

AN INSIDER'S *look* AT THE RESEARCH

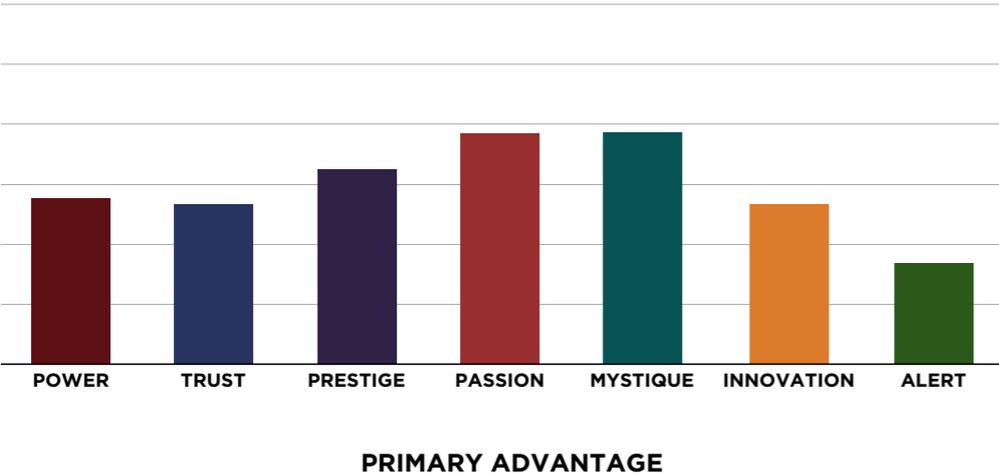
FROM SALLY HOGSHEAD'S PRESENTATION TO
CONGA CONNECT ON 03/08/17

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

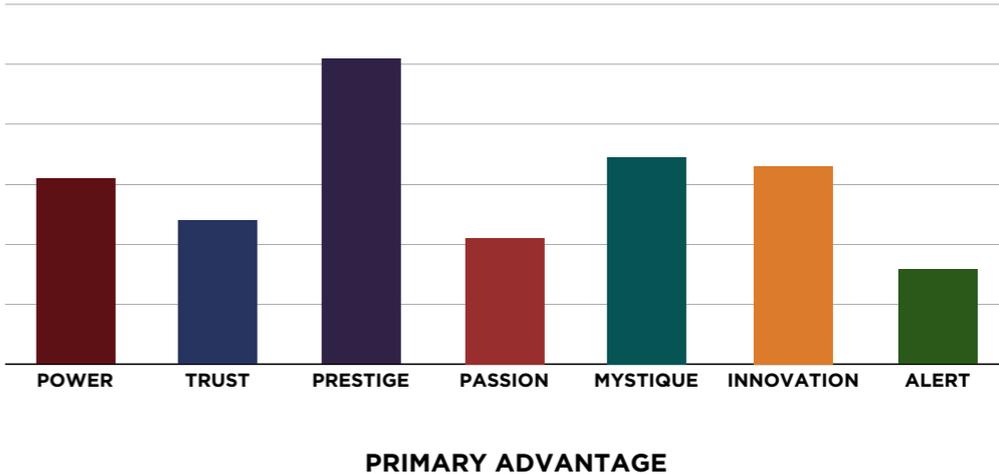


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**CONGA CONNECT RESULTS
OF THE FASCINATION ADVANTAGE TEST**

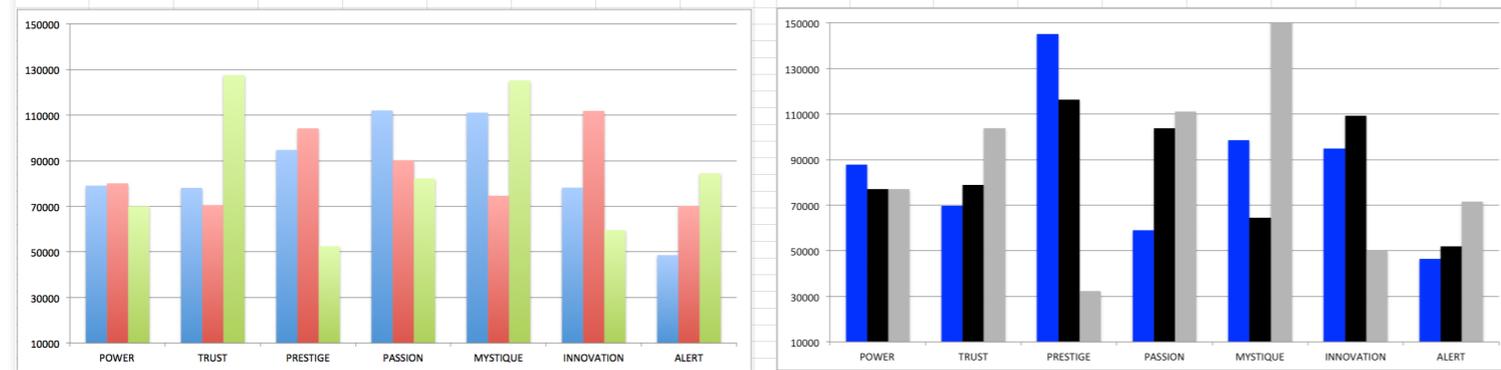


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| Primary | Secondary | Archetype | Sum | Percent | | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|---------------------|-----|---------|------------|------------|---------|-------|----------|-------|----------|-------|
| Prestige | Passion | The Connoisseur | 26 | 7.74% | INNOVATION | 12 | 10 | 16 | 4 | 4 | 7 | |
| Power | Prestige | The Maestro | 25 | 7.44% | PASSION | 18 | 3 | 6 | 1 | 5 | | |
| Mystique | Innovation | The Secret Weapon | 19 | 5.65% | POWER | 6 | 25 | 11 | 3 | 1 | | |
| Passion | Innovation | The Catalyst | 18 | 5.36% | PRESTIGE | 14 | 12 | 11 | 11 | 7 | | |
| Innovation | Prestige | The Trendsetter | 16 | 4.76% | TRUST | 3 | 6 | 3 | 11 | 10 | 6 | |
| Prestige | Innovation | The Avant-Garde | 14 | 4.17% | MYSTIQUE | 19 | 6 | 8 | 6 | 8 | 8 | |
| Innovation | Passion | The Rockstar | 12 | 3.57% | ALERT | 1 | 5 | 7 | 1 | 9 | 3 | |
| Prestige | Power | The Victor | 12 | 3.57% | | | | | | | | |
| Power | Trust | The Guardian | 11 | 3.27% | INNOVATION | 3.6% | 3.0% | 4.8% | 1.2% | 1.2% | 2.1% | |
