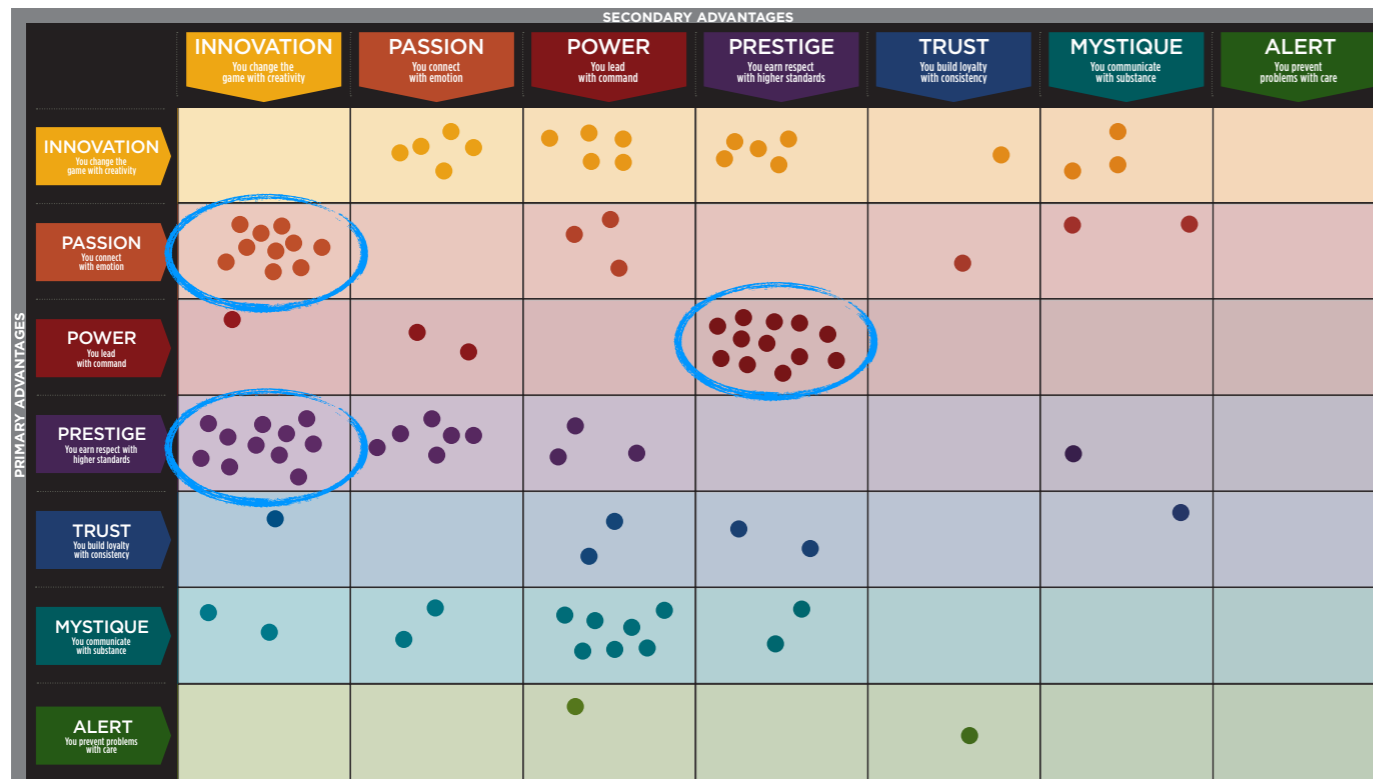


DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

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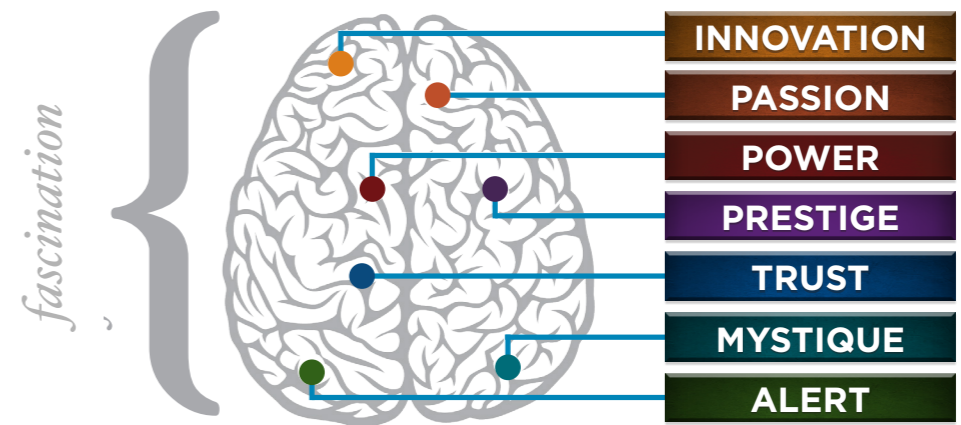
ARCHANGEL MASTERS' "FASCINATION FINGERPRINT"



This diagram shows the concentration of personal brand Archetypes of your organization.



