

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO ANNUAL BAXTER  
WOMEN'S LEADERSHIP CONFERENCE ON 03/16/17

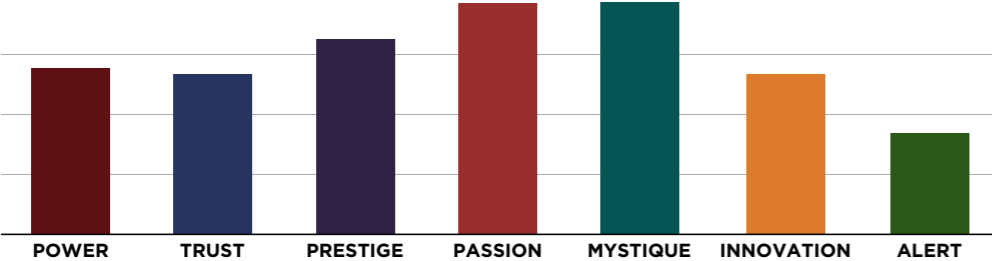
**BONUS GIFT:**  
CLICK HERE TO  
SHARE YOUR  
BONUS GIFT WITH  
YOUR COMMUNITY  
***BAX17-EXPRESS***



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

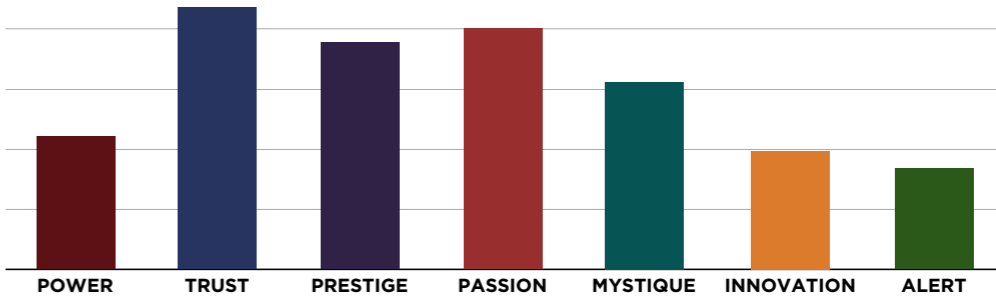
---

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**PRIMARY ADVANTAGE**

**ANNUAL BAXTER WOMEN'S LEADERSHIP CONFERENCE  
RESULTS OF THE FASCINATION ADVANTAGE TEST**



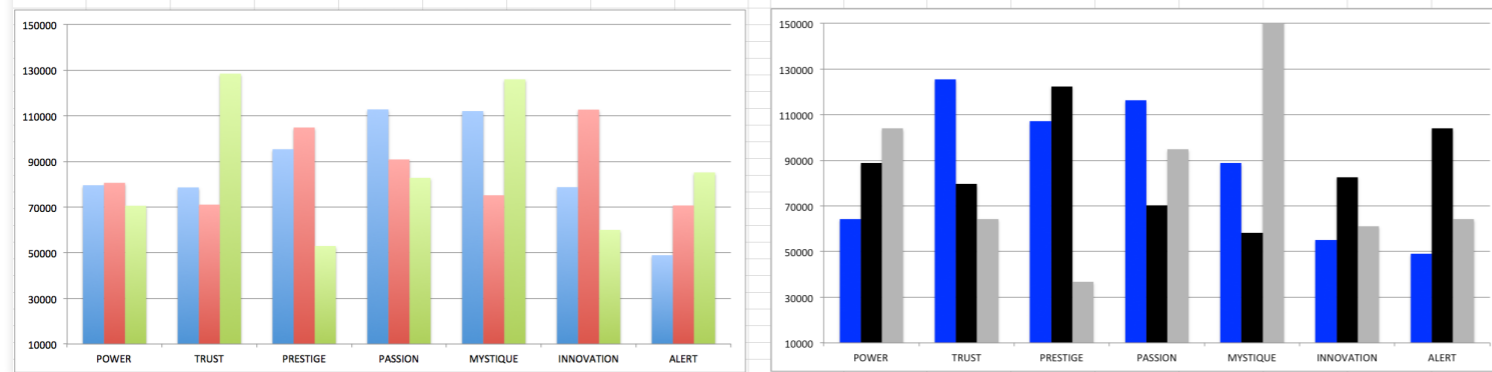
**PRIMARY ADVANTAGE**

# THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE 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
Passion	Innovation	The Catalyst	13	6.57%	INNOVATION		4	5	4	1		4
Trust	Prestige	The Diplomat	12	6.06%	PASSION	13		5	7	3	3	7
Mystique	Alert	The Archer	10	5.05%	POWER	5	1		10	3	1	1
Power	Prestige	The Maestro	10	5.05%	PRESTIGE	6	8	7		5	5	4
Mystique	Trust	The Wise Owl	9	4.55%	TRUST		6	6	12		9	8
Trust	Mystique	The Anchor	9	4.55%	MYSTIQUE	1		3	6	9		10
Prestige	Passion	The Connoisseur	8	4.04%	ALERT	2	4	3	1	5	1	
Trust	Alert	The Good Citizen	8	4.04%								
Passion	Alert	The Orchestrator	7	3.54%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Prestige	The Talent	7	3.54%	INNOVATION		2.0%	2.5%	2.0%	0.5%		2.0%
Prestige	Power	The Victor	7	3.54%	PASSION	6.6%		2.5%	3.5%	1.5%	1.5%	3.5%
Mystique	Prestige	The Royal Guard	6	3.03%	POWER	2.5%	0.5%		5.1%	1.5%	0.5%	0.5%