| Prestige | Mystique | The Architect | 11 | 3.27% | PASSION | 5.4% | 0.9% | 1.8% | 0.3% | 1.5% | | |
| Prestige | Trust | The Blue Chip | 11 | 3.27% | POWER | 1.8% | 7.4% | 3.3% | 0.9% | 0.3% | | |
| Trust | Prestige | The Diplomat | 11 | 3.27% | PRESTIGE | 4.2% | 3.6% | 3.3% | 3.3% | 3.3% | 2.1% | |
| Innovation | Power | The Maverick Leader | 10 | 2.98% | TRUST | 0.9% | 0.9% | 3.3% | 3.3% | 3.0% | 1.8% | |
| Trust | Mystique | The Anchor | 10 | 2.98% | MYSTIQUE | 5.7% | 1.8% | 2.4% | 1.8% | 2.4% | 2.4% | |
| Alert | Trust | The Mediator | 9 | 2.68% | ALERT | 0.3% | 1.5% | 2.1% | 0.3% | 2.7% | 0.9% | |
| Mystique | Alert | The Archer | 8 | 2.38% | | | | | | | | |
| Mystique | Power | The Veiled Strength | 8 | 2.38% | | | | | | | | |
| Mystique | Trust | The Wise Owl | 8 | 2.38% | | | | | | | | |
| Alert | Power | The Ace | 7 | 2.08% | | | | | | | | |
| Innovation | Alert | The Quick-Start | 7 | 2.08% | | | | | | | | |
| Prestige | Alert | The Scholar | 7 | 2.08% | | | | | | | | |
| Mystique | Passion | The Subtle Touch | 6 | 1.79% | | | | | | | | |
| Mystique | Prestige | The Royal Guard | 6 | 1.79% | | | | | | | | |
| Passion | Prestige | The Talent | 6 | 1.79% | | | | | | | | |
| Power | Innovation | The Change Agent | 6 | 1.79% | | | | | | | | |
| Trust | Alert | The Good Citizen | 6 | 1.79% | | | | | | | | |
| Trust | Passion | The Authentic | 6 | 1.79% | | | | | | | | |
| Alert | Passion | The Coordinator | 5 | 1.49% | | | | | | | | |
| Passion | Mystique | The Intrigue | 5 | 1.49% | | | | | | | | |

