

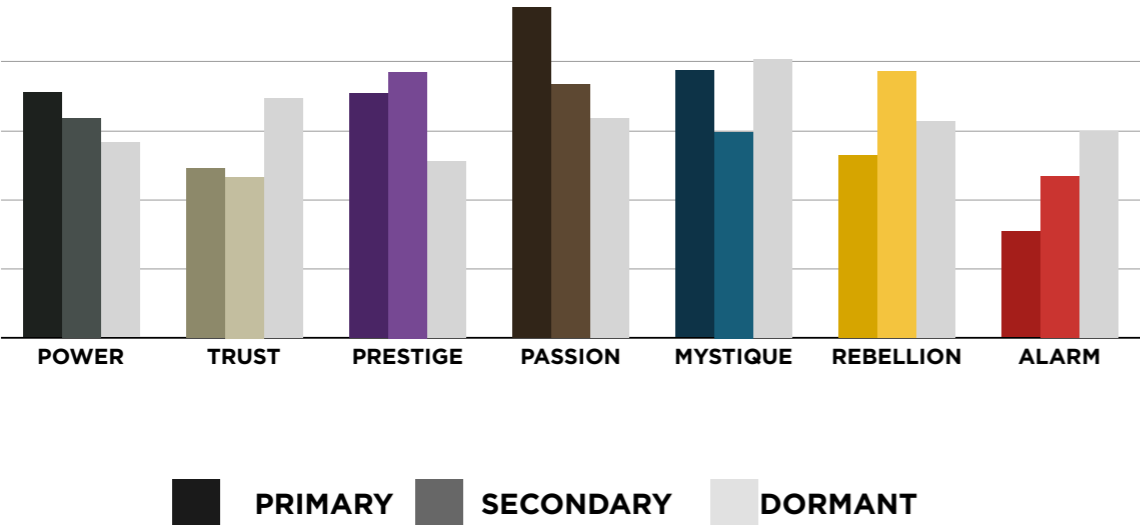
AN INSIDER'S *look* AT THE RESEARCH

FROM TEAM FASCINATE'S PRESENTATION TO
AHAA14 ON 02/20/14

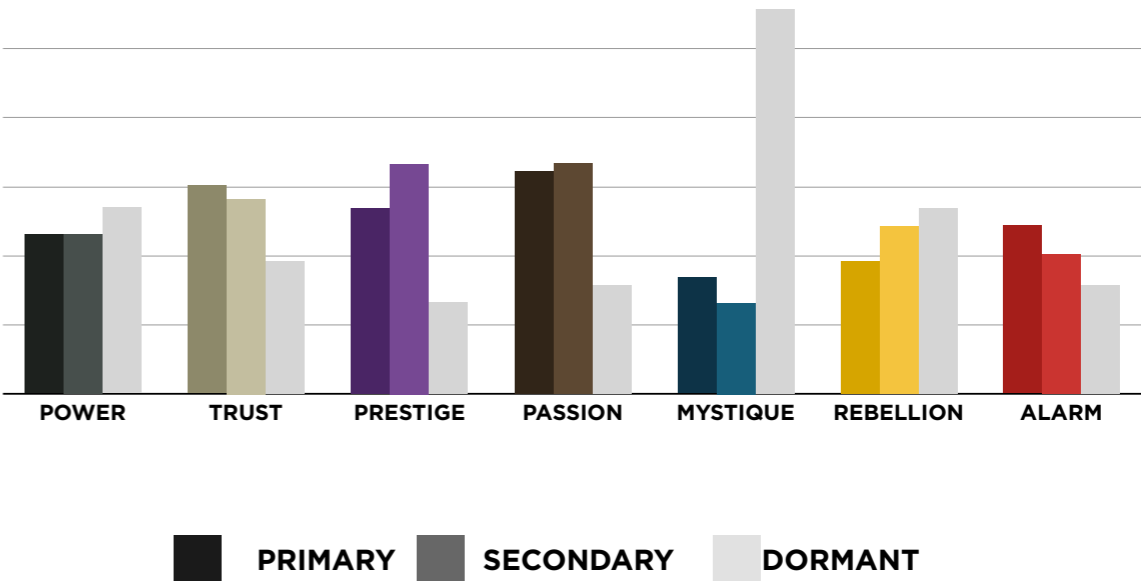


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



AHAA14 RESULTS OF THE FASCINATION ADVANTAGE TEST

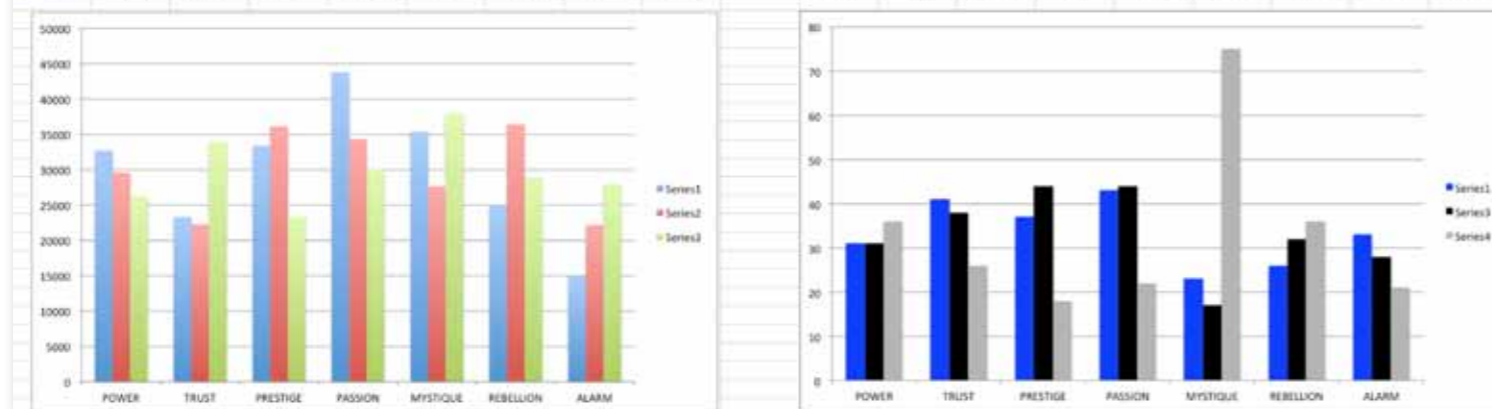


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
Alarm	Trust	The Sustainer	17	7.26%	PASSION		7	7	4	6	2	17	
Passion	Rebellion	The Catalyst	17	7.26%	TRUST	7		4	11	4	14	1	
Power	Prestige	The Maestro	17	7.26%	MYSTIQUE	4	5		3	4	3	4	
Prestige	Passion	The Connoisseur	16	6.84%	PRESTIGE	16	2	4		8	2	5	
Trust	Alarm	The Good Citizen	14	5.98%	POWER	2	6	1	17		1	4	
Trust	Prestige	The Diplomat	11	4.70%	ALARM	8	17		2	5		1	
Alarm	Passion	The Coordinator	8	3.42%	REBELLION	7	2	1	7	4	6		
Prestige	Power	The Victor	8	3.42%									
Passion	Mystique	The Intrigue	7	2.99%		PASSION		TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Trust	The Beloved	7	2.99%	PASSION		3.0%	3.0%	1.7%	2.6%	0.9%	7.3%	
Rebellion	Passion	The Rockstar	7	2.99%	TRUST	3.0%		1.7%	4.7%	1.7%	6.0%	0.4%	