Prestige	Innovation	The Avant-Garde	6	3.03%	PRESTIGE	3.0%	4.0%	3.5%		2.5%	2.5%	2.0%
Trust	Passion	The Authentic	6	3.03%	TRUST		3.0%	3.0%	6.1%		4.5%	4.0%
Trust	Power	The Gravitas	6	3.03%	MYSTIQUE	0.5%		1.5%	3.0%	4.5%		5.1%
Alert	Trust	The Mediator	5	2.53%	ALERT	1.0%	2.0%	1.5%	0.5%	2.5%	0.5%	
Innovation	Power	The Maverick Leader	5	2.53%								
Passion	Power	The Peoples Champion	5	2.53%								
Power	Innovation	The Change Agent	5	2.53%								
Prestige	Mystique	The Architect	5	2.53%								
Prestige	Trust	The Blue Chip	5	2.53%								
Alert	Passion	The Coordinator	4	2.02%								
Innovation	Alert	The Quick-Start	4	2.02%								
Innovation	Passion	The Rockstar	4	2.02%								
Innovation	Prestige	The Trendsetter	4	2.02%								
Prestige	Alert	The Scholar	4	2.02%								
Alert	Power	The Ace	3	1.52%								
Mystique	Power	The Veiled Strength	3	1.52%								
Passion	Mystique	The Intrigue	3	1.52%								

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

AVERAGE POPULATION										Annual Baxter Women's Leadership Conference									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	79566	78615	95355	112803	112060	78732	48907	606038	Primary	21	41	35	38	29	18	16	198		
Secondary	80627	71076	104868	90875	75179	112714	70699	606038	Secondary	29	26	40	23	19	27	34	198		
Dormant	70593	128482	52955	82816	125987	60016	85189	606038	Dormant	34	21	12	31	59	20	21	198		



I WANT TO...