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

| AVERAGE POPULATION | | | | | | | | Conga Connect | | | | | | | | | |
|--------------------|-------|--------|----------|---------|----------|------------|-------|---------------|-----------|-------|-------|----------|---------|----------|------------|-------|-------|
| | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total | | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total |
| Primary | 79077 | 78099 | 94746 | 112059 | 111091 | 78197 | 48584 | 601853 | Primary | 49 | 39 | 81 | 33 | 55 | 53 | 26 | 336 |
| Secondary | 80087 | 70570 | 104204 | 90242 | 74651 | 111878 | 70221 | 601853 | Secondary | 43 | 44 | 65 | 58 | 36 | 61 | 29 | 336 |
| Dormant | 70066 | 127591 | 52507 | 82255 | 125254 | 59644 | 84536 | 601853 | Dormant | 43 | 58 | 18 | 62 | 87 | 28 | 40 | 336 |



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 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.

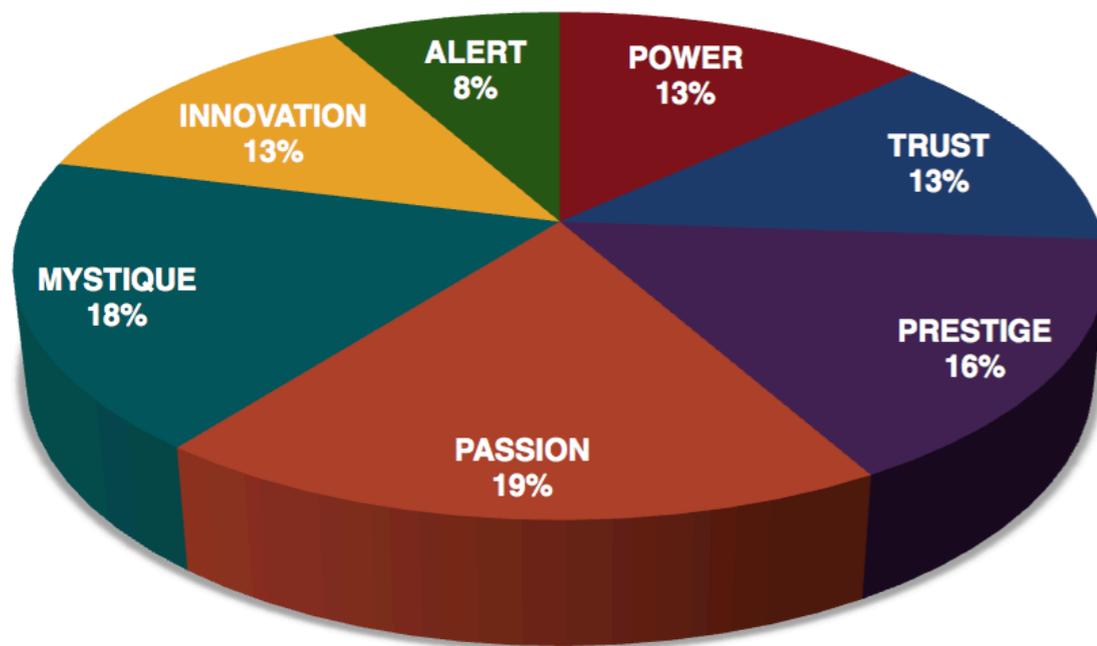
3 ONLINE TRAINING:
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Academy™ Online: FascinationAcademy.com

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.

