

# AN INSIDER'S *look* AT THE RESEARCH

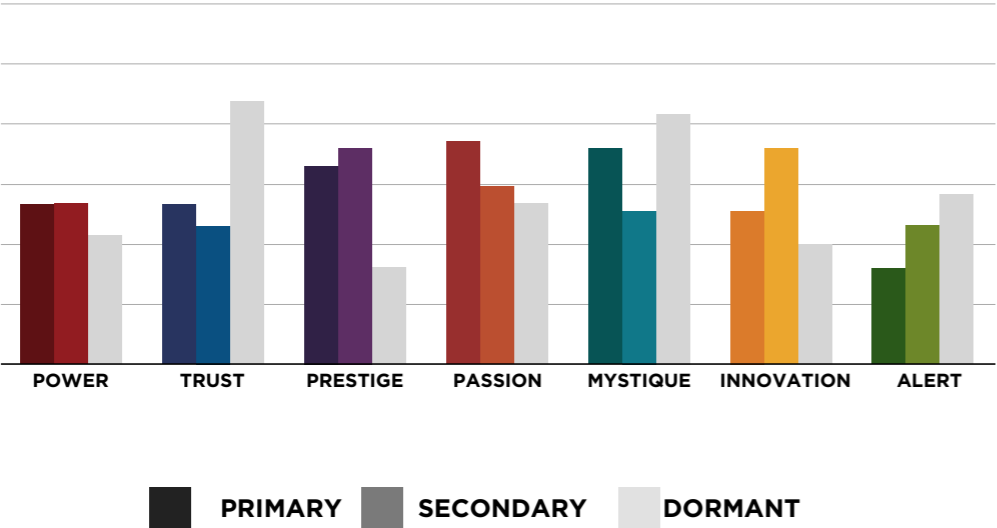
FROM SALLY HOGSHEAD'S PRESENTATION TO  
AMERICAN EQUITY UNDERWRITERS ON 7/20/15



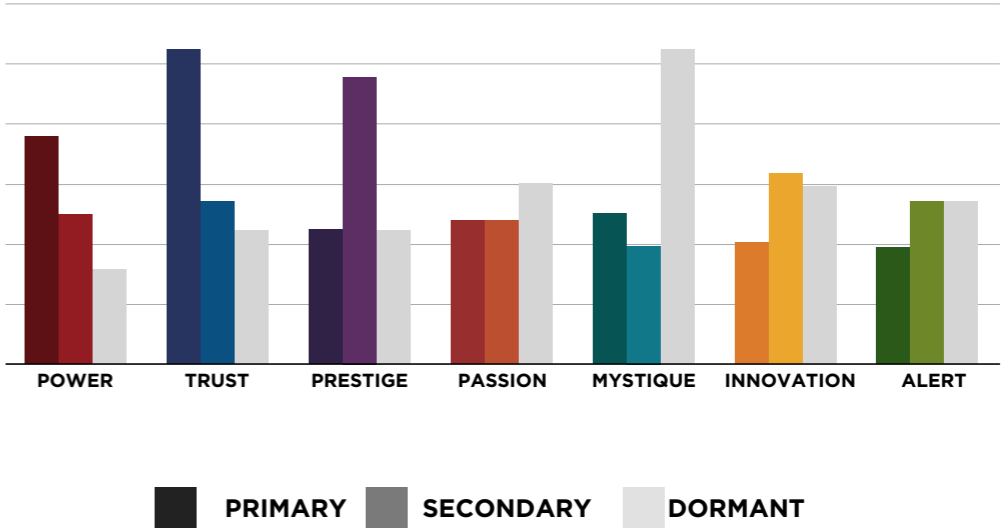
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

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**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**AMERICAN EQUITY RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

