

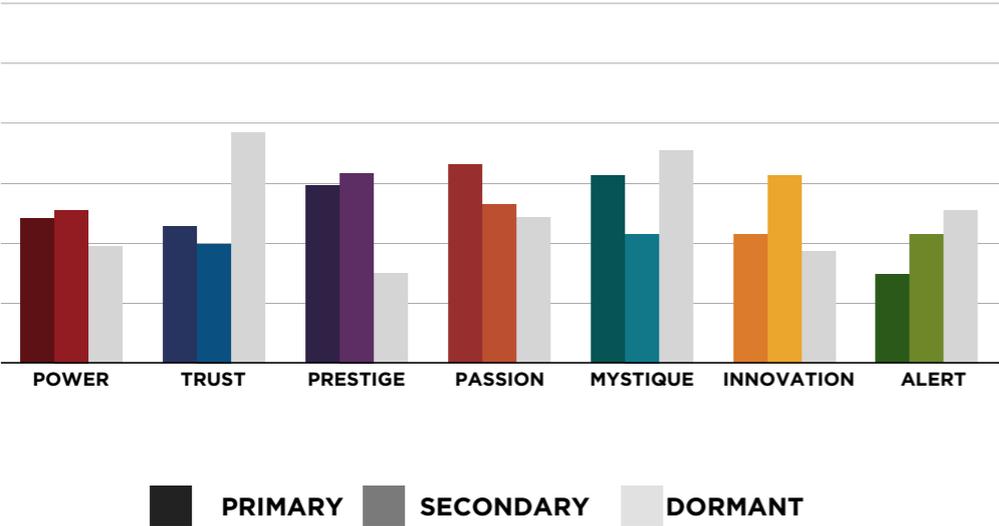
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
CITI PRIVATE BANKING ON 5/13/15

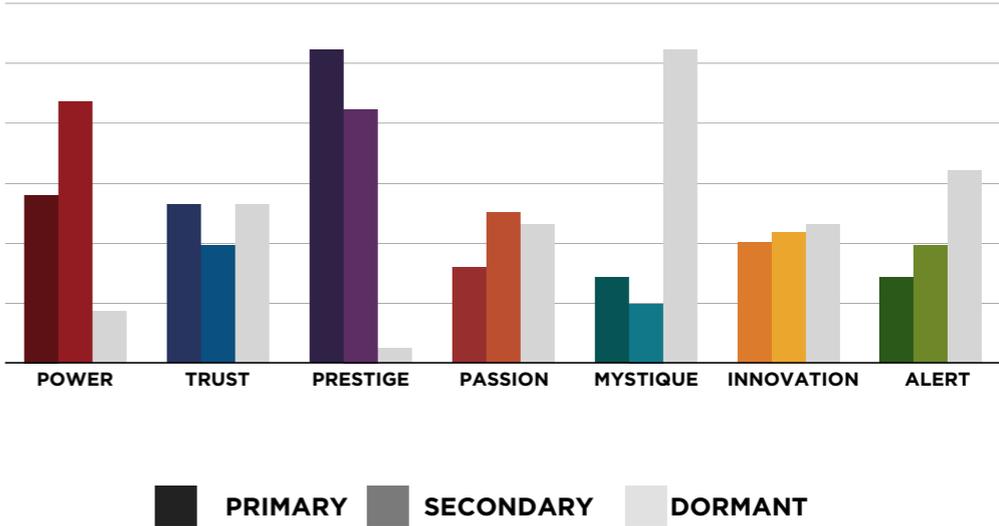


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**CITI RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