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



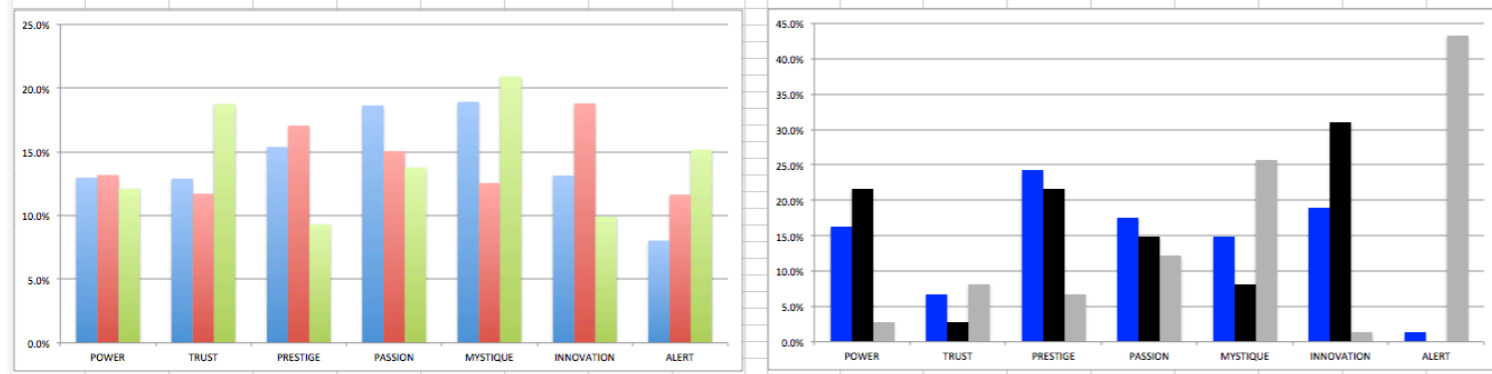
THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

| Primary | Secondary | Archetype | Sum | Percent | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|----------------------|-----|---------|------------|---------|-------|----------|-------|----------|-------|
| Prestige | Innovation | The Avant-Garde | 10 | 13.33% | INNOVATION | 4 | 2 | 5 | 1 | 2 | |
| Passion | Innovation | The Catalyst | 9 | 12.00% | PASSION | 9 | 2 | | | 2 | |
| Power | Prestige | The Maestro | 9 | 12.00% | POWER | 1 | 2 | 9 | | | |
| Mystique | Power | The Veiled Strength | 7 | 9.33% | PRESTIGE | 10 | 4 | 3 | | 1 | |
| Innovation | Prestige | The Trendsetter | 5 | 6.67% | TRUST | 1 | 2 | 1 | | 1 | |
| Innovation | Passion | The Rockstar | 4 | 5.33% | MYSTIQUE | 2 | 1 | 7 | 1 | | |
| Prestige | Passion | The Connoisseur | 4 | 5.33% | ALERT | | | | 1 | | |
| Prestige | Power | The Victor | 3 | 4.00% | | | | | | | |
| Mystique | Innovation | The Secret Weapon | 2 | 2.67% | INNOVATION | 5.3% | 2.7% | 6.7% | 1.3% | | |
| Innovation | Mystique | The Provocateur | 2 | 2.67% | PASSION | 12.0% | 2.7% | | | 2.7% | |
| Passion | Mystique | The Intrigue | 2 | 2.67% | POWER | 1.3% | 2.7% | 12.0% | | | |
| Power | Passion | The Ringleader | 2 | 2.67% | POWER | 1.3% | 2.7% | 12.0% | | | |
| Innovation | Power | The Maverick Leader | 2 | 2.67% | PRESTIGE | 13.3% | 5.3% | 4.0% | | 1.3% | |
| Passion | Power | The Peoples Champion | 2 | 2.67% | TRUST | 1.3% | 2.7% | 1.3% | | 1.3% | |
| Trust | Power | The Gravitas | 2 | 2.67% | MYSTIQUE | 2.7% | 1.3% | 9.3% | 1.3% | | |
| Power | Innovation | The Change Agent | 1 | 1.33% | ALERT | | | | 1.3% | | |
| Trust | Innovation | The Evolutionary | 1 | 1.33% | | | | | | | |
| Prestige | Mystique | The Architect | 1 | 1.33% | | | | | | | |
| Trust | Mystique | The Anchor | 1 | 1.33% | | | | | | | |
| Mystique | Passion | The Subtle Touch | 1 | 1.33% | | | | | | | |
| Mystique | Prestige | The Royal Guard | 1 | 1.33% | | | | | | | |
| Trust | Prestige | The Diplomat | 1 | 1.33% | | | | | | | |
| Alert | Trust | The Mediator | 1 | 1.33% | | | | | | | |
| Innovation | Trust | The Artisan | 1 | 1.33% | | | | | | | |

