

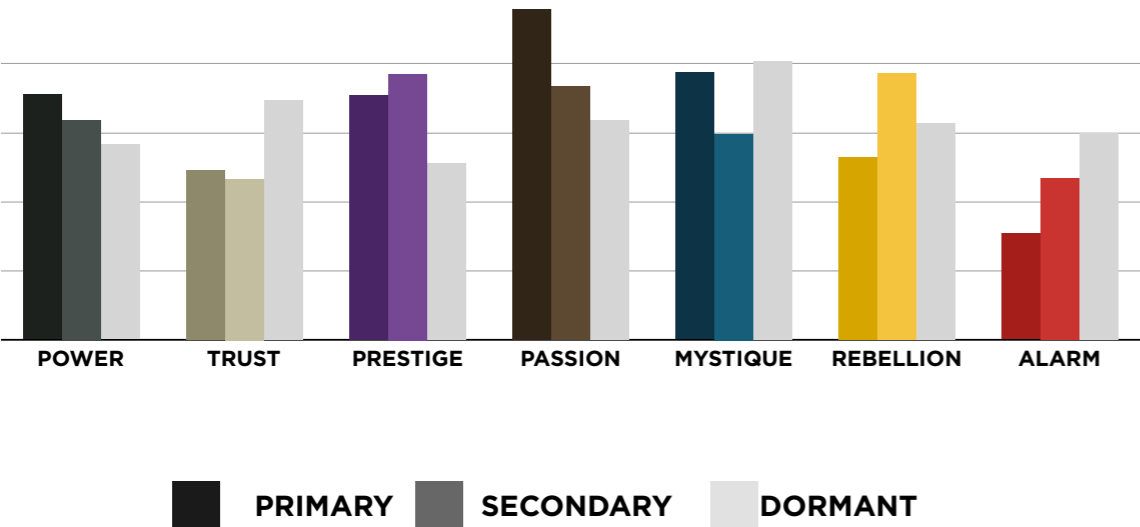
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
ALLEN TATE COMPANY ON 03/11/14

