

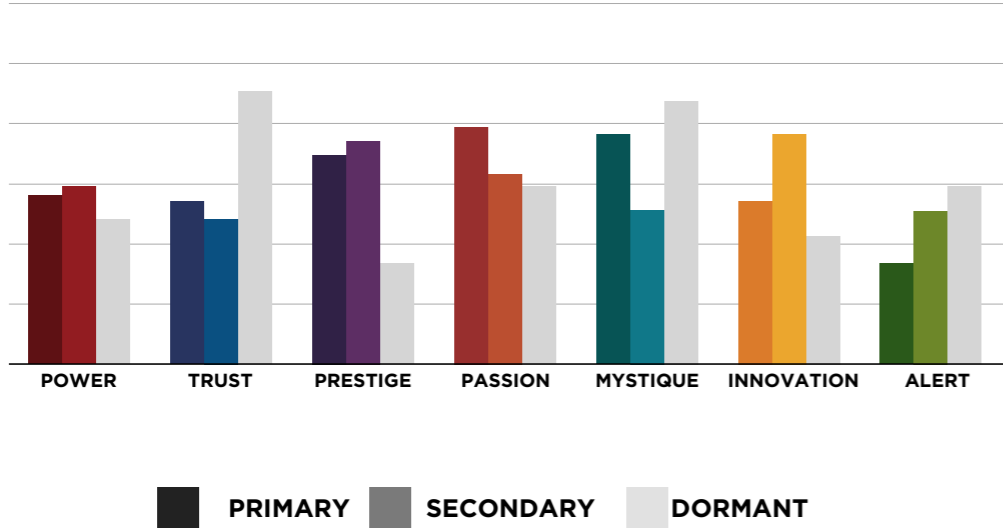
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
BEAM SUNTORY ON 11/03/15