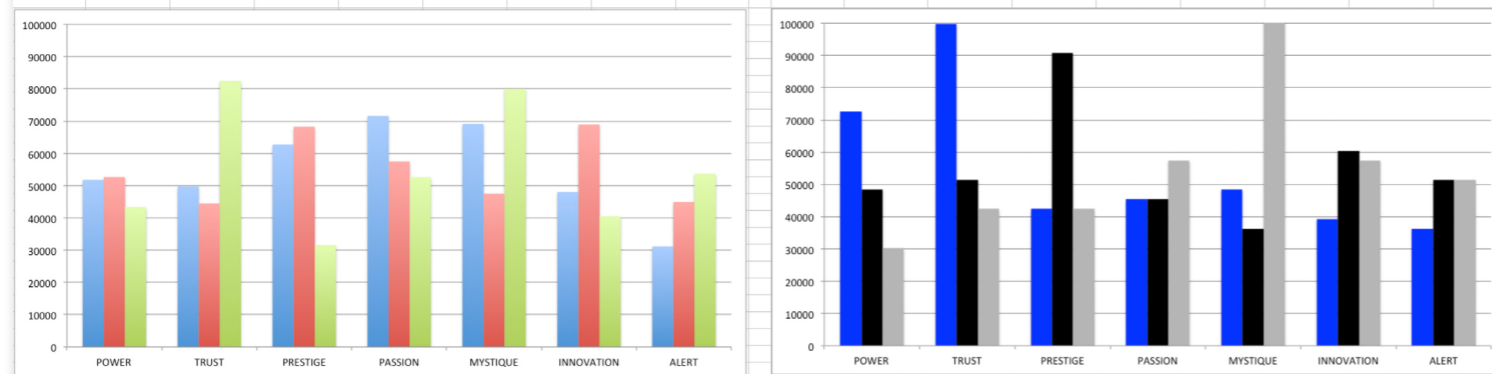


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Mystique	Trust	The Wise Owl	5	3.94%	INNOVATION	5	3	2	1		2
Prestige	Power	The Victor	3	2.36%	PASSION	4	3	4	3		1
Mystique	Power	The Veiled Strength	1	0.79%	POWER	3	4	10	5	1	1
Innovation	Prestige	The Trendsetter	2	1.57%	PRESTIGE	3	1	3	1	4	2
Passion	Prestige	The Talent	4	3.15%	TRUST	4	1	4	11	4	9
Mystique	Passion	The Subtle Touch	3	2.36%	MYSTIQUE	5	3	1	5		2
Mystique	Innovation	The Secret Weapon	5	3.94%	ALERT	1	1	2	3	3	
Prestige	Alert	The Scholar	2	1.57%							
Innovation	Passion	The Rockstar	5	3.94%	INNOVATION	3.1%	3.9%	2.4%	1.6%	0.8%	1.6%
Power	Passion	The Ringleader	4	3.15%	PASSION	2.4%	3.1%	2.4%	3.1%	2.4%	0.8%
Innovation	Alert	The Quick-Start	2	1.57%	POWER	2.4%	0.8%	2.4%	7.9%	3.9%	0.8%
Passion	Power	The Peoples Champion	3	2.36%	PRESTIGE	2.4%	0.8%	2.4%	0.8%	3.1%	1.6%
Passion	Alert	The Orchestrator	1	0.79%	TRUST	3.1%	0.8%	3.1%	8.7%	3.1%	7.1%
Alert	Trust	The Mediator	2	1.57%	MYSTIQUE	3.9%	2.4%	0.8%	2.4%	3.9%	1.6%
Innovation	Power	The Maverick Leader	3	2.36%	ALERT	0.8%	0.8%	1.6%	2.4%	1.6%	
Power	Mystique	The Mastermind	1	0.79%							
Power	Prestige	The Maestro	10	7.87%							
Power	Trust	The Guardian	5	3.94%							
Trust	Power	The Gravititas	4	3.15%							
Trust	Alert	The Good Citizen	9	7.09%							
Trust	Innovation	The Evolutionary	4	3.15%							
Alert	Prestige	The Editor-in-Chief	3	2.36%							
Trust	Prestige	The Diplomat	11	8.66%							
Alert	Mystique	The Detective	3	2.36%							
Power	Alert	The Defender	1	0.79%							
Alert	Passion	The Coordinator	1	0.79%							
Prestige	Passion	The Connoisseur	1	0.79%							
Alert	Innovation	The Composer	1	0.79%							