Rebellion	Prestige	The Trendsetter	7	2.99%	MYSTIQUE	1.7%	2.1%		1.3%	1.7%	1.3%	1.7%	
Trust	Passion	The Authentic	7	2.99%	PRESTIGE	6.8%	0.9%	1.7%		3.4%	0.9%	2.1%	
Passion	Power	The Advocate	6	2.56%	POWER	0.9%	2.6%	0.4%	7.3%		0.4%	1.7%	
Power	Trust	The Guardian	6	2.56%	ALARM	3.4%	7.3%		0.9%	2.1%		0.4%	
Rebellion	Alarm	The Quick-Start	6	2.56%	REBELLION	3.0%	0.9%	0.4%	3.0%	1.7%	2.6%		
Alarm	Power	The Sheriff	5	2.14%									
Mystique	Trust	The Wise Owl	5	2.14%									
Prestige	Rebellion	The Avant-Garde	5	2.14%									
Mystique	Passion	The Subtle Touch	4	1.71%									
Mystique	Power	The Veiled Strength	4	1.71%									
Mystique	Rebellion	The Secret Weapon	4	1.71%									
Passion	Prestige	The Talent	4	1.71%									
Power	Rebellion	The Change Agent	4	1.71%									
Prestige	Mystique	The Architect	4	1.71%									
Rebellion	Power	The Maverick Leader	4	1.71%									
Trust	Mystique	The Vault	4	1.71%									
Trust	Power	The Gravitas	4	1.71%									
Mystique	Alarm	The Bullseye	3	1.28%									
Mystique	Prestige	The Royal Guard	3	1.28%									