# BUILD A MORE ENGAGED TEAM

## 4 STEPS TO A MORE ENGAGED TEAM

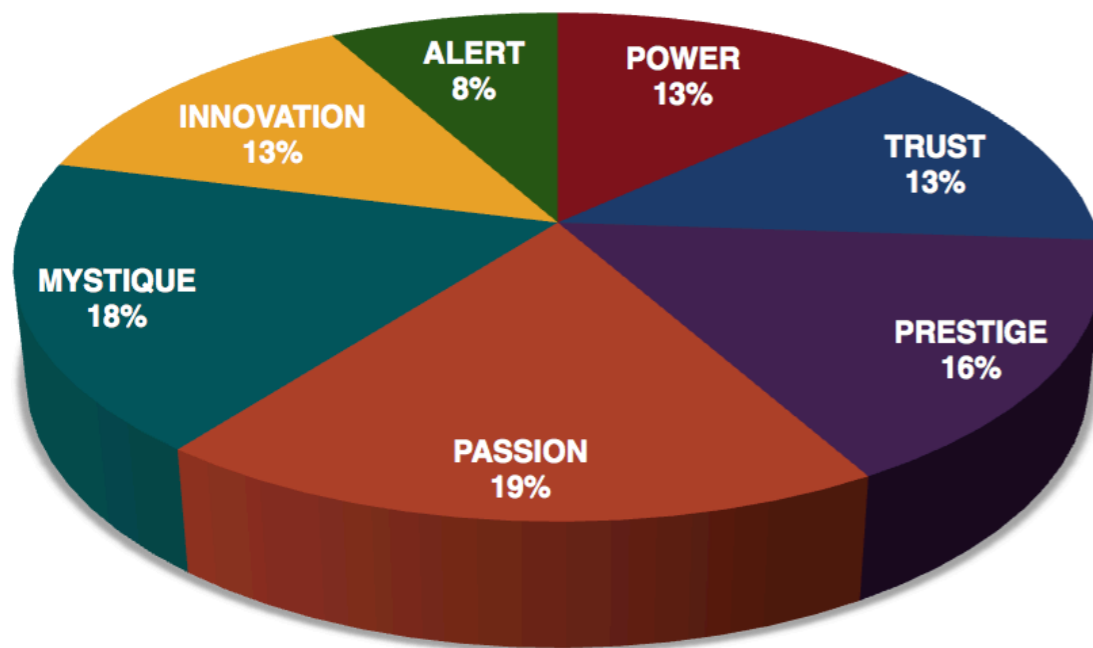
- 1 DISCOVER HOW THE WORLD SEES YOU:**  
Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value. **Click here** or send this link [HowToFascinate.com/you](https://HowToFascinate.com/you) to have your team take the Fascination Advantage® assessment.
- 2 ANTHEM EXERCISE:**  
Have your team use the **One-Hour Personal Brand™ Kit** so each member can create an Anthem to immediately identify how they are most likely to add value. Schedule a meeting to share results.