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

| AVERAGE POPULATION | | | | | | | | | Archangel Masters | | | | | | | | |
|--------------------|-------|--------|----------|---------|----------|------------|--------|--------|-------------------|-------|-------|----------|---------|----------|------------|-------|-------|
| | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total | | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total |
| Primary | 93500 | 92992 | 110888 | 134423 | 136482 | 94730 | 57934 | 720949 | Primary | 12 | 5 | 18 | 13 | 11 | 14 | 1 | 74 |
| Secondary | 95050 | 84450 | 122967 | 108537 | 90486 | 135567 | 83892 | 720949 | Secondary | 16 | 2 | 16 | 11 | 6 | 23 | 0 | 74 |
| Dormant | 87356 | 135338 | 67174 | 99303 | 150898 | 71458 | 109422 | 720949 | Dormant | 2 | 6 | 5 | 9 | 19 | 1 | 32 | 74 |

These graphs include data on Primary, Secondary and Dormant Advantages.



HOW DOES YOUR INNER CIRCLE COMMUNICATE?

We want you to share your code with your inner circle, your most trusted friends and influencers. Why? Once they know what makes them valuable to others, they'll be more authentic and confident, and more likely to make a positive impression.

Click here or copy and paste the below copy to share this code for free (normally \$19.99 each)

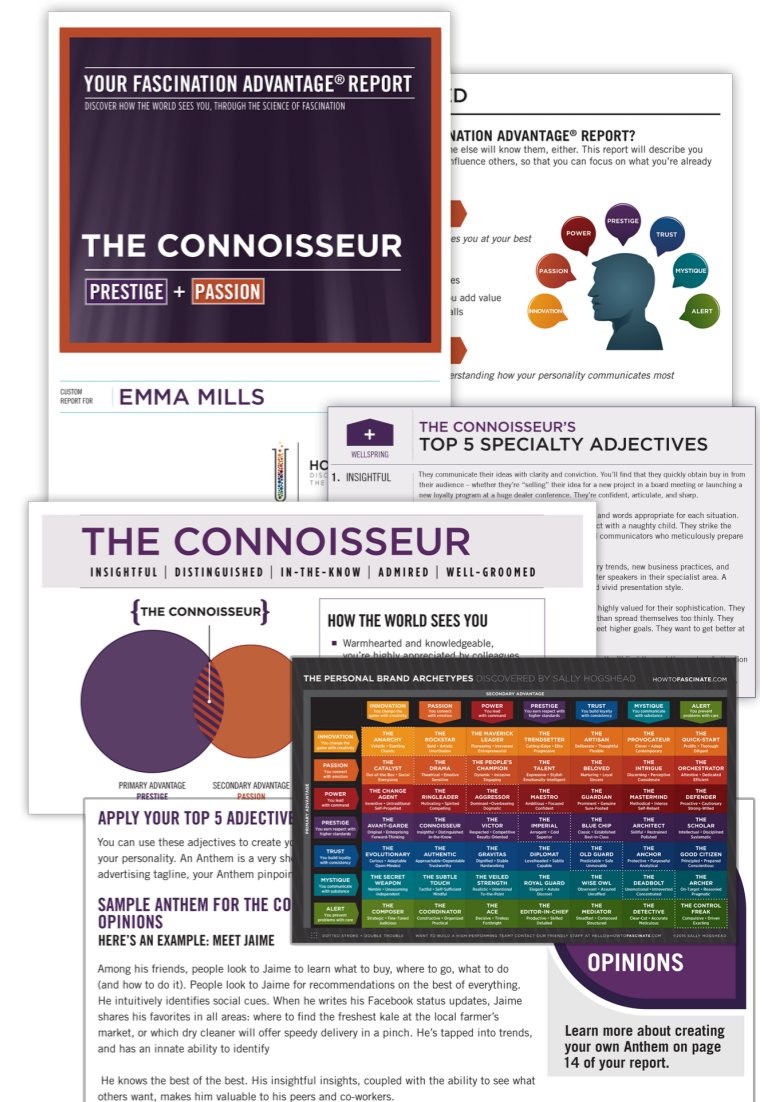
1 VISIT HowToFascinate.com/YOU

2 FOR THE ACCESS CODE, ENTER **ACADEMYSHARE**

3 THIS OFFER EXPIRES ON **03/20/18**

When they take the Fascination Advantage® assessment, they will discover their distinct brand of persuasion. It's what they are already doing right. Leverage this information and they can build a brand that people will love.

Have questions? We're here to help! Email our friendly customer service at hello@howtofascinate.com.



LET'S START A CONVERSATION.

