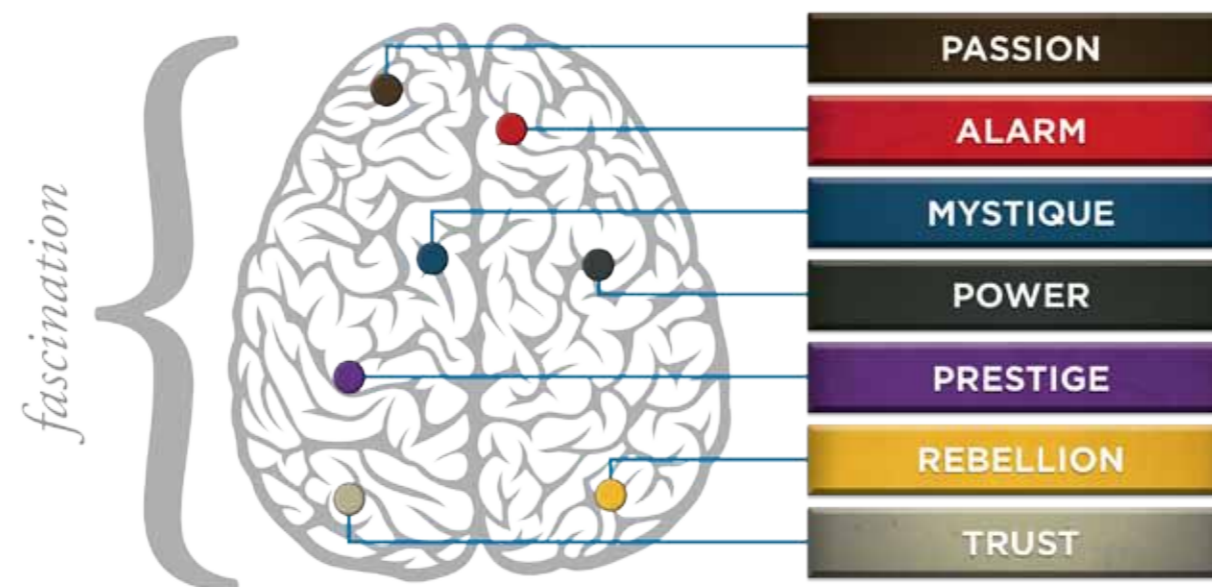


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO AEM ON 05/21/12



“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 AEM:

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.



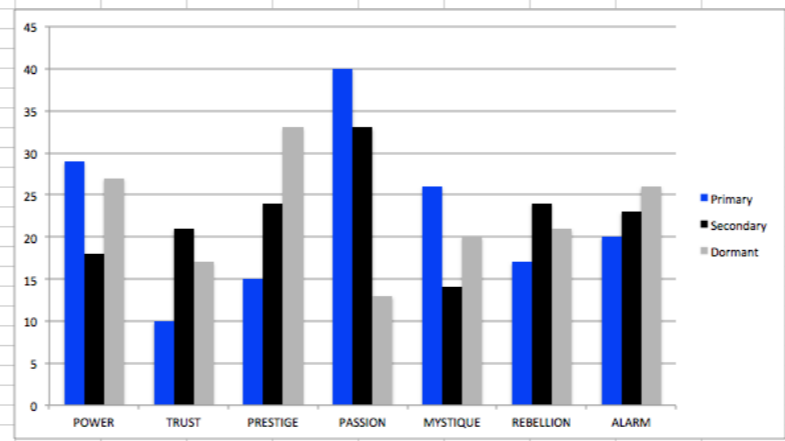
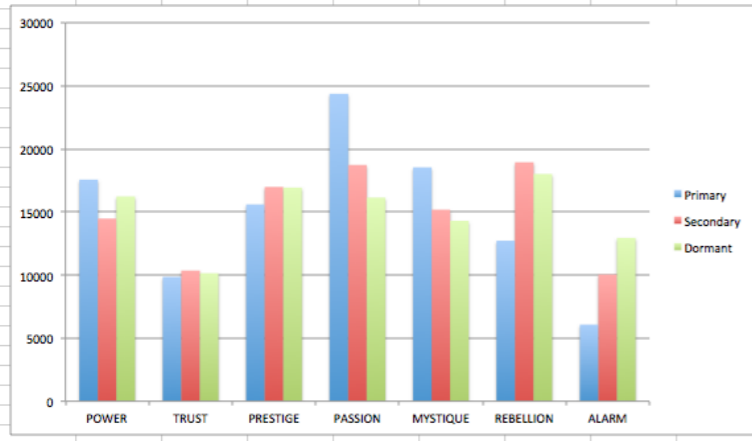
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