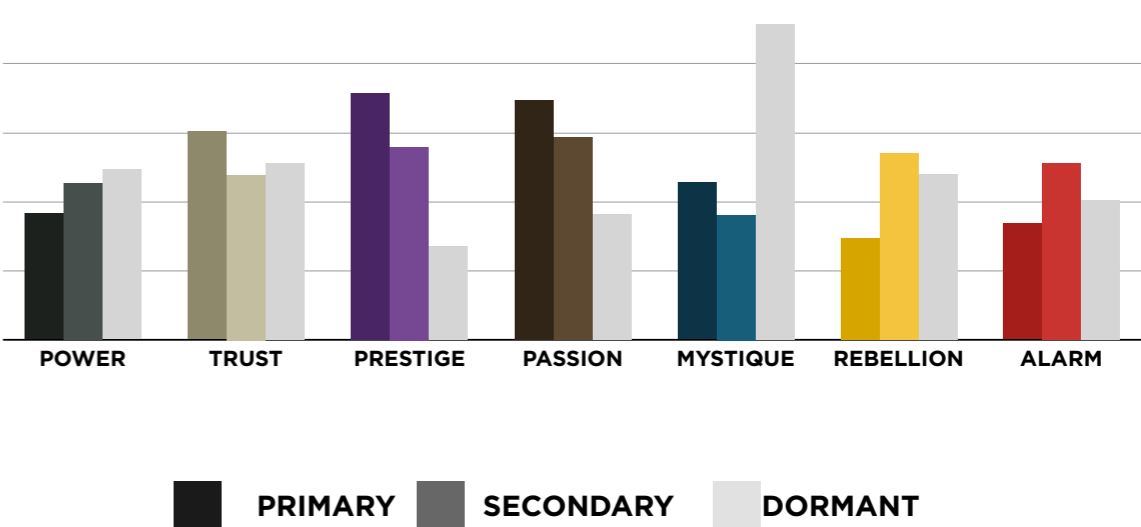


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



AT2014 RESULTS OF THE FASCINATION ADVANTAGE TEST

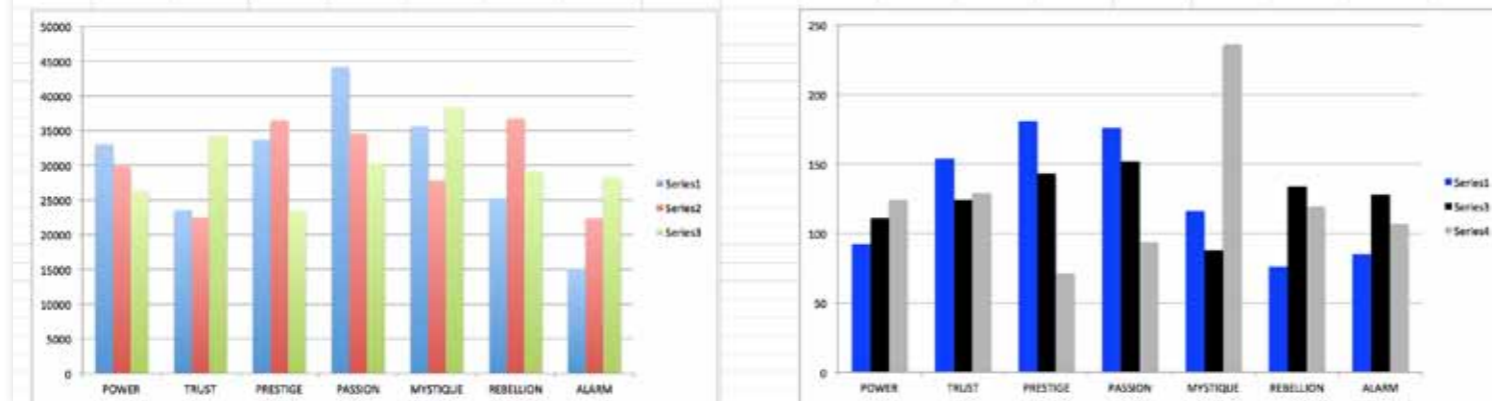


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Primary	Secondary	Archetype	Sum	Percent		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
Passion	Rebellion	The Catalyst	62	7.05%	PASSION		14	25	35	7	33	62	
Prestige	Passion	The Connoisseur	55	6.25%	TRUST	27		28	35	21	32	11	
Alarm	Trust	The Sustainer	43	4.89%	MYSTIQUE	10	34		15	12	28	17	
Prestige	Power	The Victor	42	4.77%	PRESTIGE	55	13	20		42	23	28	
Power	Prestige	The Maestro	36	4.09%	POWER	19	17	6	36		4	10	
Passion	Prestige	The Talent	35	3.98%	ALARM	16	43	4	8	8		6	
Trust	Prestige	The Diplomat	35	3.98%	REBELLION	25	3	5	14	21	8		
Mystique	Trust	The Wise Owl	34	3.86%									
Passion	Alarm	The Orchestrator	33	3.75%		PASSION		1.6%	2.8%	4.0%	0.8%	3.8%	7.0%
Trust	Alarm	The Good Citizen	32	3.64%	PASSION								
Mystique	Alarm	The Bullseye	28	3.18%	TRUST	3.1%		3.2%	4.0%	2.4%	3.6%	1.3%	
Prestige	Rebellion	The Avant-Garde	28	3.18%	MYSTIQUE	1.1%	3.9%		1.7%	1.4%	3.2%	1.9%	
Trust	Mystique	The Vault	28	3.18%	PRESTIGE	6.3%	1.5%	2.3%		4.8%	2.6%	3.2%	
Trust	Passion	The Authentic	27	3.07%	POWER	2.2%	1.9%	0.7%	4.1%		0.5%	1.1%	
Passion	Mystique	The Intrigue	25	2.84%	ALARM	1.8%	4.9%	0.5%	0.9%	0.9%		0.7%	
Rebellion	Passion	The Rockstar	25	2.84%	REBELLION	2.8%	0.3%	0.6%	1.6%	2.4%	0.9%		
Prestige	Alarm	The Perfectionist	23	2.61%									
Rebellion	Power	The Maverick Leader	21	2.39%									
Trust	Power	The Gravitas	21	2.39%									
Prestige	Mystique	The Architect	20	2.27%									
Power	Passion	The Ringleader	19	2.16%									
Mystique	Rebellion	The Secret Weapon	17	1.93%									
Power	Trust	The Guardian	17	1.93%									
Alarm	Passion	The Coordinator	16	1.82%									
Mystique	Prestige	The Royal Guard	15	1.70%									
Passion	Trust	The Beloved	14	1.59%									
Rebellion	Prestige	The Trendsetter	14	1.59%									
Prestige	Trust	The Blue Chip	13	1.48%									
Mystique	Power	The Veiled Strength	12	1.36%									
Trust	Rebellion	The Evolutionary	11	1.25%									