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

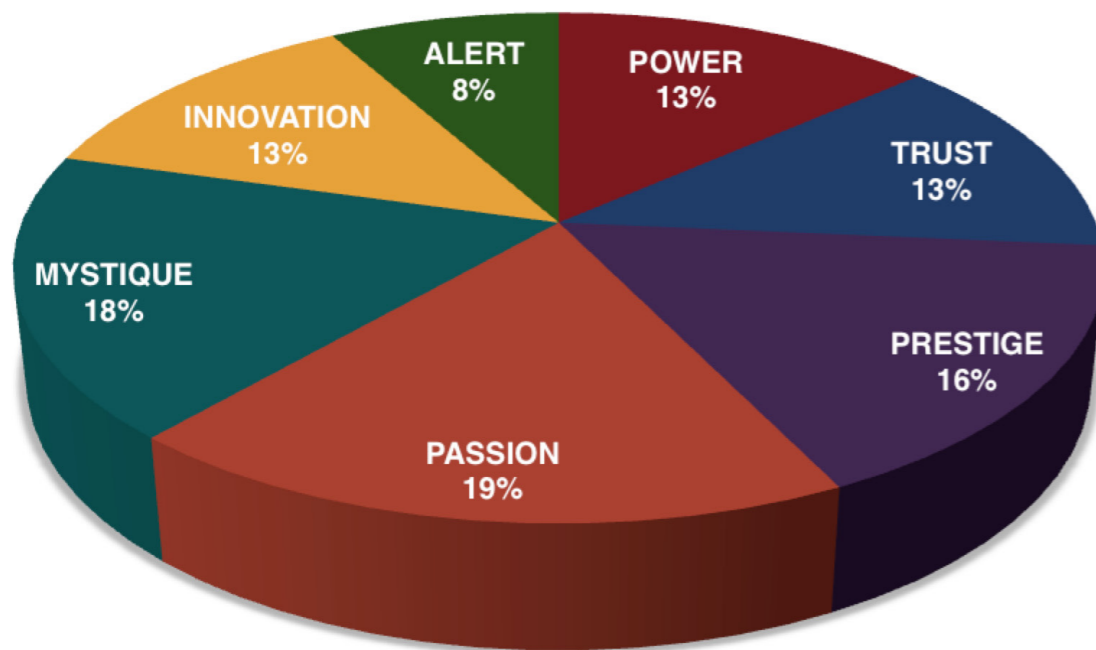
AVERAGE POPULATION									American Equity								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	51815	49823	62792	71642	69160	48069	31152	384453	Primary	24	33	14	15	16	13	12	127
Secondary	52701	44494	68300	57545	47534	68945	44934	384453	Secondary	16	17	30	15	12	20	17	127
Dormant	43379	82580	31569	52684	80029	40490	53722	384453	Dormant	10	14	14	19	34	19	17	127
	13.5%	13.0%	16.3%	18.6%	18.0%	12.5%	8.1%	100.0%	Primary	18.9%	26.0%	11.0%	11.8%	12.6%	10.2%	9.4%	100.0%
	13.7%	11.6%	17.8%	15.0%	12.4%	17.9%	11.7%	100.0%	Secondary	12.6%	13.4%	23.6%	11.8%	9.4%	15.7%	13.4%	100.0%
	11.3%	21.5%	8.2%	13.7%	20.8%	10.5%	14.0%	100.0%	Dormant	7.9%	11.0%	11.0%	15.0%	26.8%	15.0%	13.4%	100.0%