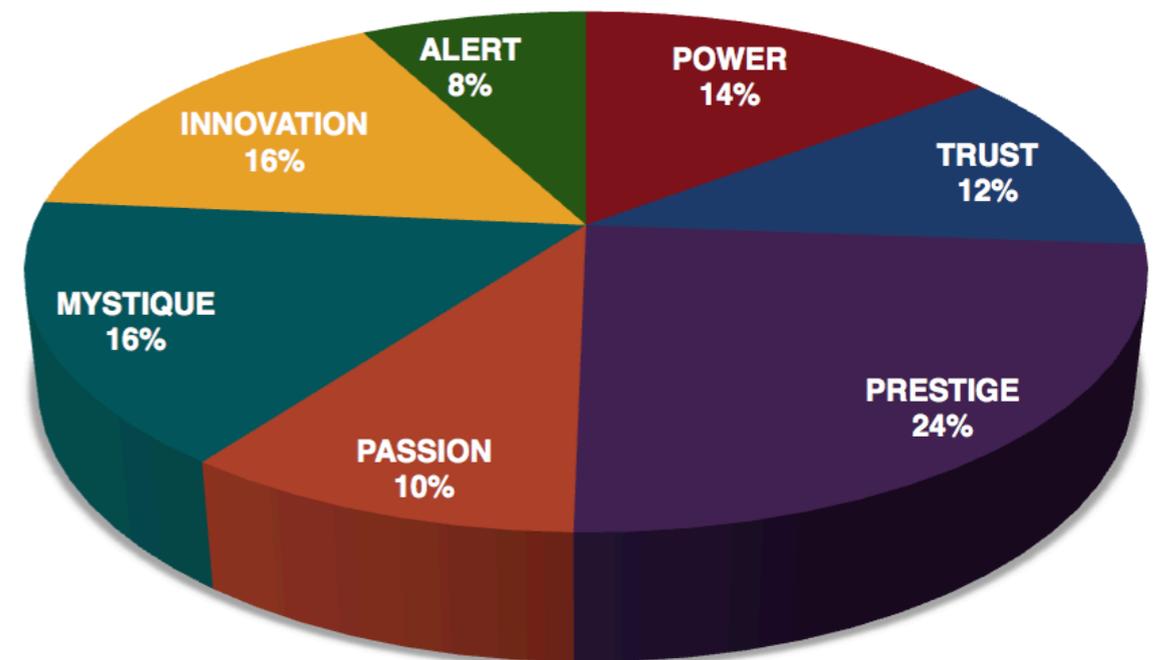


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



CONGA CONNECT 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 | 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 |