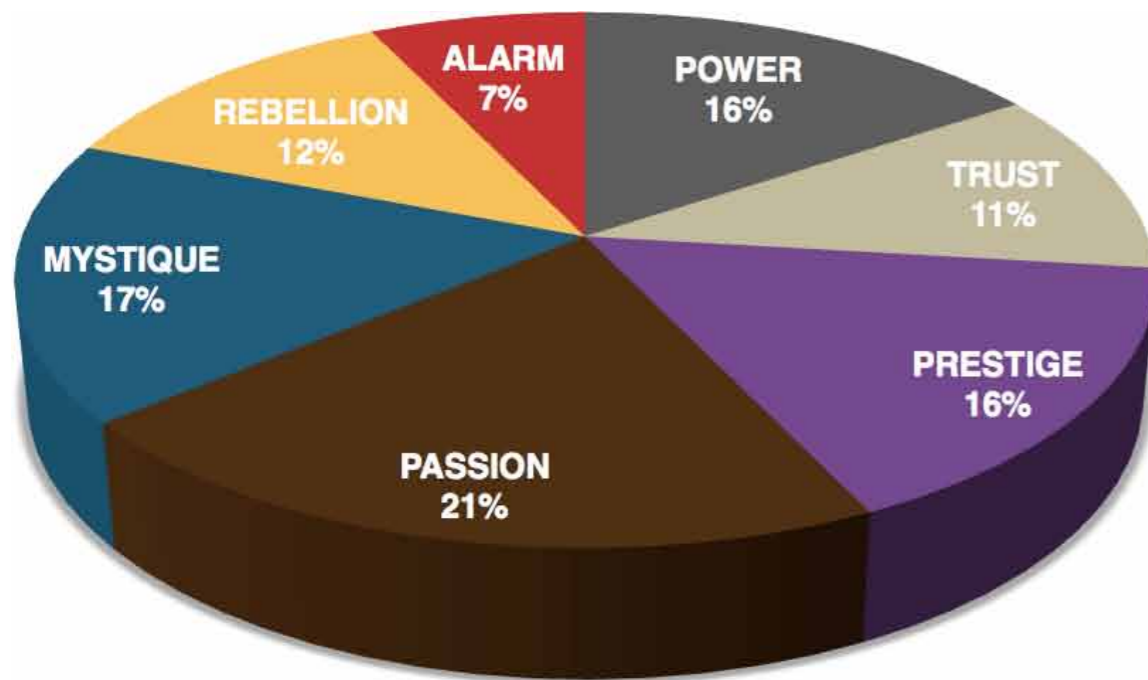
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									AT2014								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	32986	23516	33661	44128	35615	25216	15047	210169	Primary	92	154	181	176	116	76	85	880
Secondary	29806	22471	36454	34579	27814	36708	22337	210169	Secondary	111	124	143	152	88	134	128	880
Dormant	26380	34292	23432	30327	38377	29127	28234	210169	Dormant	124	129	71	94	236	119	107	880
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	15.7%	11.2%	16.0%	21.0%	16.9%	12.0%	7.2%	100.0%	Primary	10.5%	17.5%	20.6%	20.0%	13.2%	8.6%	9.7%	100.0%
Secondary	14.2%	10.7%	17.3%	16.5%	13.2%	17.5%	10.6%	100.0%	Secondary	12.6%	14.1%	16.3%	17.3%	10.0%	15.2%	14.5%	100.0%
Dormant	12.6%	16.3%	11.1%	14.4%	18.3%	13.9%	13.4%	100.0%	Dormant	14.1%	14.7%	8.1%	10.7%	26.8%	13.5%	12.2%	100.0%