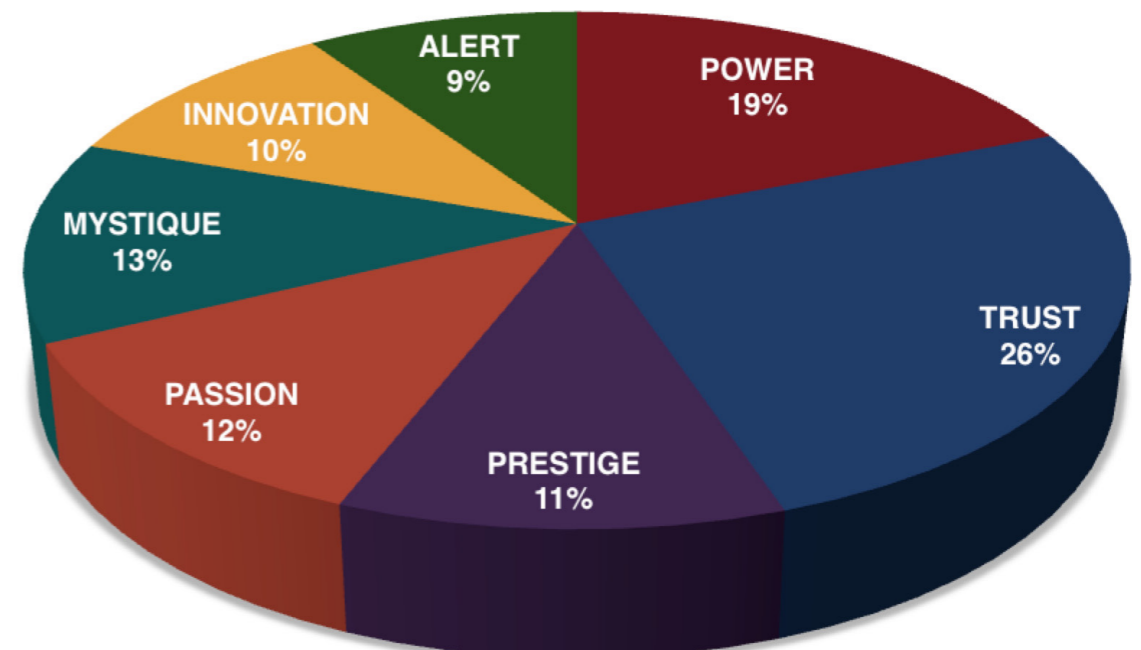
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**AMERICAN EQUITY RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