# 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.

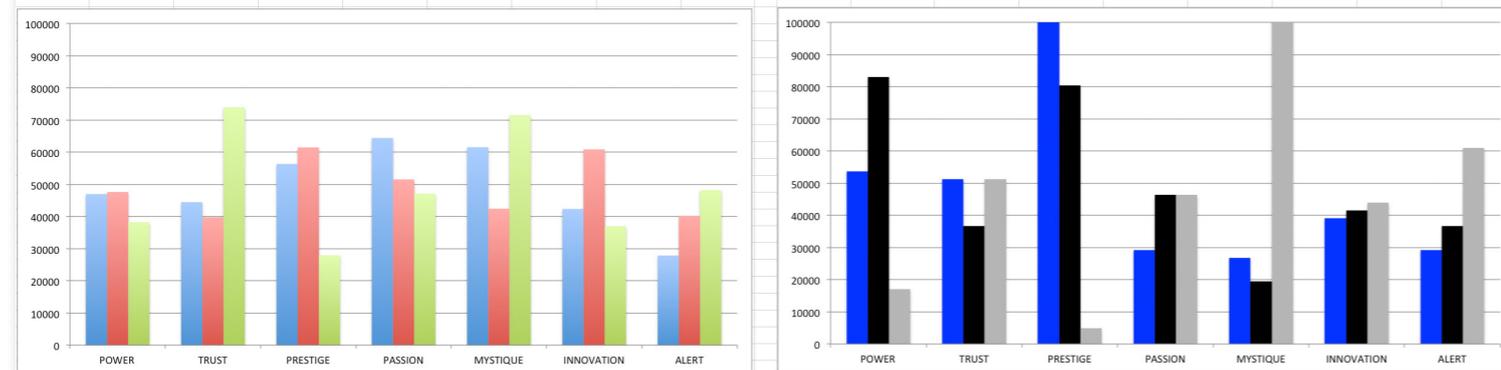
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Power	The Victor	17	12.06%	INNOVATION	1	5	5	1	2	2
Prestige	Passion	The Connoisseur	13	9.22%	PASSION	2	2	4	1	1	2
Power	Prestige	The Maestro	12	8.51%	POWER	2	1	12	5	1	1
Trust	Prestige	The Diplomat	8	5.67%	PRESTIGE	6	13	17	4	2	5
Prestige	Innovation	The Avant-Garde	6	4.26%	TRUST	3	1	5	8	1	3
Innovation	Power	The Maverick Leader	5	3.55%	MYSTIQUE	3	2	2	2	2	2
Innovation	Prestige	The Trendsetter	5	3.55%	ALERT	1	3	2	2	1	2
Power	Trust	The Guardian	5	3.55%							
Prestige	Alert	The Scholar	5	3.55%							
Trust	Power	The Gravitas	5	3.55%	INNOVATION	0.7%	3.5%	3.5%	0.7%	1.4%	1.4%
Passion	Prestige	The Talent	4	2.84%	PASSION	1.4%	1.4%	2.8%	0.7%	0.7%	1.4%
Prestige	Trust	The Blue Chip	4	2.84%	POWER	1.4%	0.7%	8.5%	3.5%	0.7%	0.7%
Alert	Power	The Ace	3	2.13%	PRESTIGE	4.3%	9.2%	12.1%	2.8%	1.4%	3.5%
Alert	Passion	The Coordinator	3	2.13%	TRUST	2.1%	0.7%	3.5%	5.7%	0.7%	2.1%
Mystique	Innovation	The Secret Weapon	3	2.13%	MYSTIQUE	2.1%	1.4%	1.4%	1.4%	1.4%	1.4%
Trust	Innovation	The Evolutionary	3	2.13%	ALERT	0.7%	2.1%	1.4%	1.4%	0.7%	2.1%
Trust	Alert	The Good Citizen	3	2.13%							
Alert	Prestige	The Editor-in-Chief	2	1.42%							
Alert	Trust	The Mediator	2	1.42%							
Innovation	Alert	The Quick-Start	2	1.42%							
Innovation	Mystique	The Provocateur	2	1.42%							
Mystique	Power	The Veiled Strength	2	1.42%							
Mystique	Prestige	The Royal Guard	2	1.42%							
Mystique	Trust	The Wise Owl	2	1.42%							
Mystique	Alert	The Archer	2	1.42%							
Passion	Alert	The Orchestrator	2	1.42%							
Passion	Innovation	The Catalyst	2	1.42%							
Passion	Power	The Peoples Champion	2	1.42%							
Power	Innovation	The Change Agent	2	1.42%							

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

AVERAGE POPULATION									CTIGCCCE								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	46994	44479	56355	64426	61556	42356	27885	344051	Primary	22	21	47	12	11	16	12	141
Secondary	47636	39773	61499	51551	42450	60894	40248	344051	Secondary	34	15	33	19	8	17	15	141
Dormant	38234	73969	27962	47098	71559	37026	48203	344051	Dormant	7	21	2	19	49	18	25	141