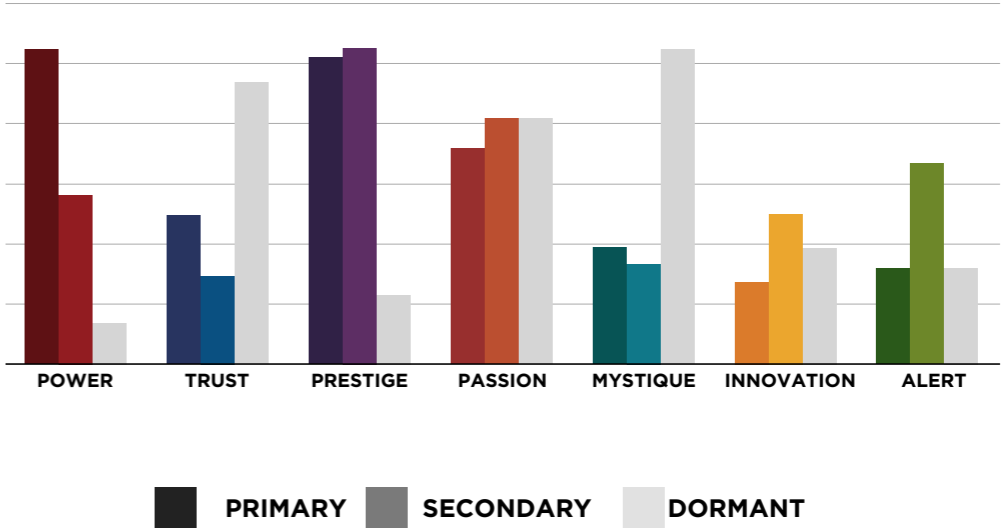


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



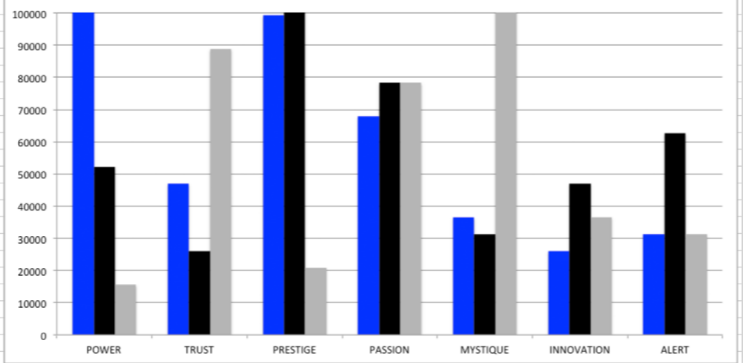
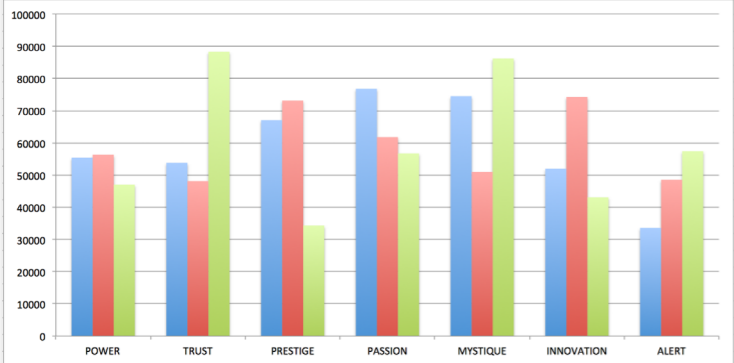
**BEAM SUNTORY RESULTS
OF THE FASCINATION ADVANTAGE TEST**



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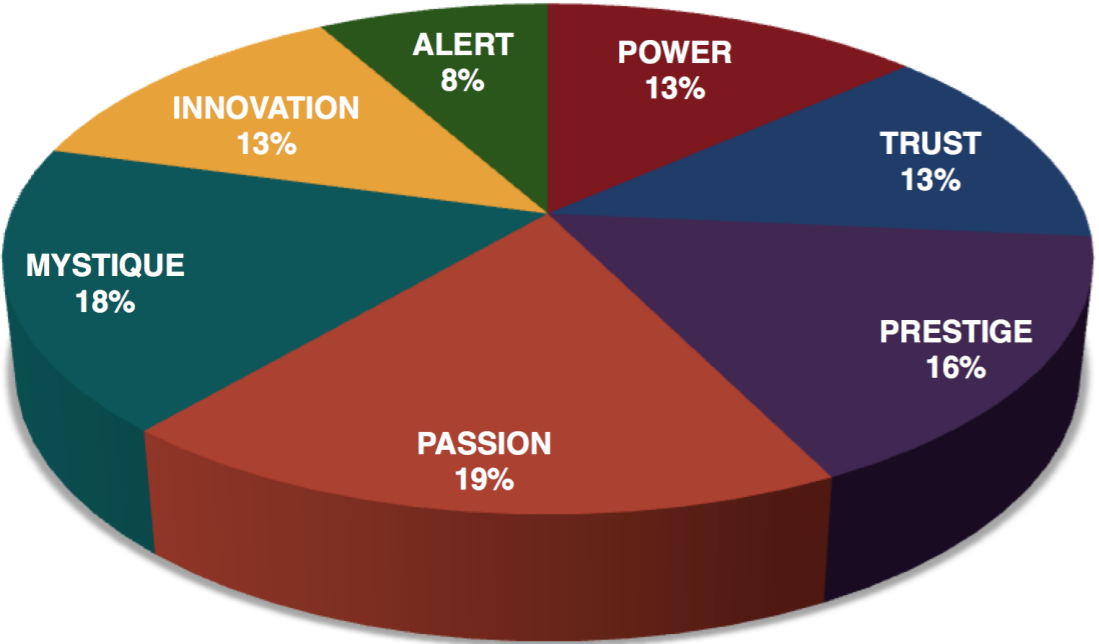
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	16	20.25%	INNOVATION	4					1
Prestige	Passion	The Connoisseur	7	8.86%	PASSION	4	2	2		2	3
Prestige	Power	The Victor	6	7.59%	POWER	1		16	2		1
Innovation	Passion	The Rockstar	4	5.06%	PRESTIGE	2	7	6		1	3
Passion	Innovation	The Catalyst	4	5.06%	TRUST	1	1	1	3		2
Mystique	Passion	The Subtle Touch	3	3.80%	MYSTIQUE		3		2		2
Passion	Alert	The Orchestrator	3	3.80%	ALERT	1		1	1	2	
Prestige	Alert	The Scholar	3	3.80%							
Trust	Prestige	The Diplomat	3	3.80%	INNOVATION						
Alert	Mystique	The Detective	2	2.53%	INNOVATION		5.1%				1.3%
Mystique	Alert	The Archer	2	2.53%	PASSION	5.1%	2.5%	2.5%		2.5%	3.8%