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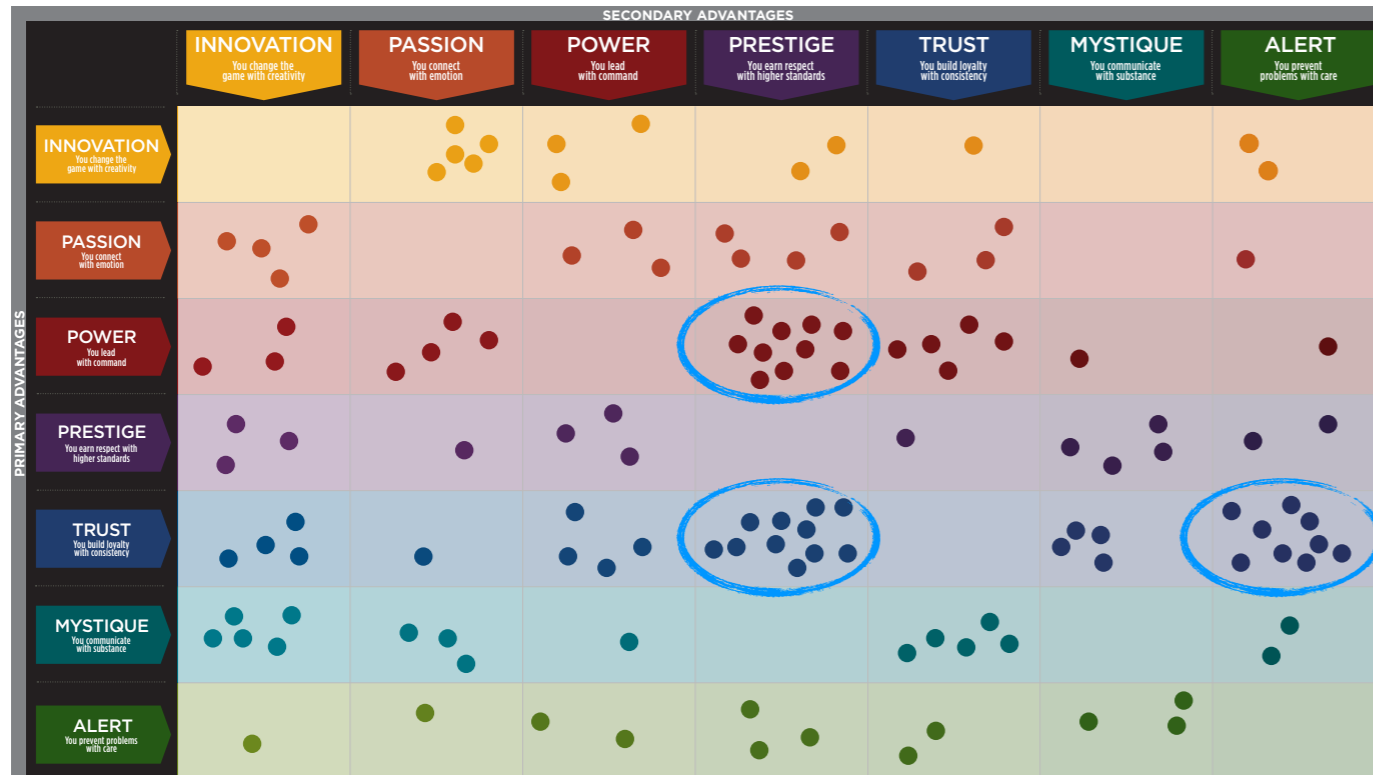
### SECONDARY FASCINATION ADVANTAGE®