- 3 ONLINE TRAINING:**  
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Academy™ Online: [FascinationAcademy.com](https://FascinationAcademy.com)
- 4 ONSITE TRAINING:**  
Create a deeper understanding of core Fascinate principles in an interactive onsite environment with one of our **Fascinate Certified Advisors**. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.



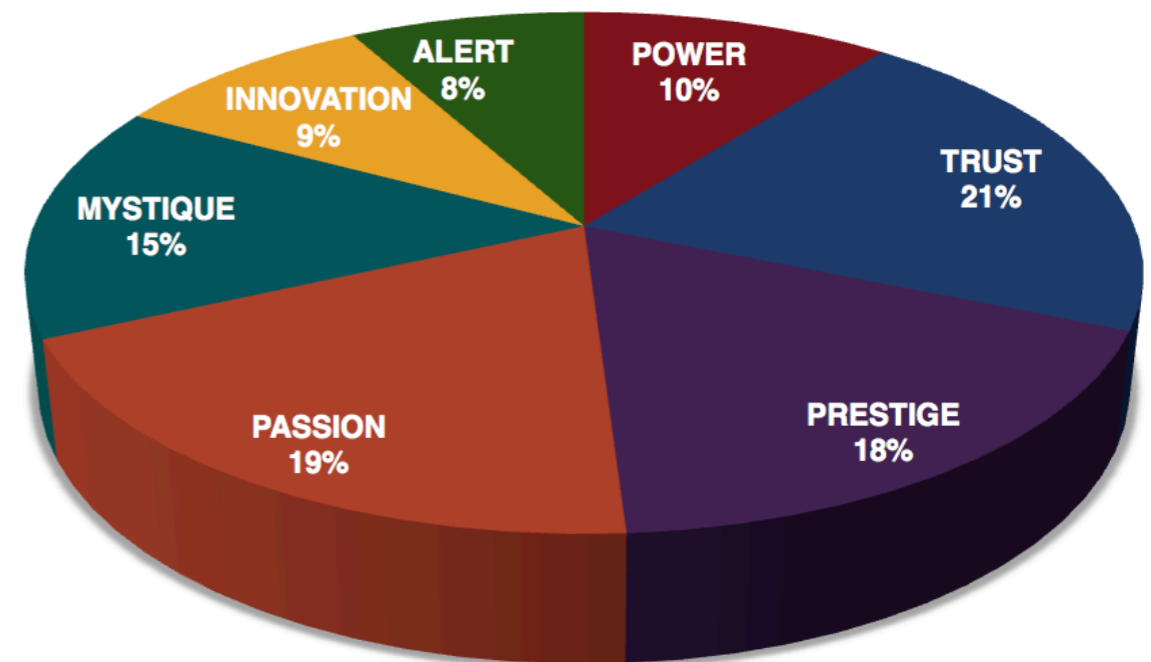
**THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.**