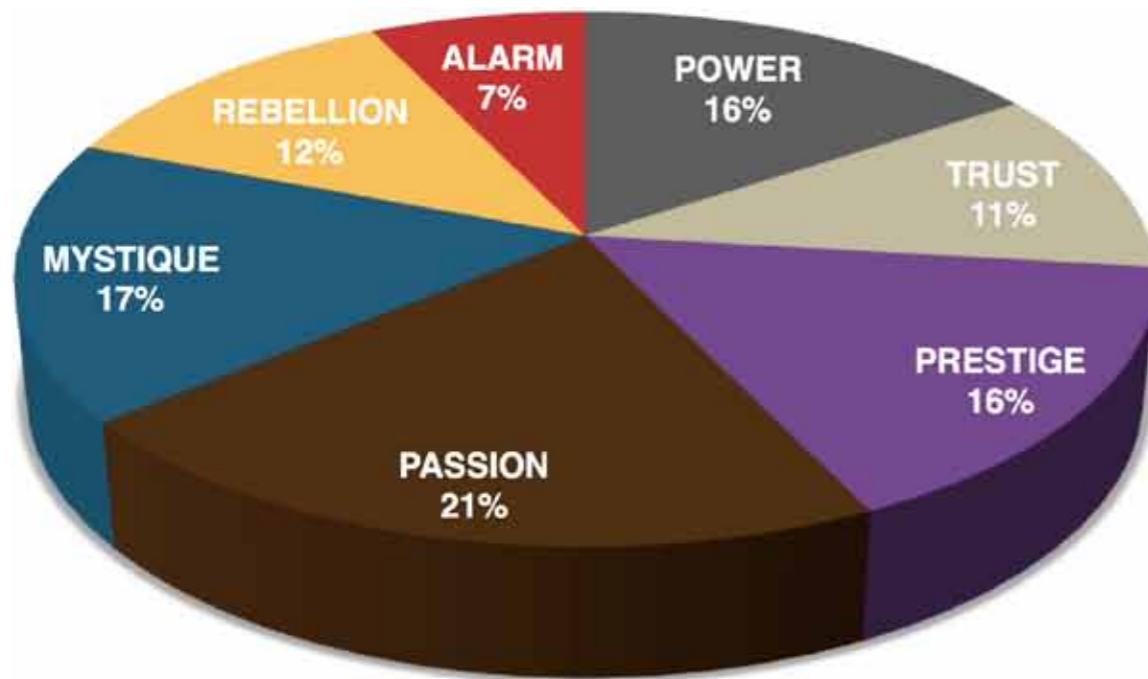
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									AHAA14								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	32732	23273	33369	43761	35336	25016	14894	208381	Primary	31	41	37	43	23	26	33	234
Secondary	29573	22238	36104	34301	27615	36399	22151	208381	Secondary	31	38	44	44	17	32	28	234
Dormant	26184	33943	23295	30122	37949	28910	27978	208381	Dormant	36	26	18	22	75	36	21	234
	15.7%	11.2%	16.0%	21.0%	17.0%	12.0%	7.1%	100.0%	Primary	13.2%	17.5%	15.8%	18.4%	9.8%	11.1%	14.1%	100.0%
	14.2%	10.7%	17.3%	16.5%	13.3%	17.5%	10.6%	100.0%	Secondary	13.2%	16.2%	18.8%	18.8%	7.3%	13.7%	12.0%	100.0%
	12.6%	16.3%	11.2%	14.5%	18.2%	13.9%	13.4%	100.0%	Dormant	15.4%	11.1%	7.7%	9.4%	32.1%	15.4%	9.0%	100.0%