Mystique	Trust	The Wise Owl	2	2.53%	POWER	1.3%		20.3%	2.5%		1.3%
Passion	Mystique	The Intrigue	2	2.53%	PRESTIGE	2.5%	8.9%	7.6%		1.3%	3.8%
Passion	Power	The Peoples Champion	2	2.53%	TRUST	1.3%	1.3%	1.3%	3.8%	1.3%	2.5%
Passion	Prestige	The Talent	2	2.53%	MYSTIQUE		3.8%		2.5%		2.5%
Power	Trust	The Guardian	2	2.53%	ALERT	1.3%		1.3%	1.3%	2.5%	
Prestige	Innovation	The Avant-Garde	2	2.53%							
Trust	Alert	The Good Citizen	2	2.53%							
Alert	Innovation	The Composer	1	1.27%							
Alert	Power	The Ace	1	1.27%							
Alert	Prestige	The Editor-in-Chief	1	1.27%							
Alert	Trust	The Mediator	1	1.27%							
Innovation	Alert	The Quick-Start	1	1.27%							
Power	Alert	The Defender	1	1.27%							
Power	Innovation	The Change Agent	1	1.27%							
Prestige	Mystique	The Architect	1	1.27%							
Trust	Innovation	The Evolutionary	1	1.27%							
Trust	Mystique	The Anchor	1	1.27%							
Trust	Passion	The Authentic	1	1.27%							
Trust	Power	The Gravitax	1	1.27%							