---

**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**ANNUAL BAXTER WOMEN'S LEADERSHIP CONFERENCE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



# 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	<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
	PASSION 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
	POWER 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
	PRESTIGE 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
	TRUST 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
	MYSTIQUE 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
	ALERT 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

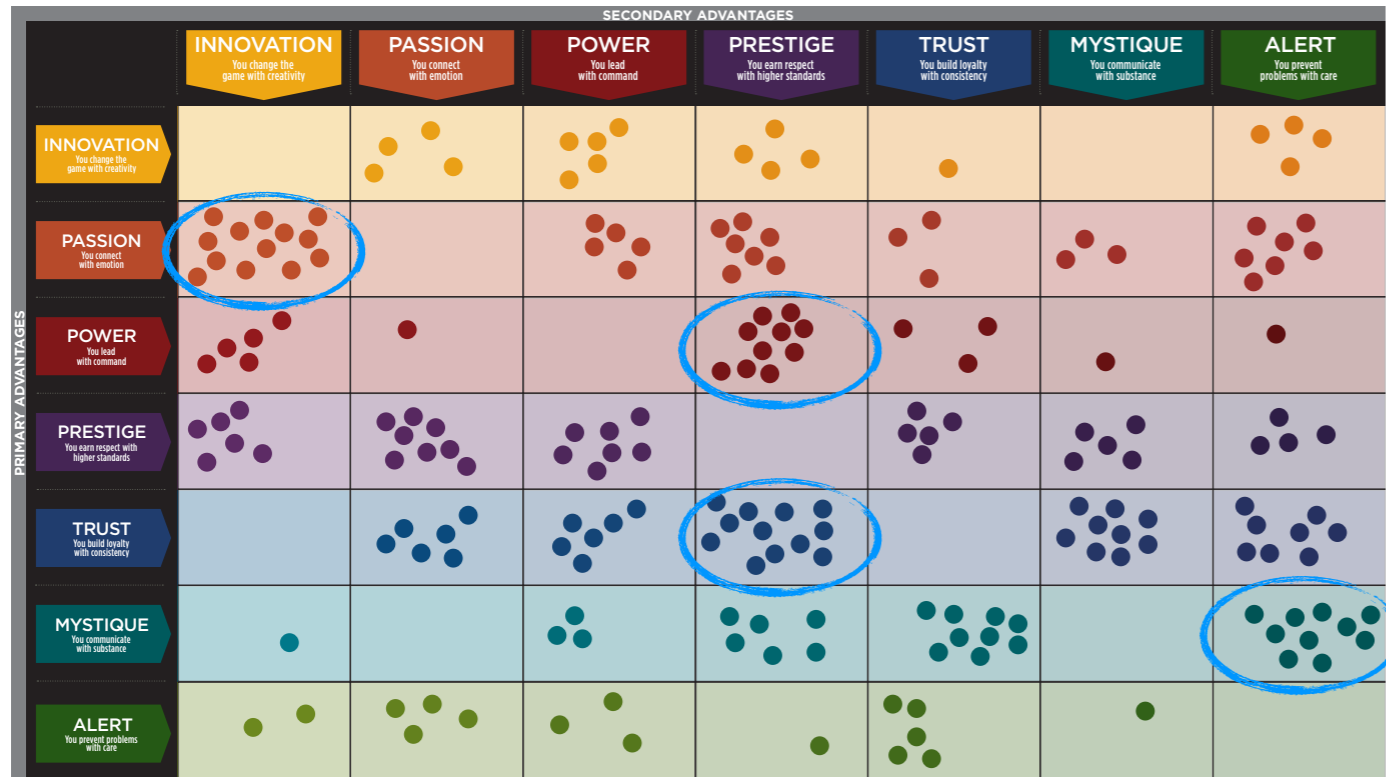
⋮ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)