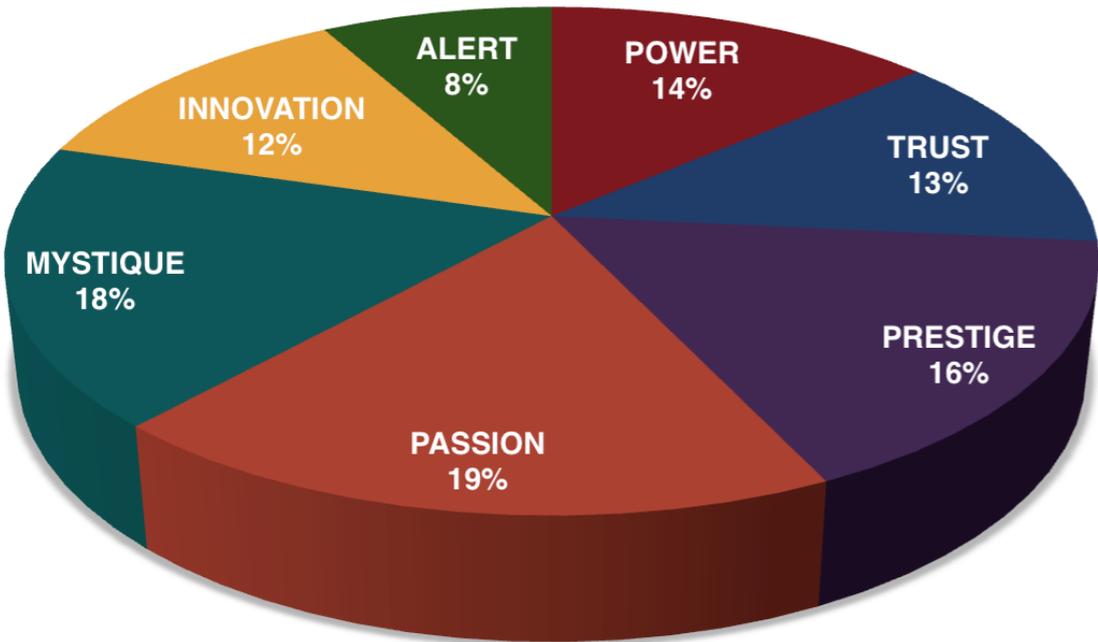
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.7%	12.9%	16.4%	18.7%	17.9%	12.3%	8.1%	100.0%	Primary	15.6%	14.9%	33.3%	8.5%	7.8%	11.3%	8.5%	100.0%
Secondary	13.8%	11.6%	17.9%	15.0%	12.3%	17.7%	11.7%	100.0%	Secondary	24.1%	10.6%	23.4%	13.5%	5.7%	12.1%	10.6%	100.0%
Dormant	11.1%	21.5%	8.1%	13.7%	20.8%	10.8%	14.0%	100.0%	Dormant	5.0%	14.9%	1.4%	13.5%	34.8%	12.8%	17.7%	100.0%



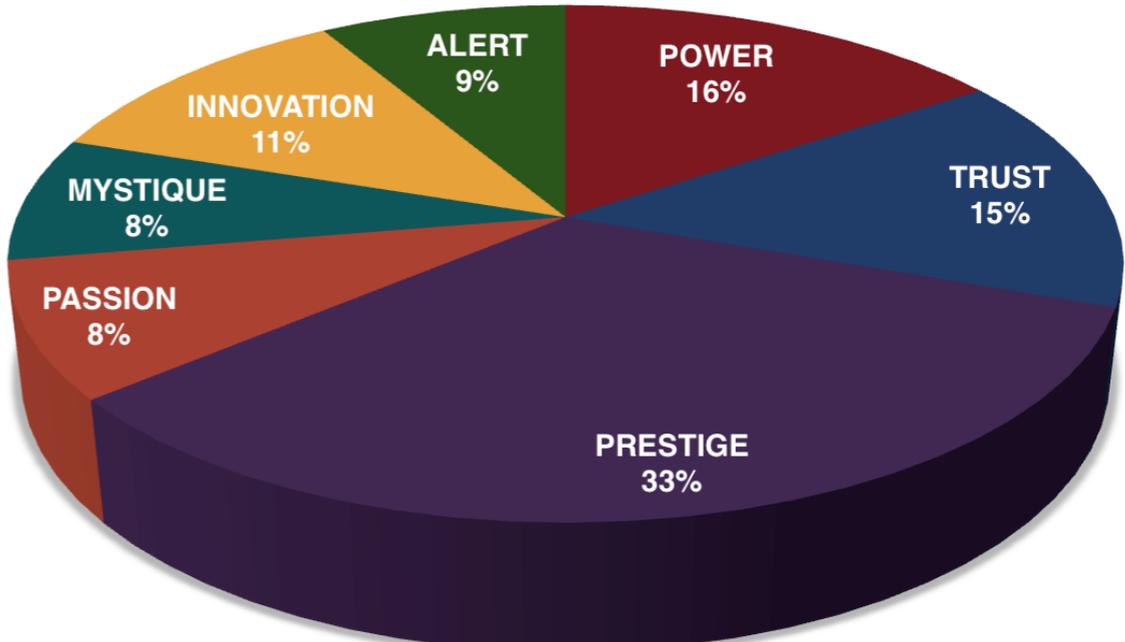
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**CITI RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONALITY ARCHETYPES