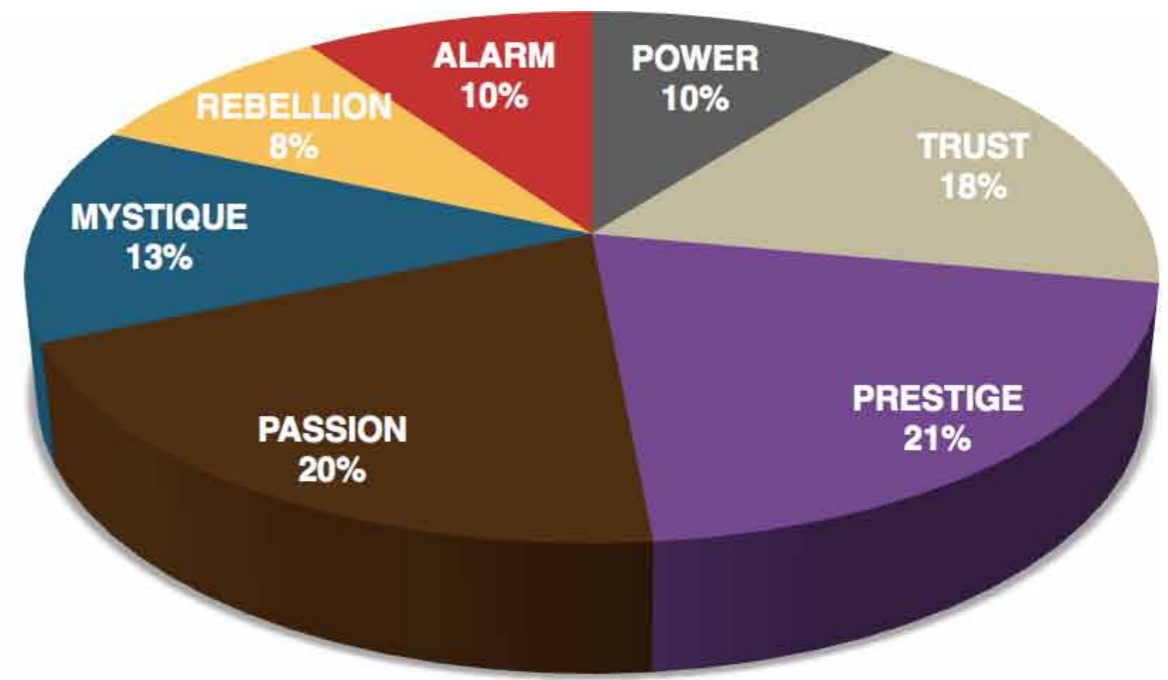


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



ALLEN TATE COMPANY RESULTS FROM THE FASCINATION ADVANTAGE TEST