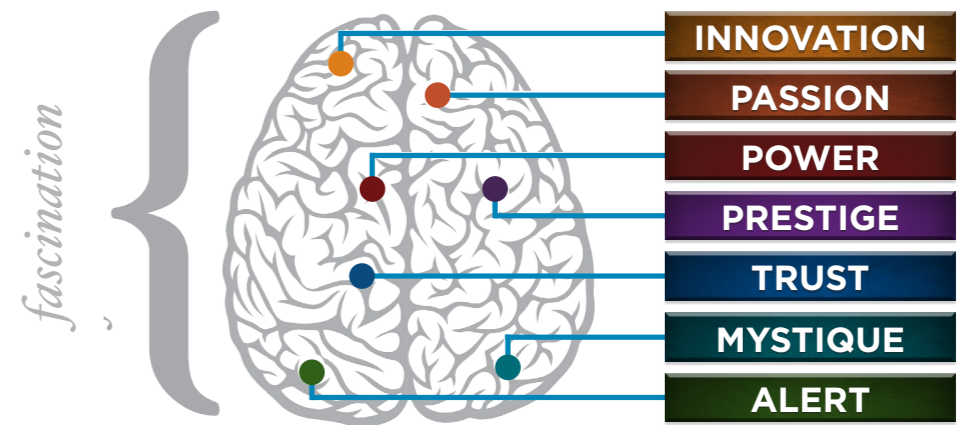
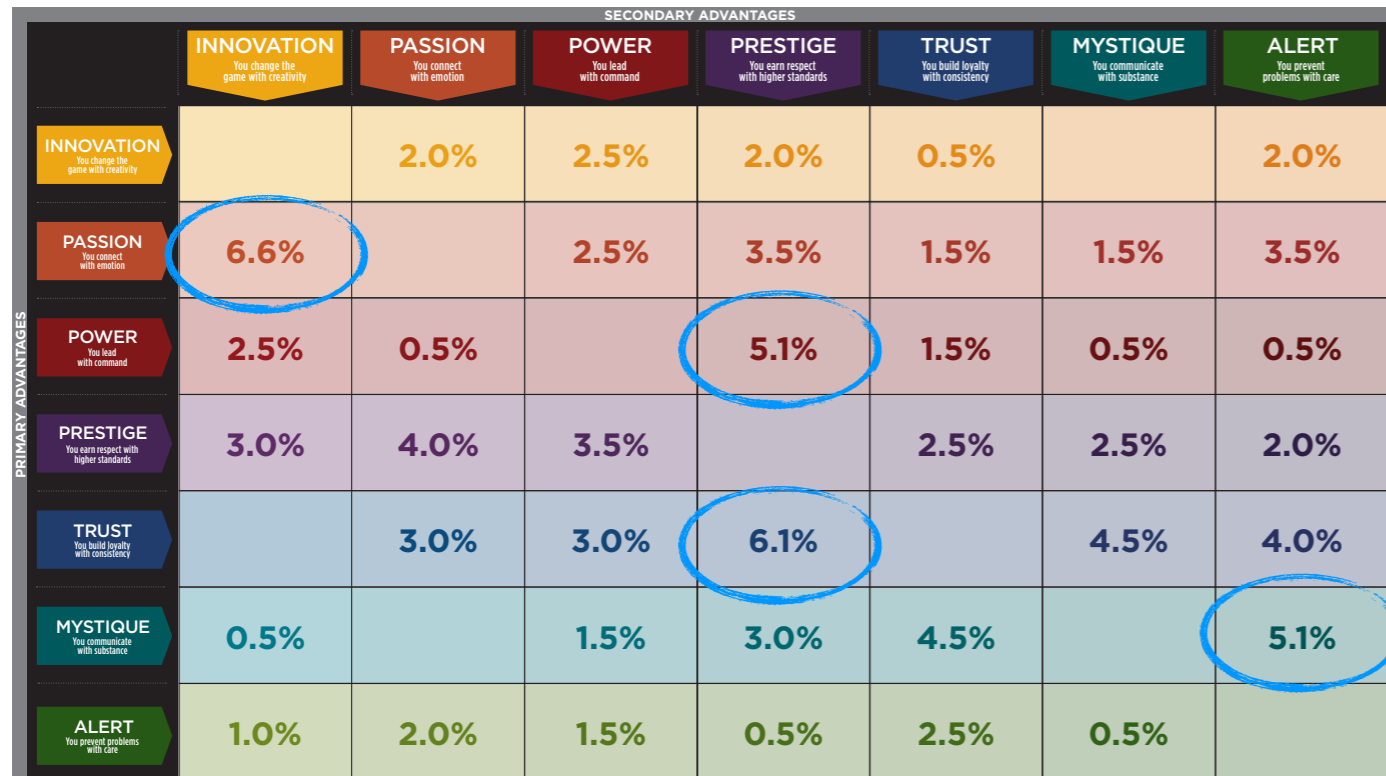
©2015 SALLY HOGSHEAD