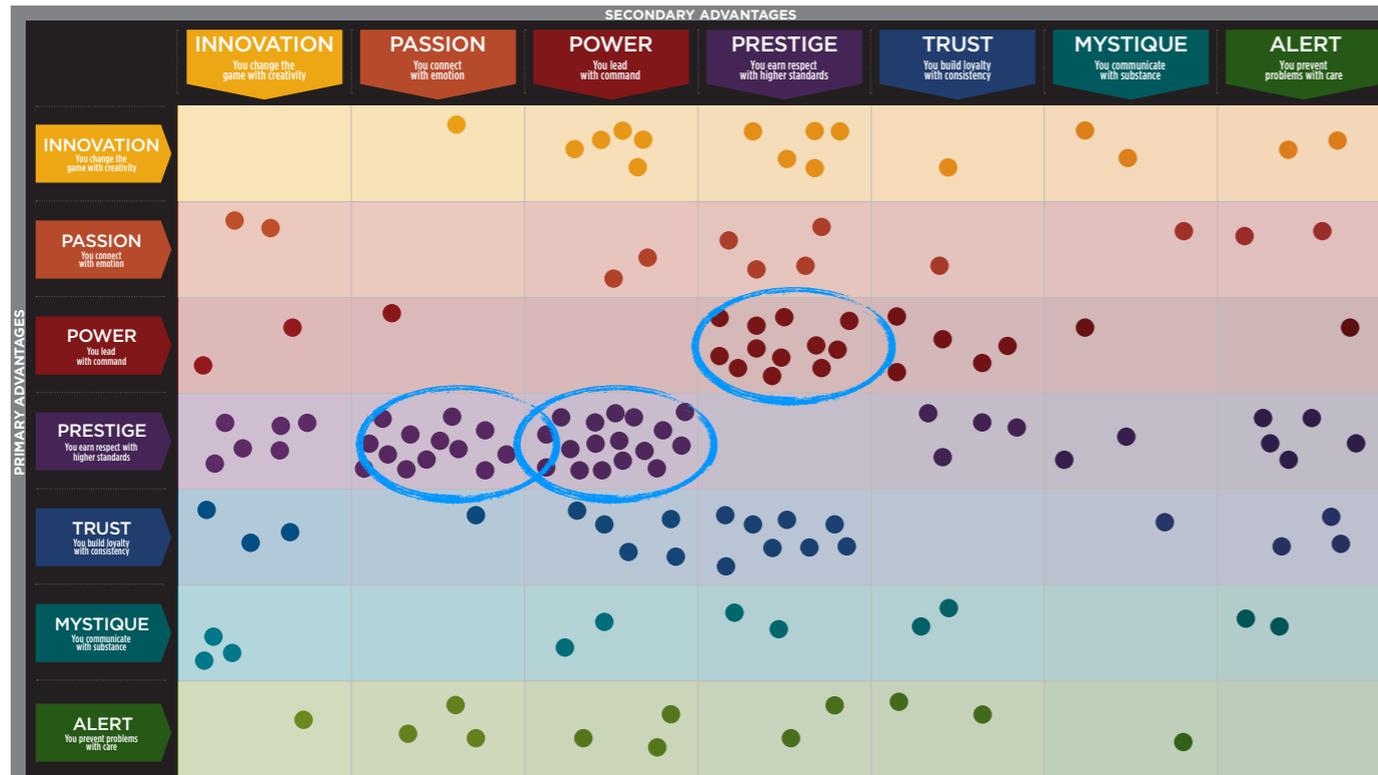
CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