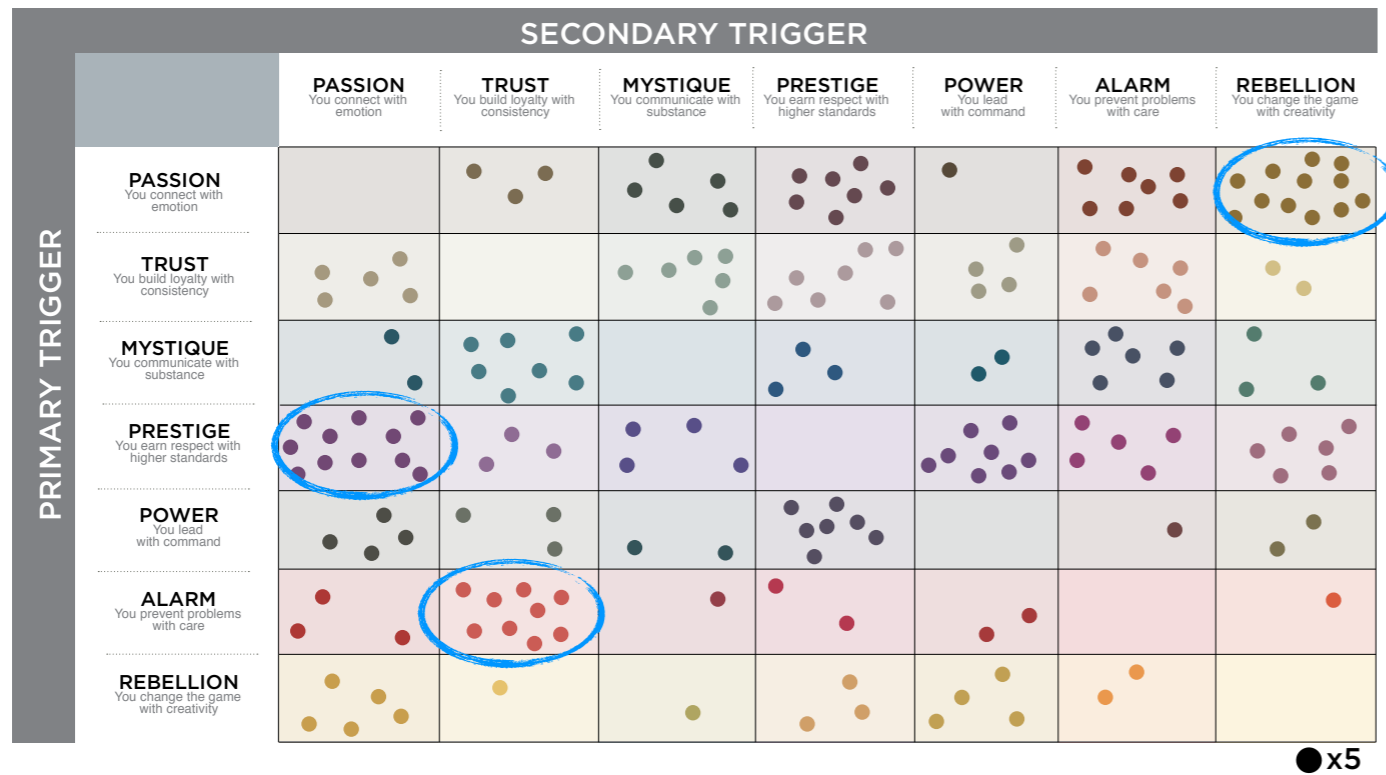


WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

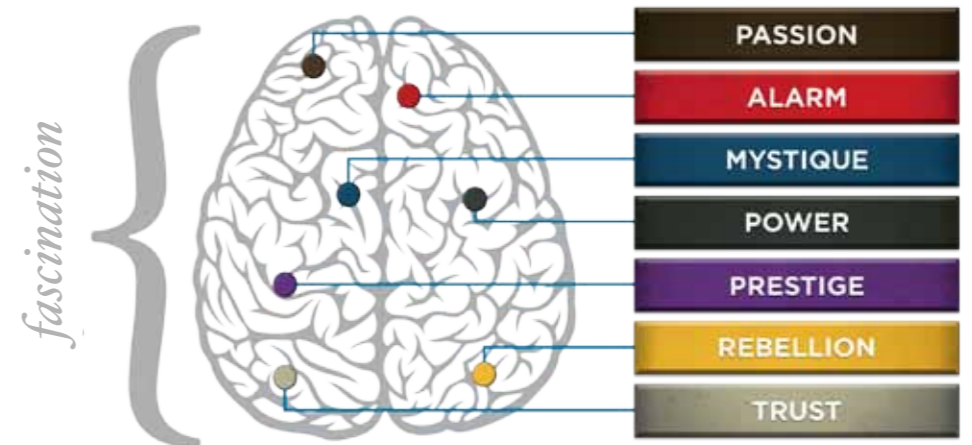