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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

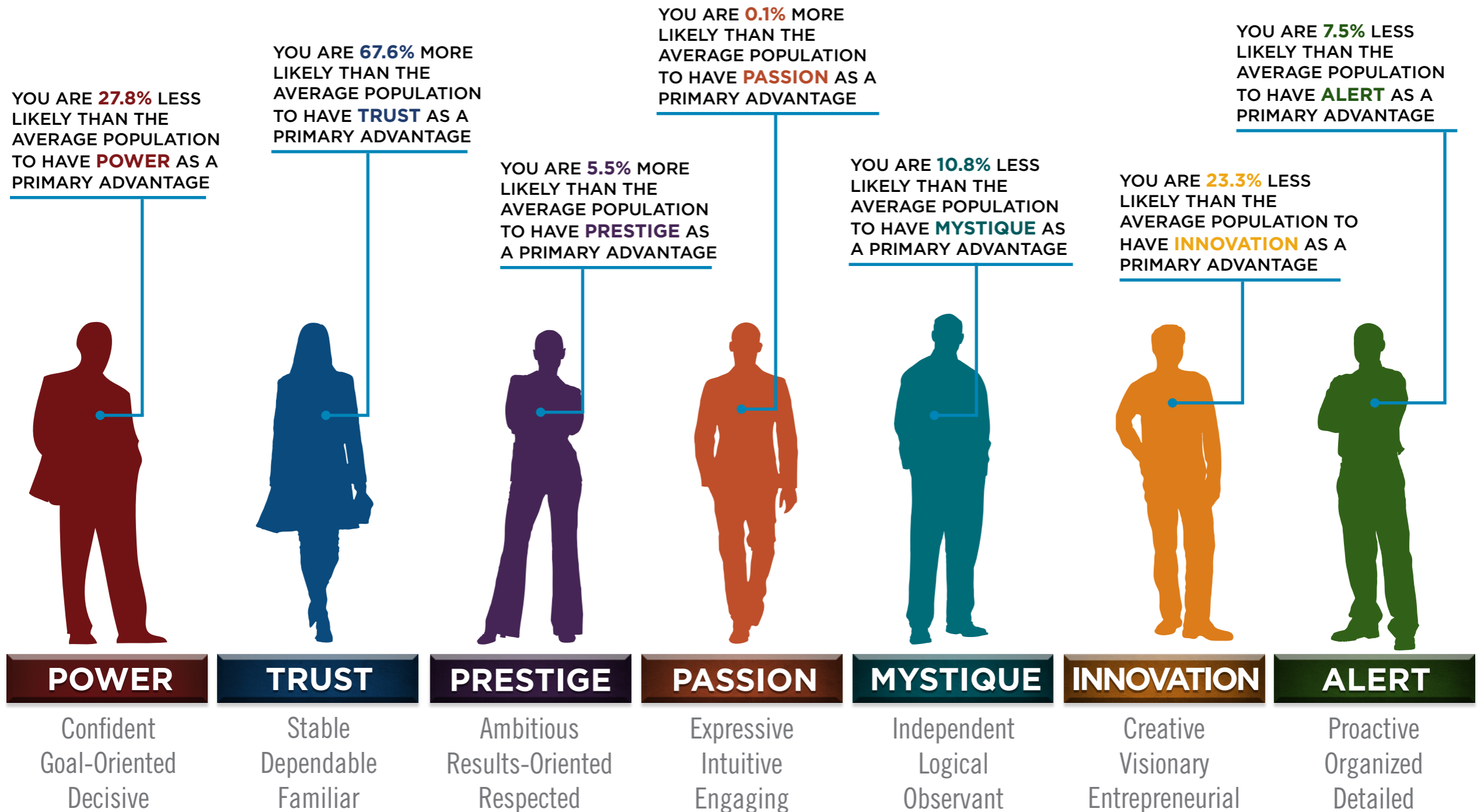


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



# 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.





# 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](http://HowToFascinate.com/YOU)

2 FOR THE ACCESS CODE, ENTER **BAX17-EXPRESS**

3 THIS OFFER EXPIRES ON **04/30/17**

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](mailto:hello@howtofascinate.com).

**YOUR FASCINATION ADVANTAGE® REPORT**  
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

**THE CONNOISSEUR**  
PRESTIGE + PASSION

CUSTOM REPORT FOR **EMMA MILLS**

**THE CONNOISSEUR'S TOP 5 SPECIALTY ADJECTIVES**

1. **INSIGHTFUL**  
They communicate their ideas with clarity and conviction. You'll find that they quickly obtain buy in from their audience – whether they're "selling" their idea for a new project in a board meeting or launching a new loyalty program at a huge dealer conference. They're confident, articulate, and sharp.

**THE CONNOISSEUR**  
INSIGHTFUL | DISTINGUISHED | IN-THE-KNOW | ADMIRER | WELL-GROOMED

**HOW THE WORLD SEES YOU**

- Warmhearted and knowledgeable, you're highly appreciated by colleagues.