AVERAGE POPULATION								BEAM									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	55410	53814	67074	76819	74492	51979	33585	413173	Primary	20	9	19	13	7	5	6	79
Secondary	56305	48122	73134	61802	50977	74272	48561	413173	Secondary	10	5	22	15	6	9	12	79
Dormant	47039	88348	34281	56754	86236	43101	57414	413173	Dormant	3	17	4	15	27	7	6	79

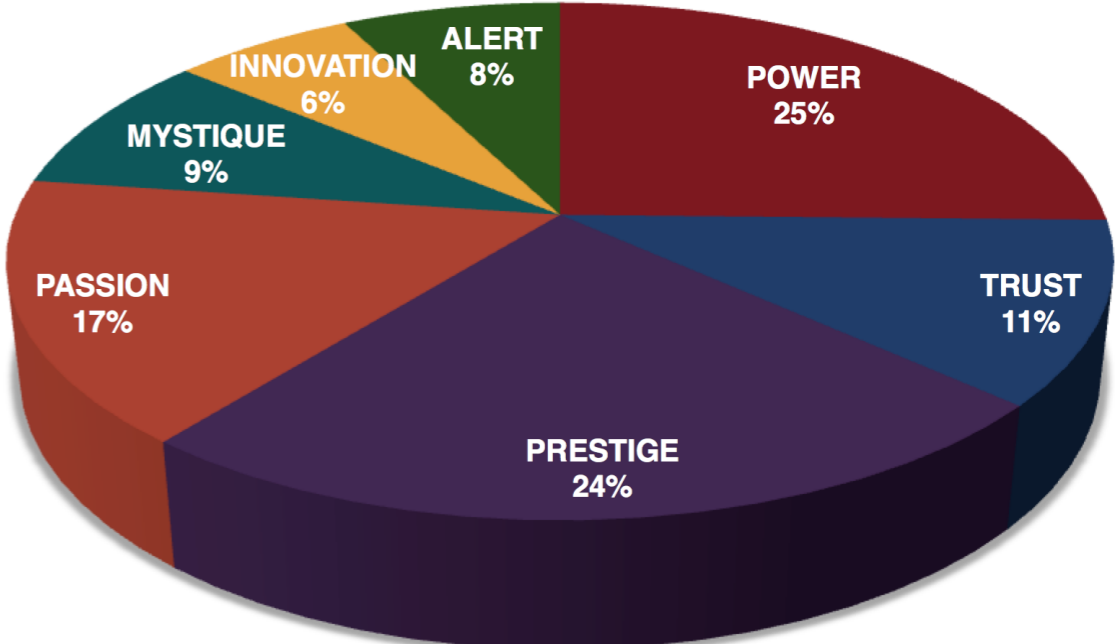


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



BEAM SUNTORY RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

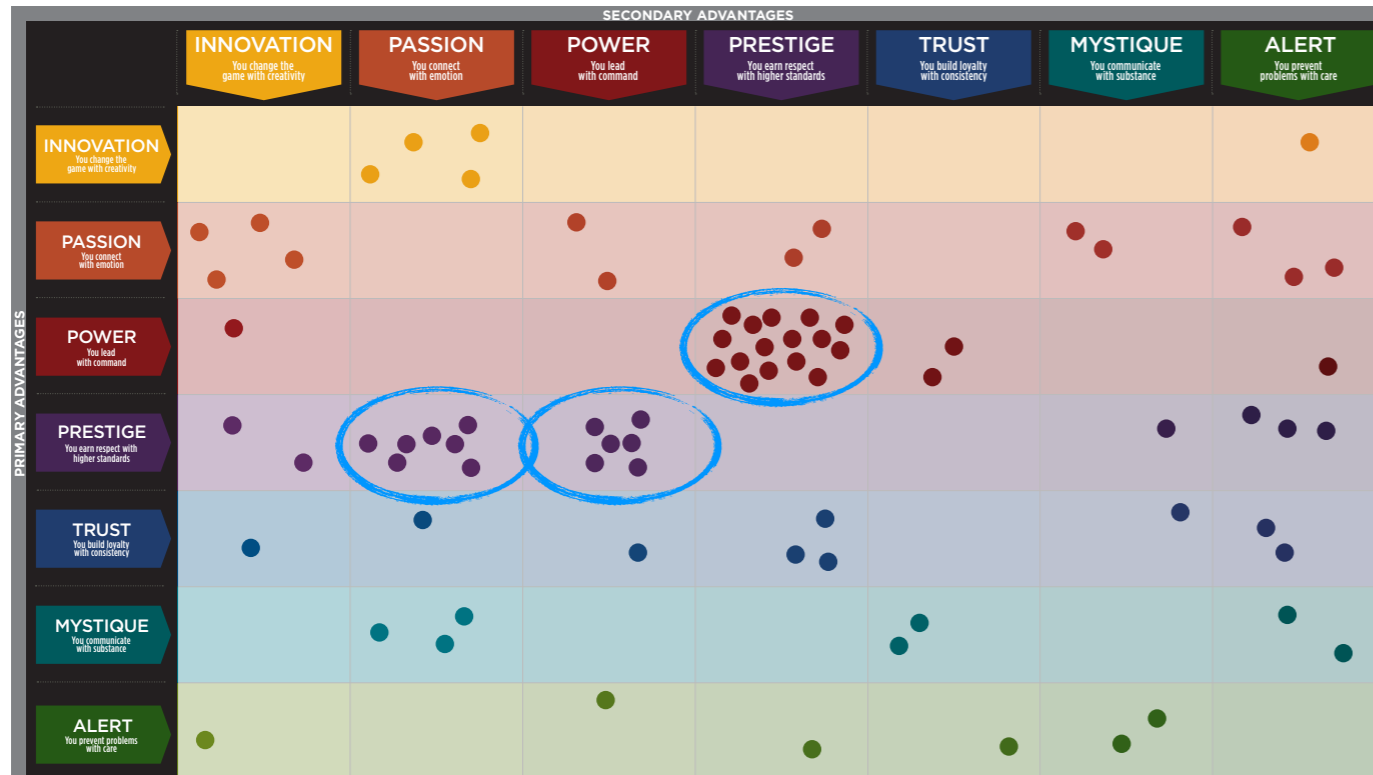
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