Primary	Secondary	Dormant	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
passion	rebellion	power	The Catalyst	11	7.01%	PASSION		4	6	6	5	8	11
power	prestige	rebellion	The Maestro	10	6.37%	TRUST	1		2	2	1	4	
passion	alarm	trust	The Accelerator	8	5.10%	MYSTIQUE	7	5		4	1	6	3
power	passion	alarm	The Ringleader	8	5.10%	PRESTIGE	4	3			6		2
alarm	trust	mystique	The Maintainer	7	4.46%	POWER	8		3	10		4	4
rebellion	passion	power	The Rockstar	7	4.46%	ALARM	6	7		1	2		4
mystique	passion	alarm	The Subtle Touch	7	4.46%	REBELLION	7	2	3	1	3	1	
mystique	alarm	trust	The Bullseye	6	3.82%								
alarm	passion	prestige	The Detector	6	3.82%								
passion	mystique	prestige	The Intrigue	6	3.82%								
passion	prestige	alarm	The Talent	6	3.82%								
prestige	power	alarm	The Victor	6	3.82%								
passion	power	prestige	The Advocate	5	3.18%	PASSION	0.0%	2.5%	3.8%	3.8%	3.2%	5.1%	7.0%
mystique	trust	passion	The Wise Owl	5	3.18%	TRUST	0.6%	0.0%	1.3%	1.3%	0.6%	2.5%	0.0%
passion	trust	prestige	The Beloved	4	2.55%	MYSTIQUE	4.5%	3.2%	0.0%	2.5%	0.6%	3.8%	1.9%
alarm	rebellion	trust	The Careful Creative	4	2.55%	PRESTIGE	2.5%	1.9%	0.0%	0.0%	3.8%	0.0%	1.3%
power	rebellion	prestige	The Change Agent	4	2.55%	POWER	5.1%	0.0%	1.9%	6.4%	0.0%	2.5%	2.5%
prestige	passion	alarm	The Connoisseur	4	2.55%	ALARM	3.8%	4.5%	0.0%	0.6%	1.3%	0.0%	2.5%
trust	alarm	passion	The Good Citizen	4	2.55%	REBELLION	4.5%	1.3%	1.9%	0.6%	1.9%	0.6%	0.0%
mystique	prestige	rebellion	The Velvet Rope	4	2.55%								
power	alarm	rebellion	The Watchdog	4	2.55%								
prestige	trust	power	The Blue Chip	3	1.91%								
power	mystique	prestige	The Mastermind	3	1.91%								
rebellion	power	prestige	The Maverick Leader	3	1.91%								
rebellion	mystique	prestige	The Provocateur	3	1.91%								
mystique	rebellion	trust	The Secret Weapon	3	1.91%								
rebellion	trust	power	The Artisan	2	1.27%								

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

AVERAGE POPULATION									AEM								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	17562	9855	15597	24366	18533	12722	6076	104711	Primary	29	10	15	40	26	17	20	157
Secondary	14475	10356	16985	18727	15183	18938	10047	104711	Secondary	18	21	24	33	14	24	23	157
Dormant	16233	10148	16933	16143	14295	18011	12948	104711	Dormant	27	17	33	13	20	21	26	157