	<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

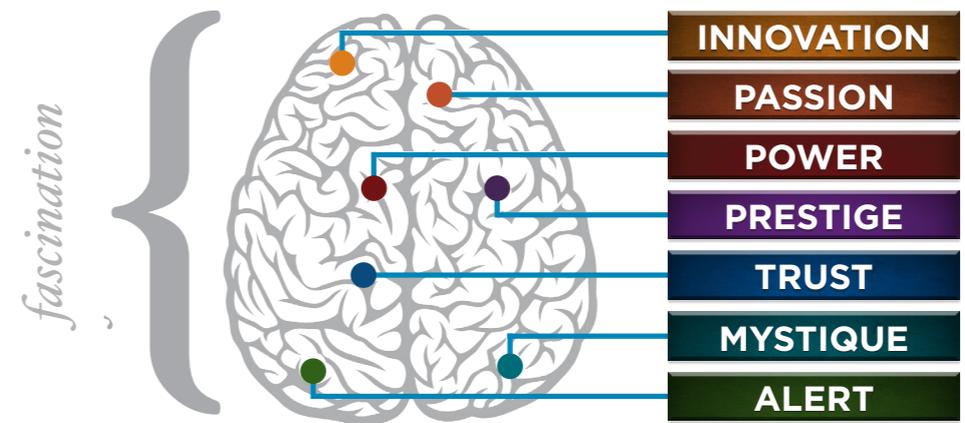
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

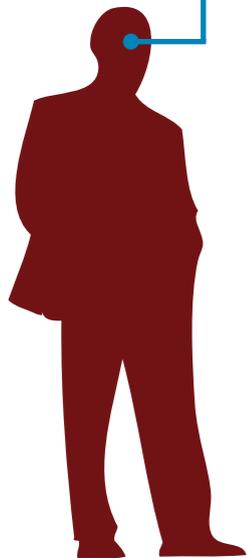
	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		0.7%	3.5%	3.5%	0.7%	1.4%	1.4%
PASSION <small>You connect with emotion</small>	1.4%		1.4%	2.8%	0.7%	0.7%	1.4%
POWER <small>You lead with command</small>	1.4%	0.7%		8.5%	3.5%	0.7%	0.7%
PRESTIGE <small>You earn respect with higher standards</small>	4.3%	9.2%	12.1%		2.8%	1.4%	3.5%
TRUST <small>You build loyalty with consistency</small>	2.1%	0.7%	3.5%	5.7%		0.7%	2.1%
MYSTIQUE <small>You communicate with substance</small>	2.1%		1.4%	1.4%	1.4%		1.4%
ALERT <small>You prevent problems with care</small>	0.7%	2.1%	2.1%	1.4%	1.4%	0.7%	



# 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 **6.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **20.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **99%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **55.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

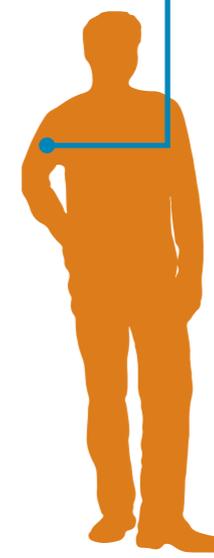
YOU ARE **52.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **4.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **2.6%** LESS 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 ADVANTAGE® ASSESSMENT

Do you know how the world sees you? Let's find out now.

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

**THE CATALYST**  
PASSION + INNOVATION

**THE CATALYST**  
OUT-OF-BOX | SOCIAL | ENERGIZING | CREATIVE | ENTHUSIASTIC

**THE CATALYST**

**HOW THE WORLD SEES YOU**

- » You make a vibrant first impression and you're valued for your enthusiastic approach and ability to generate ideas.
- » Buoyant and social, you embrace new situations and relationships with zeal.
- » You speak with expressive gestures.
- » You know how to get things done. You're named "Catalyst" for the way you add value by starting projects.

**ONE-MINUTE COACHING TO THE CATALYST**

You feel passionately about things. Your enthusiasm livens up meetings and energizes your co-workers. Yet it's not enough to feel passionately—you must also learn how to turn that passion into tangible results for your client or team. Focus on the objectives you want your team to meet and agree on deadlines. Demonstrate how you contribute to the company's success.

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

You enjoy new experiences, ideas, foods, and friends. In fact, you pursue opportunities that allow you to explore your world. If something becomes too routine or familiar, you challenge or reinvent it.

**WHAT YOU'VE LEARNED**

**WHAT YOU CAN DO**

**THE 49 PERSONALITY ARCHETYPES**

INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
THE ANARCHY	THE ROCKSTAR	THE MAVERICK LEADER	THE TRENDSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CATALYST	THE DRAMA	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR
THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
THE AVANT-GARDE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR	
THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS	THE DIPLOMAT	THE OLD GUARD	THE ANCHOR	THE GOOD CITIZEN

- + Discover how each team member **adds unique value**
- + **Empower employees** to be more productive doing what they already do best
- + **Build a high-performing team** that interacts more confidently with customers and each other

**GET STARTED NOW**

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