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

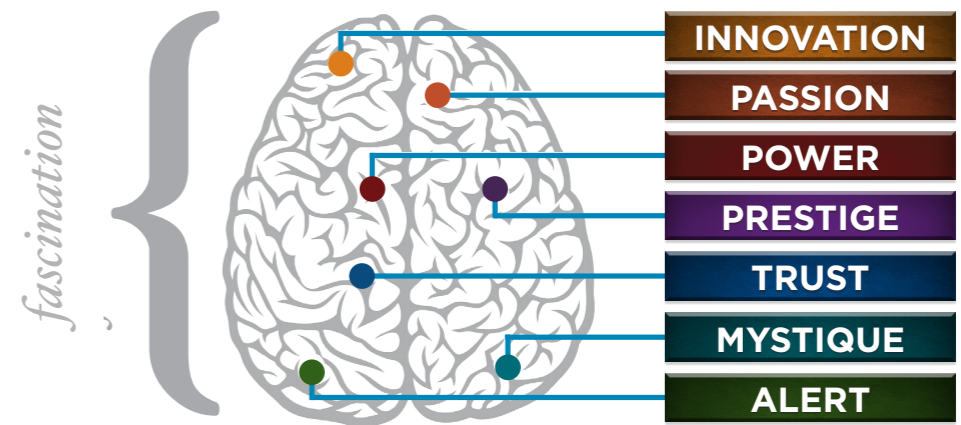
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

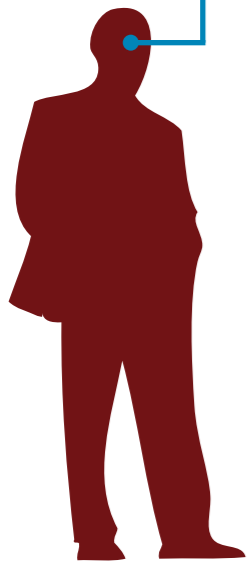
	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		5.1%					1.3%
PASSION <small>You connect with emotion</small>	5.1%		2.5%	2.5%		2.5%	3.8%
POWER <small>You lead with command</small>	1.3%			20.3%	2.5%		1.3%
PRESTIGE <small>You earn respect with higher standards</small>	2.5%	8.9%	7.6%			1.3%	3.8%
TRUST <small>You build loyalty with consistency</small>	1.3%	1.3%	1.3%	3.8%		1.3%	2.5%
MYSTIQUE <small>You communicate with substance</small>		3.8%			2.5%		2.5%
ALERT <small>You prevent problems with care</small>	1.3%		1.3%	1.3%	1.3%	2.5%	



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.

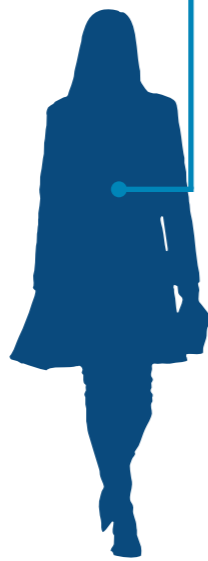
YOU ARE **72.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **7.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **43.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **14.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **46%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **46.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **13.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