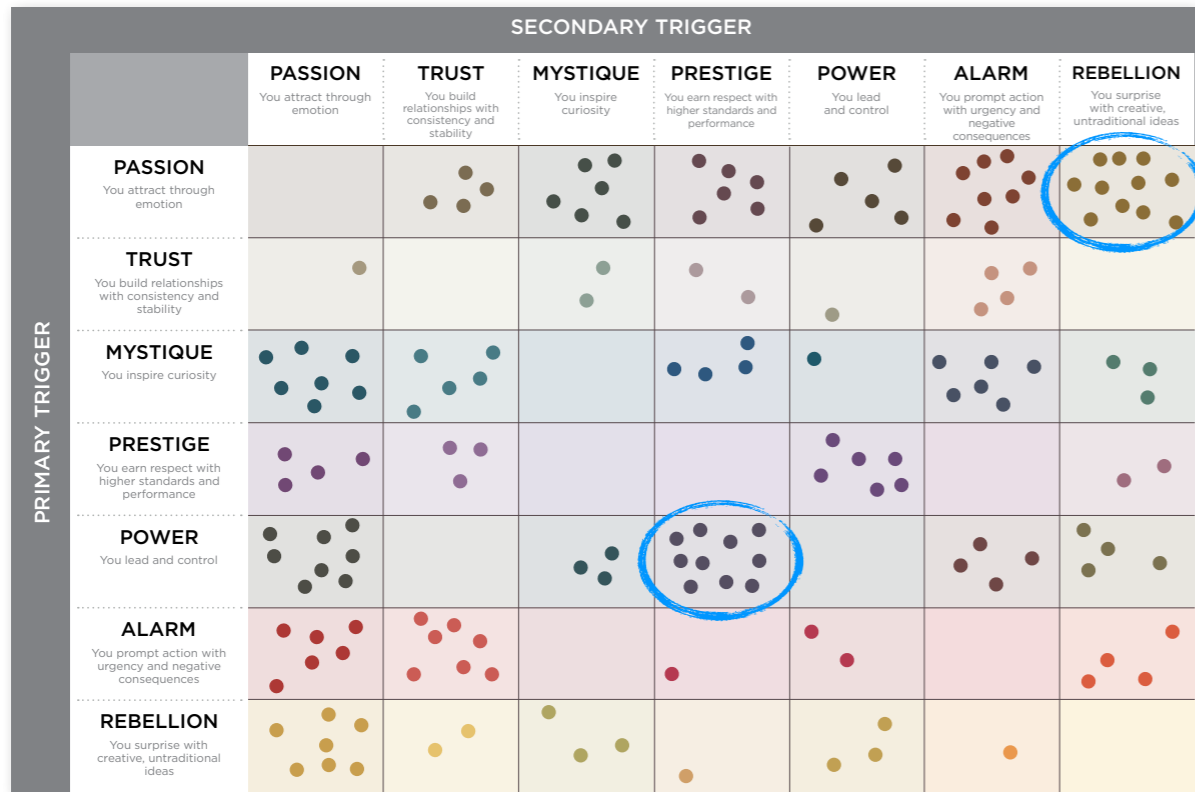
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.8%	9.4%	14.9%	23.3%	17.7%	12.1%	5.8%	100.0%	Primary	18.5%	6.4%	9.6%	25.5%	16.6%	10.8%	12.7%	100.0%
Secondary	13.8%	9.9%	16.2%	17.9%	14.5%	18.1%	9.6%	100.0%	Secondary	11.5%	13.4%	15.3%	21.0%	8.9%	15.3%	14.6%	100.0%
Dormant	15.5%	9.7%	16.2%	15.4%	13.7%	17.2%	12.4%	100.0%	Dormant	17.2%	10.8%	21.0%	8.3%	12.7%	13.4%	16.6%	100.0%



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.”