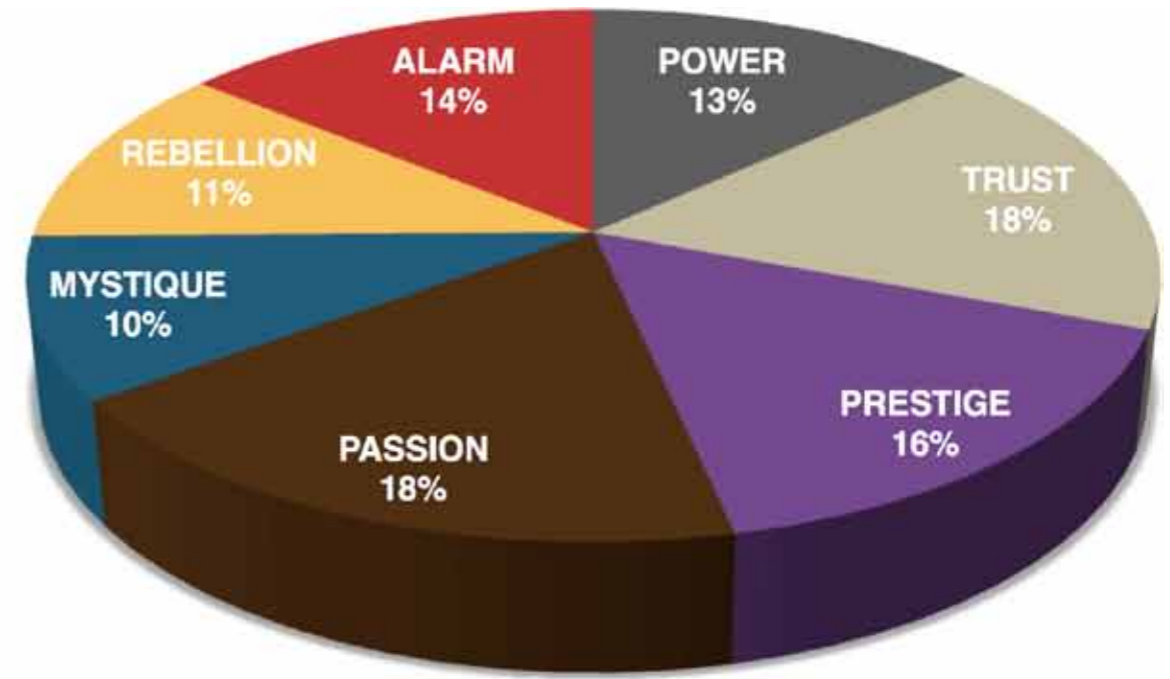


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



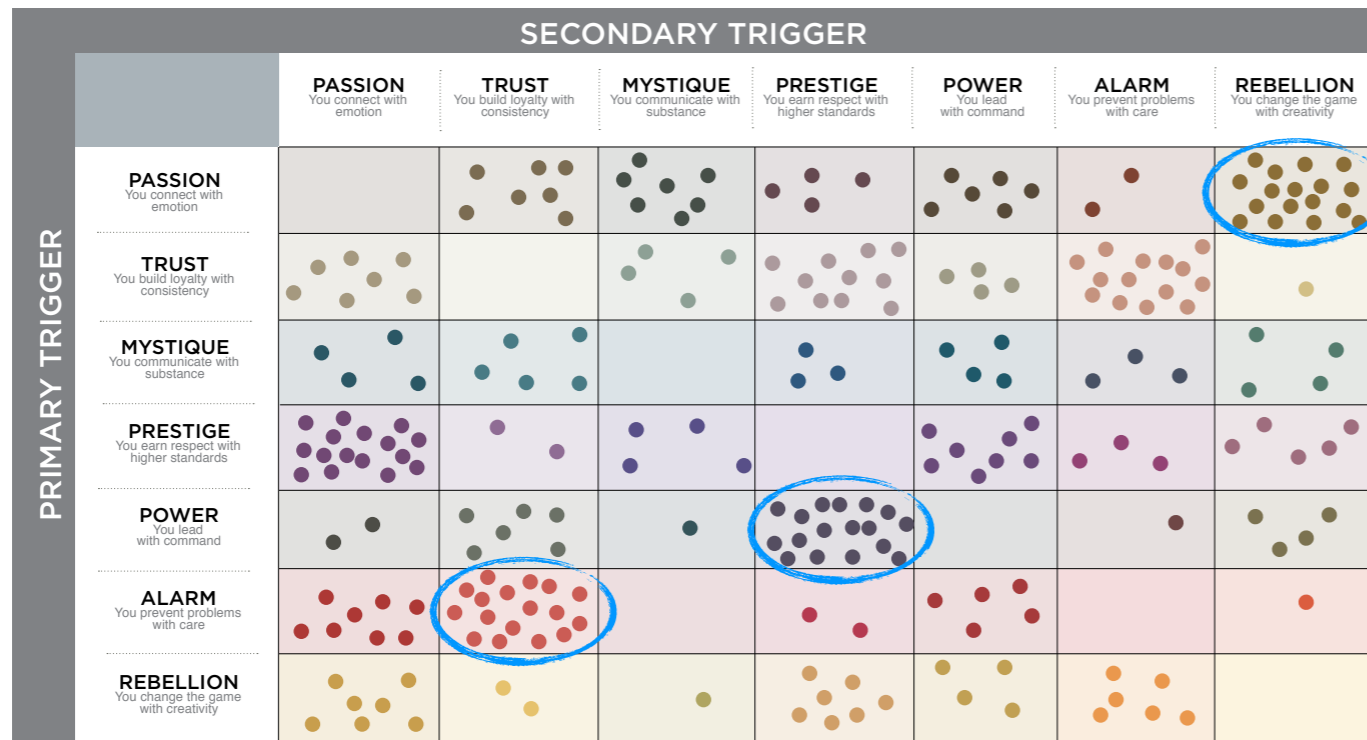
AHAA14 RESULTS FROM THE FASCINATION ADVANTAGE TEST



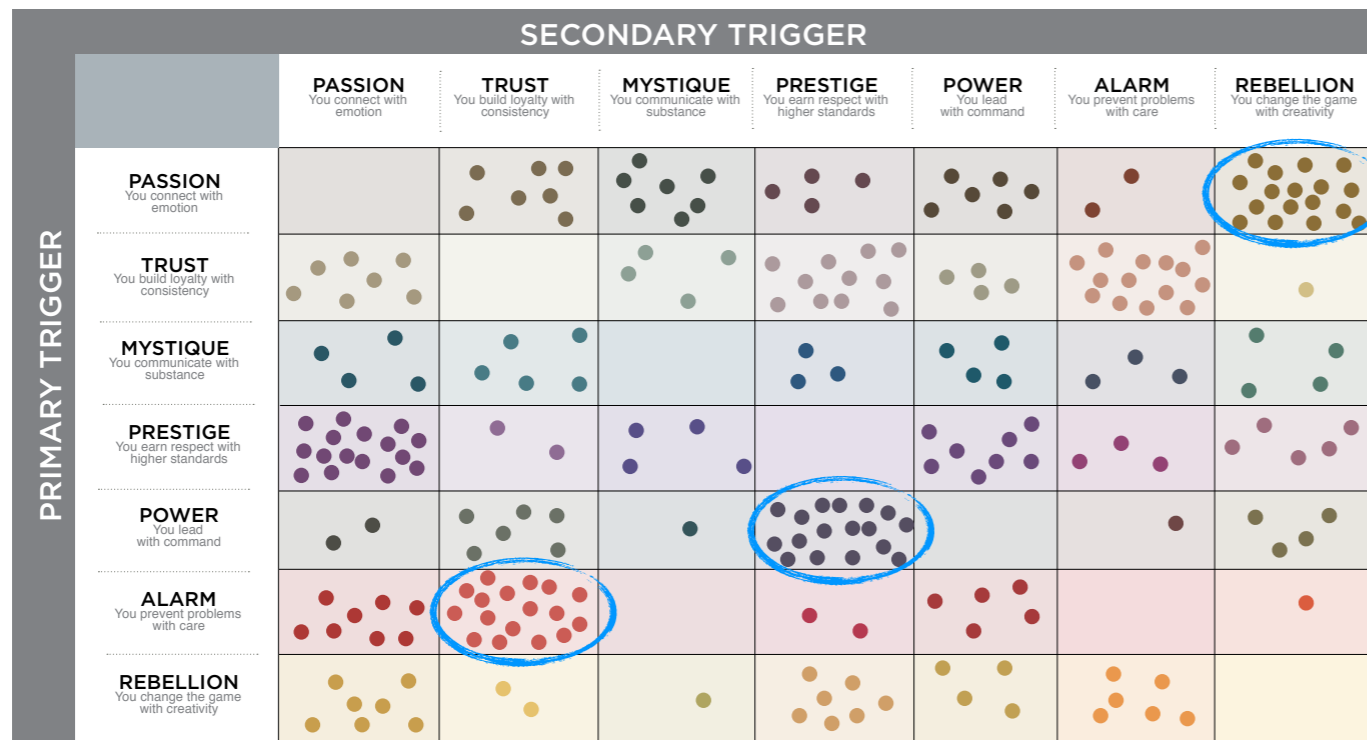
WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		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

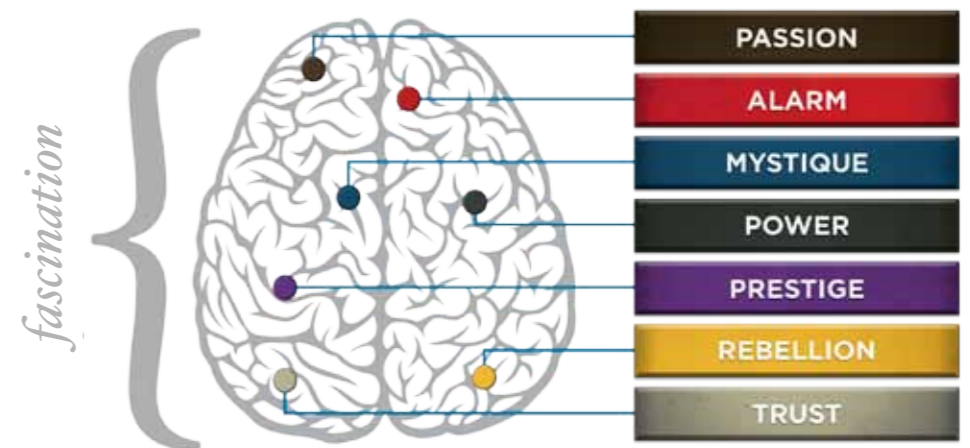
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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 TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

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

YOU ARE **9.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER



POWER

Confident
Driven
Influential

YOU ARE **5.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER



PRESTIGE

Ambitious
Discerning
Strong-Willed

YOU ARE **40.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER



MYSTIQUE

Understated
Complex
Deliberate

YOU ARE **4.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER



PASSION

Expressive
Intuitive
Impulsive

YOU ARE **61.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER



ALARM

Perfectionist
Reliable
Careful

YOU ARE **6.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER



REBELLION

Innovative
Independent
Unpredictable

YOU ARE **42.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



TRUST

Stable
Reliable
Comforting

HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER


TRUST

STABLE, RELIABLE PARTNER

QUESTIONS? EMAIL US AT
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Fascinate: Your 7 Triggers to Persuasion and Captivation

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