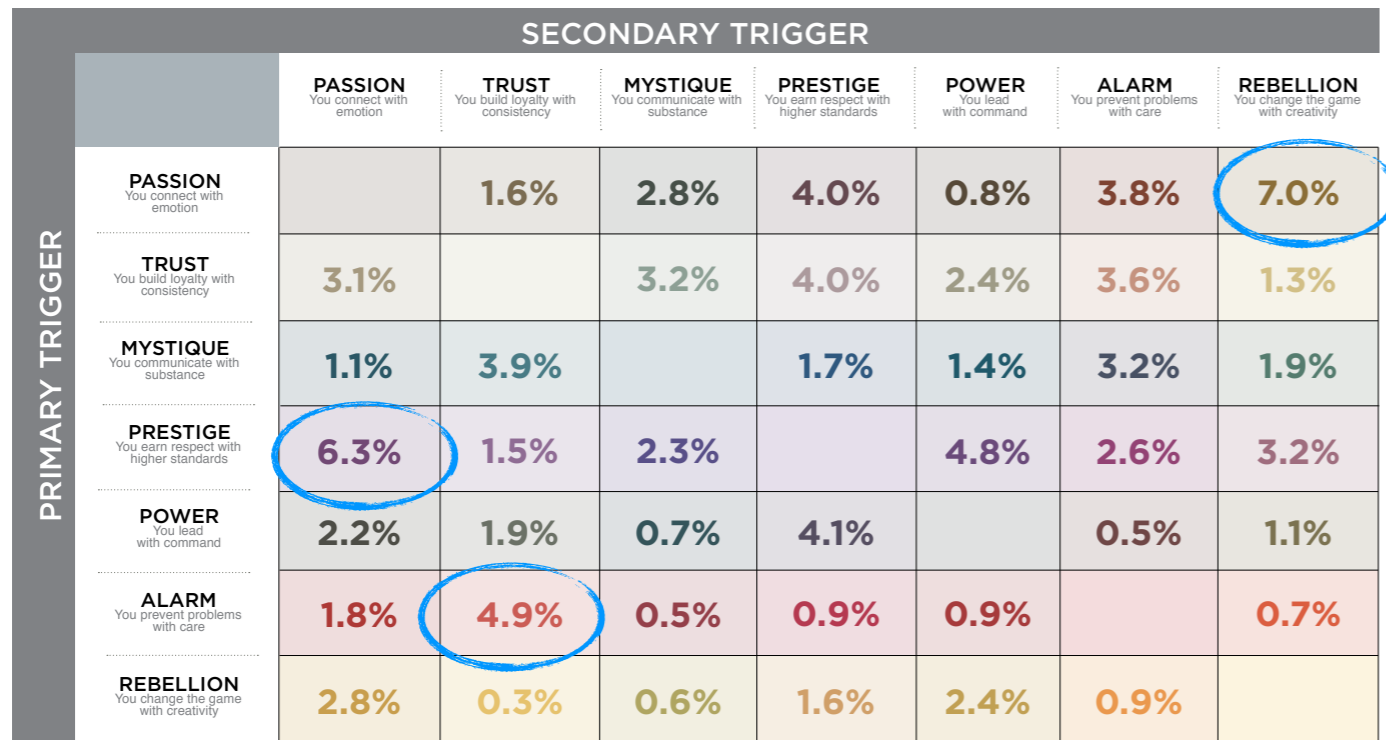
		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY 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.