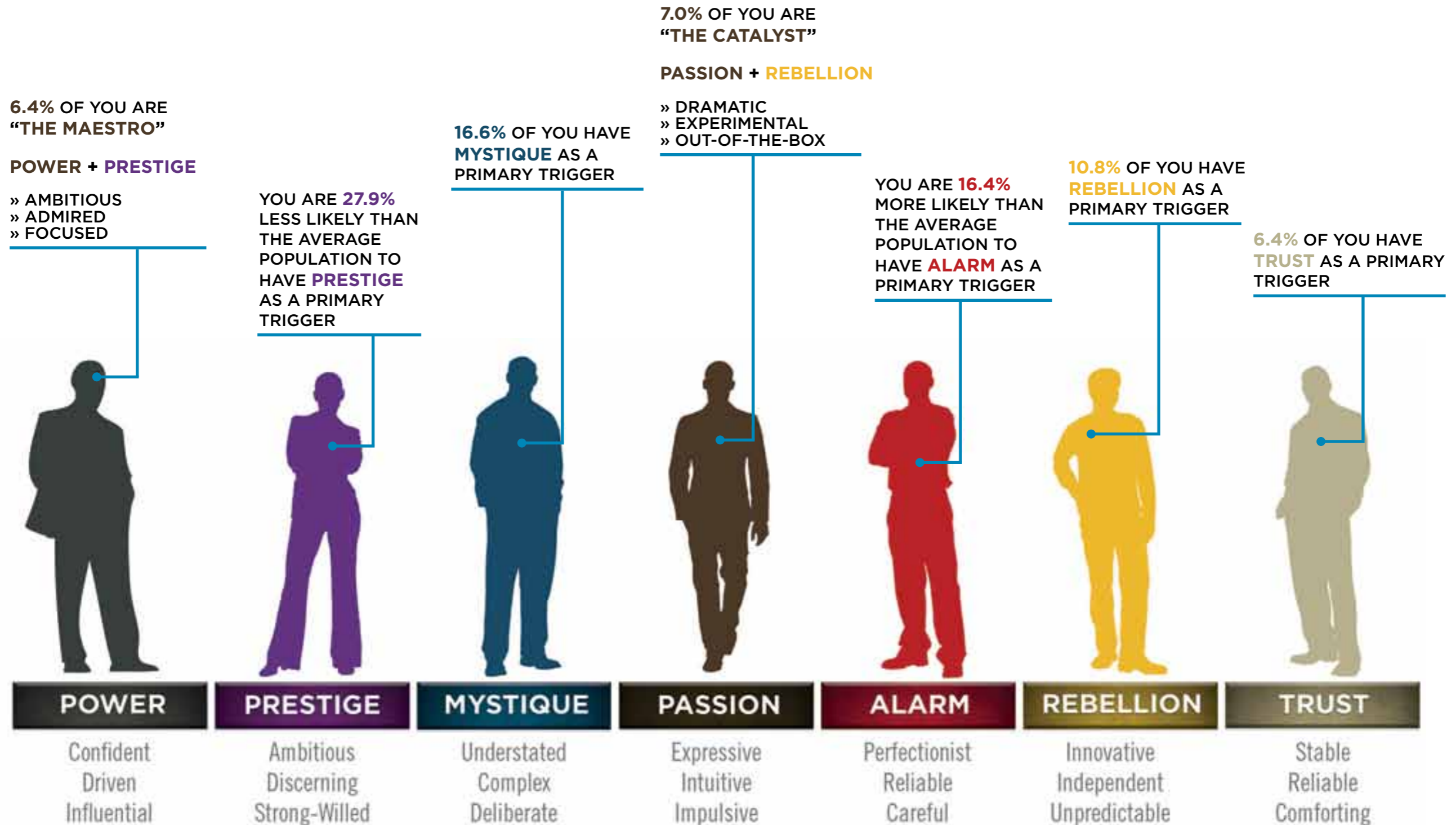
Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		SECONDARY TRIGGER						
		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
		You attract through emotion	You build relationships with consistency and stability	You inspire curiosity	You earn respect with higher standards and performance	You lead and control	You prompt action with urgency and negative consequences	You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION		2.5%	3.8%	3.8%	3.2%	5.1%	7.0%
	TRUST	0.6%		1.3%	1.3%	0.6%	2.5%	
	MYSTIQUE	4.5%	3.2%		2.5%	0.6%	3.8%	1.9%
	PRESTIGE	2.5%	1.9%			3.8%		1.3%
	POWER	5.1%		1.9%	6.4%		2.5%	2.5%
	ALARM	3.8%	4.5%		0.6%	1.3%		2.5%
	REBELLION	4.5%	1.3%	1.9%	0.6%	1.9%	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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