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

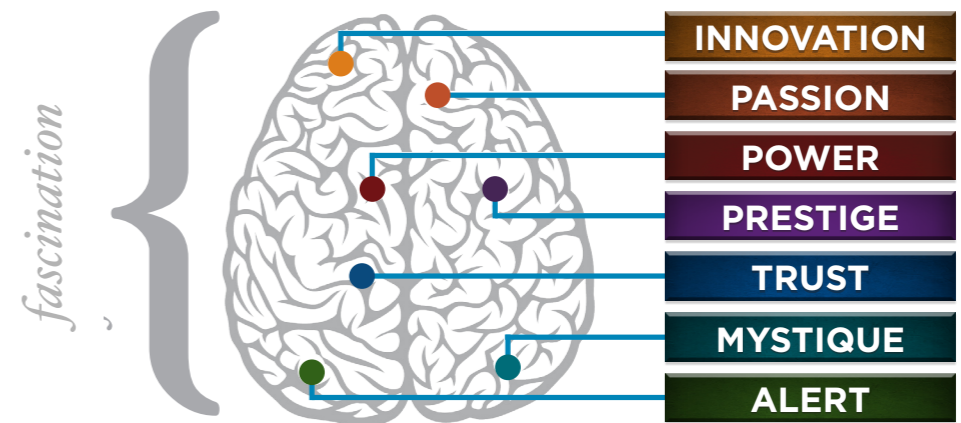
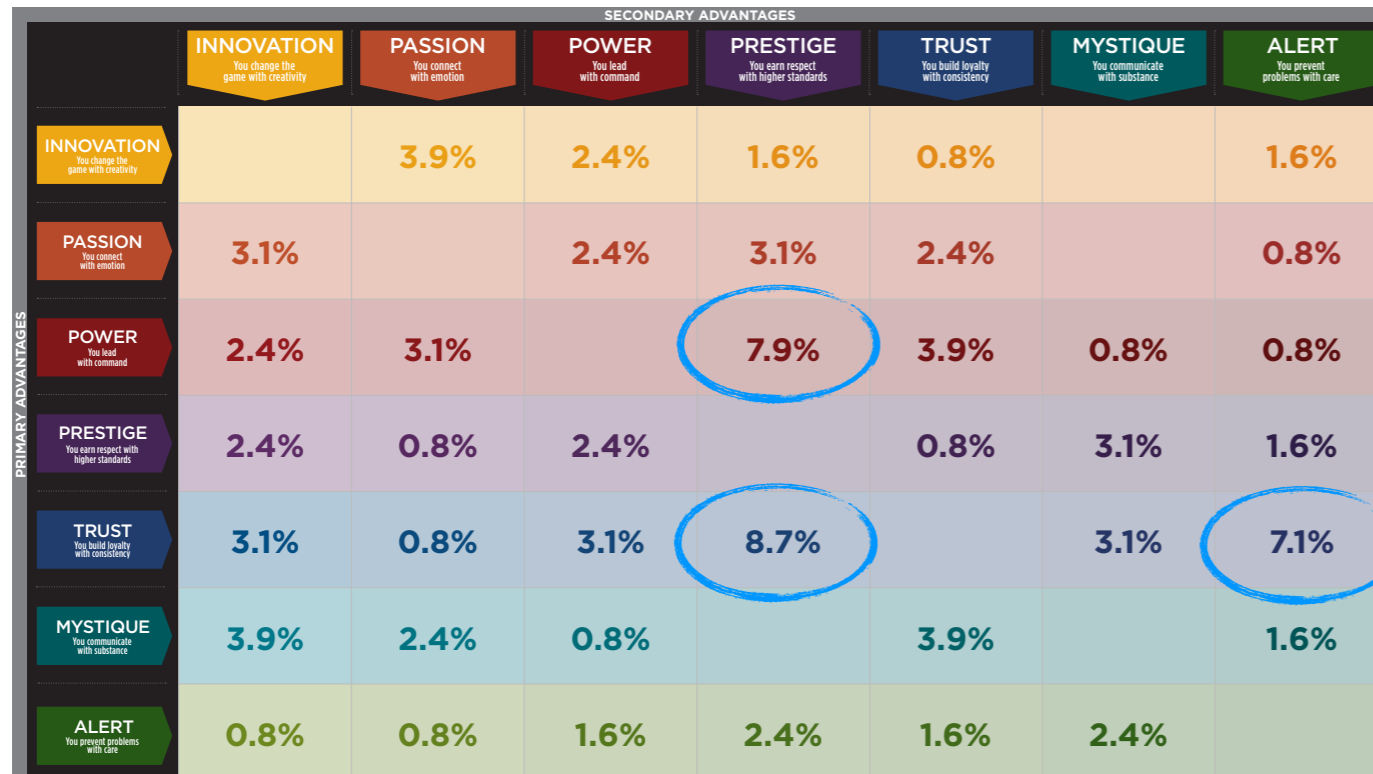
PRIMARY FASCINATION ADVANTAGE®

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



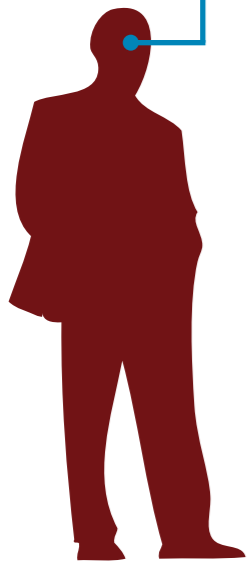
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

YOU ARE **28.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **110.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **34.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **38.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **23.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **13.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **8.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed

## 7 WAYS HIGH-PERFORMERS ADD VALUE

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**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