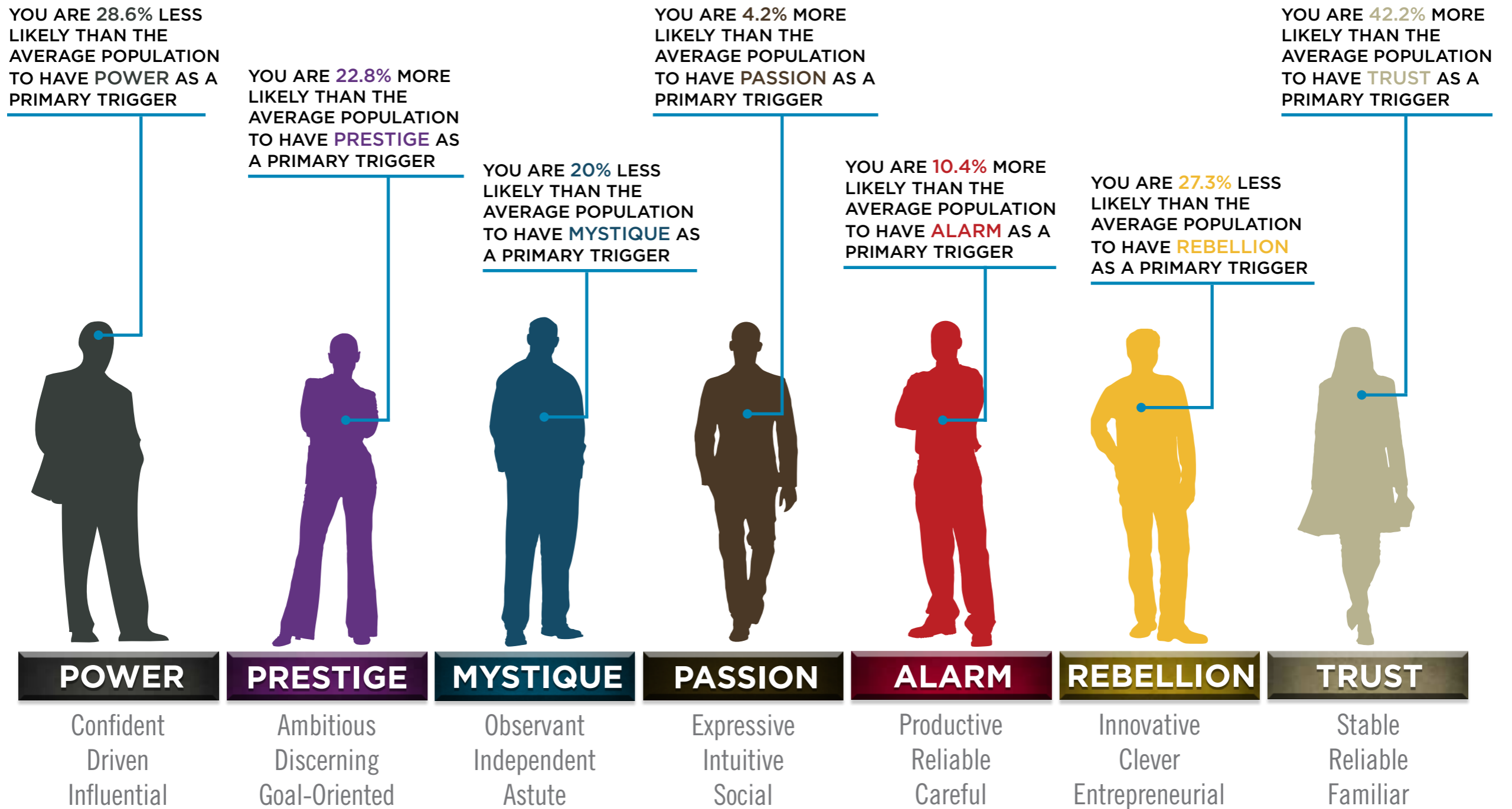


This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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.



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

NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's presentation, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

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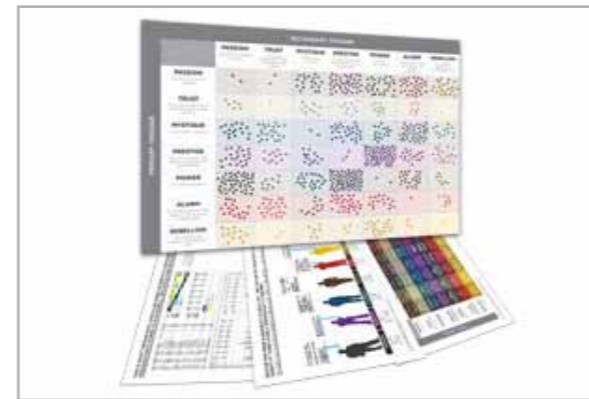
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Our flagship personal brand analysis



Win the Moment
Immediately communicate your highest value



Your Team Advantage
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



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