**THE PERSONAL BRAND ARCHETYPES** DISCOVERED BY SALLY HOGSHEAD

<b>INNOVATION</b> You're the one who always has a new idea.	<b>PASSION</b> You're the one who's always full of energy.	<b>POWER</b> You're the one who's always in charge.	<b>PRESTIGE</b> You're the one who's always the best.	<b>TRUST</b> You're the one who's always the most reliable.	<b>MYSTIQUE</b> You're the one who's always the most intriguing.	<b>ALERT</b> You're the one who's always the most attentive.
<b>THE ANARCHY</b> You're the one who's always the most rebellious.	<b>THE ROCKSTAR</b> You're the one who's always the most popular.	<b>THE MAVERICK LEADER</b> You're the one who's always the most innovative.	<b>THE TRENDSSETTER</b> You're the one who's always the most fashionable.	<b>THE ARTISAN</b> You're the one who's always the most creative.	<b>THE PROVOCATEUR</b> You're the one who's always the most controversial.	<b>THE QUICK-START</b> You're the one who's always the most energetic.
<b>PASSION</b> You're the one who's always full of energy.	<b>THE CATALYST</b> You're the one who's always the most influential.	<b>THE DESIRABLE</b> You're the one who's always the most attractive.	<b>THE PEOPLE'S CHAMPION</b> You're the one who's always the most popular.	<b>THE TALENT</b> You're the one who's always the most skilled.	<b>THE RELOVED</b> You're the one who's always the most loved.	<b>THE ORCHESTRATOR</b> You're the one who's always the most organized.
<b>POWER</b> You're the one who's always in charge.	<b>THE CHANGE AGENT</b> You're the one who's always the most transformative.	<b>THE RINGLEADER</b> You're the one who's always the most influential.	<b>THE AGGRESSOR</b> You're the one who's always the most competitive.	<b>THE MAESTRO</b> You're the one who's always the most skilled.	<b>THE GUARDIAN</b> You're the one who's always the most protective.	<b>THE MASTERMIND</b> You're the one who's always the most strategic.
<b>PRESTIGE</b> You're the one who's always the best.	<b>THE AVANT-GARDE</b> You're the one who's always the most innovative.	<b>THE CONNOISSEUR</b> You're the one who's always the most knowledgeable.	<b>THE VICTOR</b> You're the one who's always the most successful.	<b>THE IMPERIAL</b> You're the one who's always the most powerful.	<b>THE BLUE CHIP</b> You're the one who's always the most reliable.	<b>THE ARCHITECT</b> You're the one who's always the most creative.
<b>TRUST</b> You're the one who's always the most reliable.	<b>THE EVOLUTIONARY</b> You're the one who's always the most adaptable.	<b>THE AUTHENTIC</b> You're the one who's always the most genuine.	<b>THE GRANULAR</b> You're the one who's always the most detailed.	<b>THE DIPLOMAT</b> You're the one who's always the most diplomatic.	<b>THE OIL BARON</b> You're the one who's always the most wealthy.	<b>THE ANCHOR</b> You're the one who's always the most stable.
<b>MYSTIQUE</b> You're the one who's always the most intriguing.	<b>THE SECRET WEAPON</b> You're the one who's always the most hidden.	<b>THE SUBTLE TOUCH</b> You're the one who's always the most subtle.	<b>THE VEILED STRENGTH</b> You're the one who's always the most powerful.	<b>THE ROYAL GUARD</b> You're the one who's always the most loyal.	<b>THE WISE OWL</b> You're the one who's always the most wise.	<b>THE DEADBOLT</b> You're the one who's always the most secure.
<b>ALERT</b> You're the one who's always the most attentive.	<b>THE COORDINATOR</b> You're the one who's always the most organized.	<b>THE JACE</b> You're the one who's always the most curious.	<b>THE EDITOR-IN-CHIEF</b> You're the one who's always the most influential.	<b>THE MEDIATOR</b> You're the one who's always the most peaceful.	<b>THE DETECTIVE</b> You're the one who's always the most observant.	<b>THE CONTROL FREAK</b> You're the one who's always the most organized.

**APPLY YOUR TOP 5 ADJECTIVES**  
You can use these adjectives to create your own personality. An Anthem is a very short, punchy advertising tagline, your Anthem pinpointing your unique brand of persuasion.

**SAMPLE ANTHEM FOR THE CONNOISSEUR**  
HERE'S AN EXAMPLE: MEET JAIME

Among his friends, people look to Jaime to learn what to buy, where to go, what to do (and how to do it). People look to Jaime for recommendations on the best of everything. He intuitively identifies social cues. When he writes his Facebook status updates, Jaime shares his favorites in all areas: where to find the freshest kale at the local farmer's market, or which dry cleaner will offer speedy delivery in a pinch. He's tapped into trends, and has an innate ability to identify

He knows the best of the best. His insightful insights, coupled with the ability to see what others want, makes him valuable to his peers and co-workers.

**OPINIONS**  
Learn more about creating your own Anthem on page 14 of your report.

## 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

LET'S START A CONVERSATION.