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

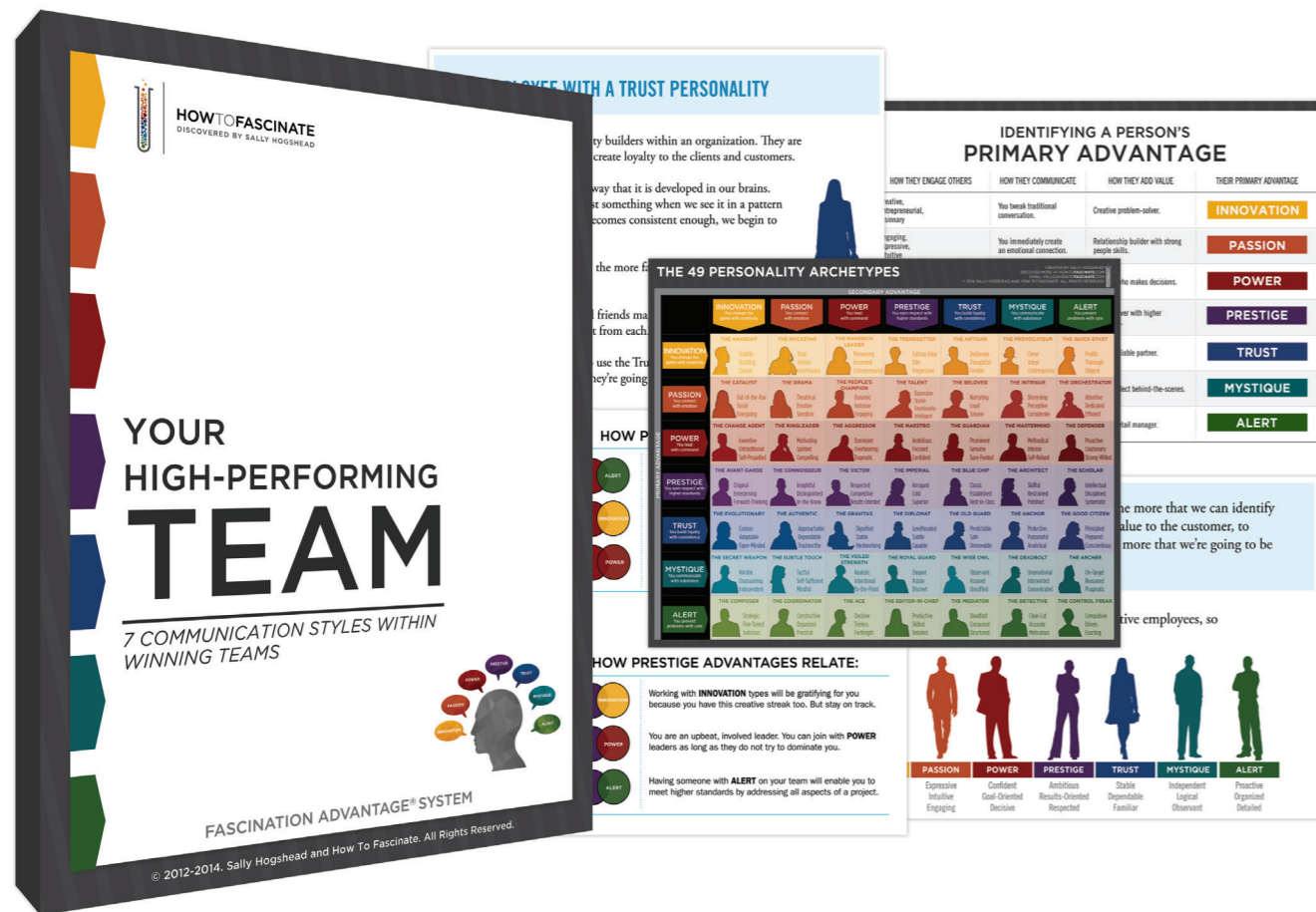
SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

YOUR HIGH-PERFORMING TEAM

Put the full power of Fascination to work for you and your team.



- + Lead and manage teams more effectively
- + Identify the optimal roles for each person on your team
- + Build powerful business relationships
- + Leverage your natural communication advantages

Purchase today and get the **Team Discussion Guide** and our **Team data analytics tool**

CLICK HERE TO LEARN MORE

Questions? Hello@HowToFascinate.com

YOUR TEAM ADVANTAGE

Create better teams, happier customers, and a smarter company.

When you recognize how each team member is most likely to add value, they give you more of their best.

Your Team Advantage helps strengthen your team and identify where each person is primed to succeed.

HOW IT WORKS:

- Step 1: Everyone on the team takes the Fascination Advantage® Assessment
- Step 2: We take the data, analyze the scores, and create a “Heat Map” matrix showing how the individual personalities combine into a whole.
- Step 3: Present this heat map at your next team building meeting, and start a conversation around how people on the team communicate and contribute differently.

You get an engaged workforce, cooperative teams, productive employees and higher earnings with the Fascination Advantage.

[CLICK HERE TO GET STARTED](#)

Questions? Hello@HowToFascinate.com