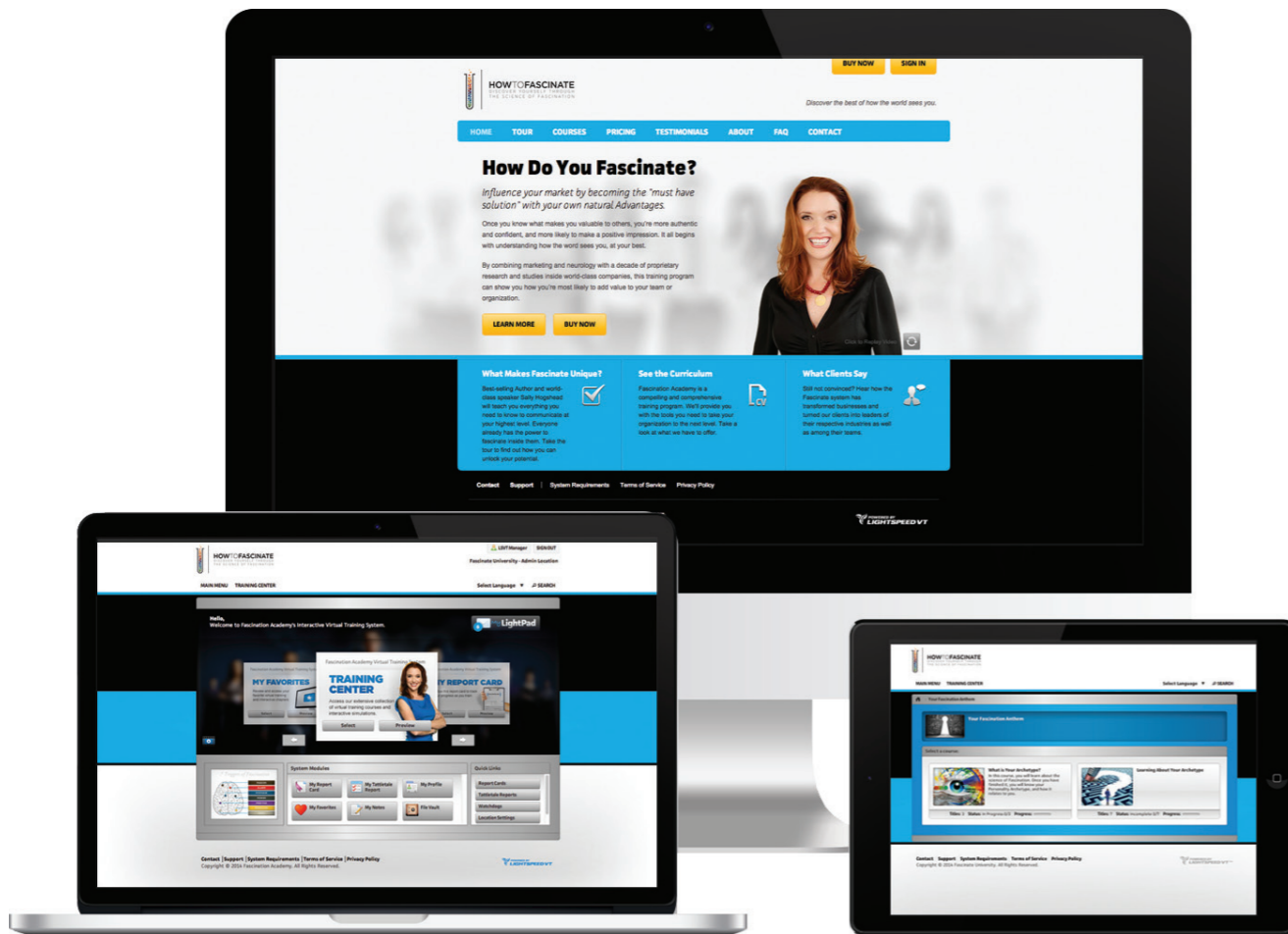
**ALERT**

PRECISE DETAIL MANAGER



# FASCINATION ACADEMY

Virtual training that's as individual as you are.



- + Find the perfect words to **sell and build** relationships
- + Learn how to **immediately communicate** your value to clients and coworkers
- + Combat distraction to **grow your revenue** and create unforgettable customer experiences

**GET YOUR FREE TRIAL**

Questions? [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)