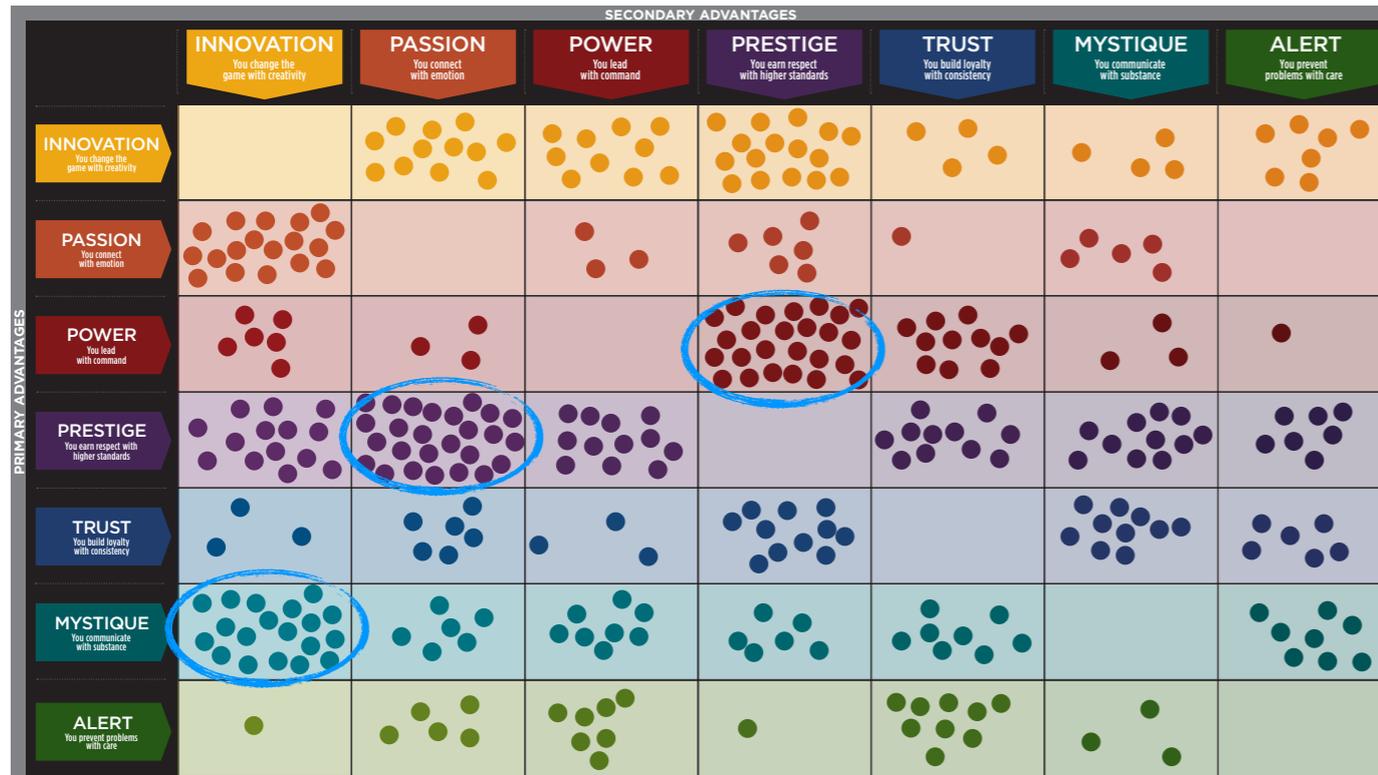
⋮ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

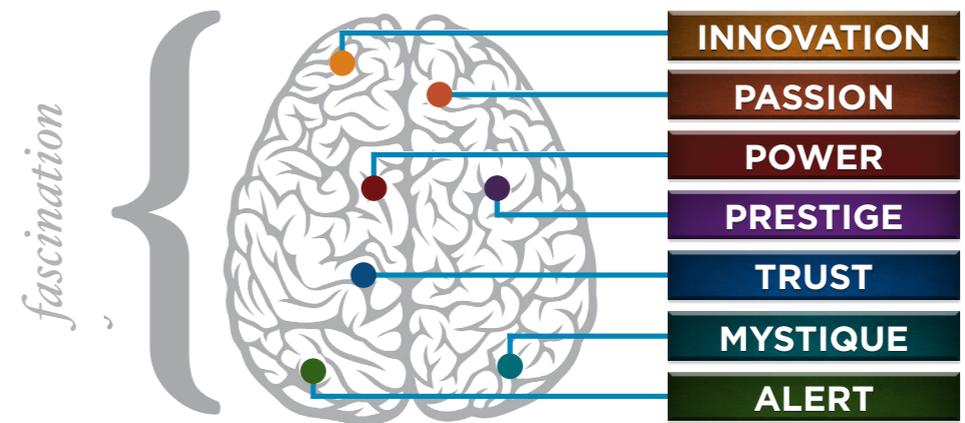
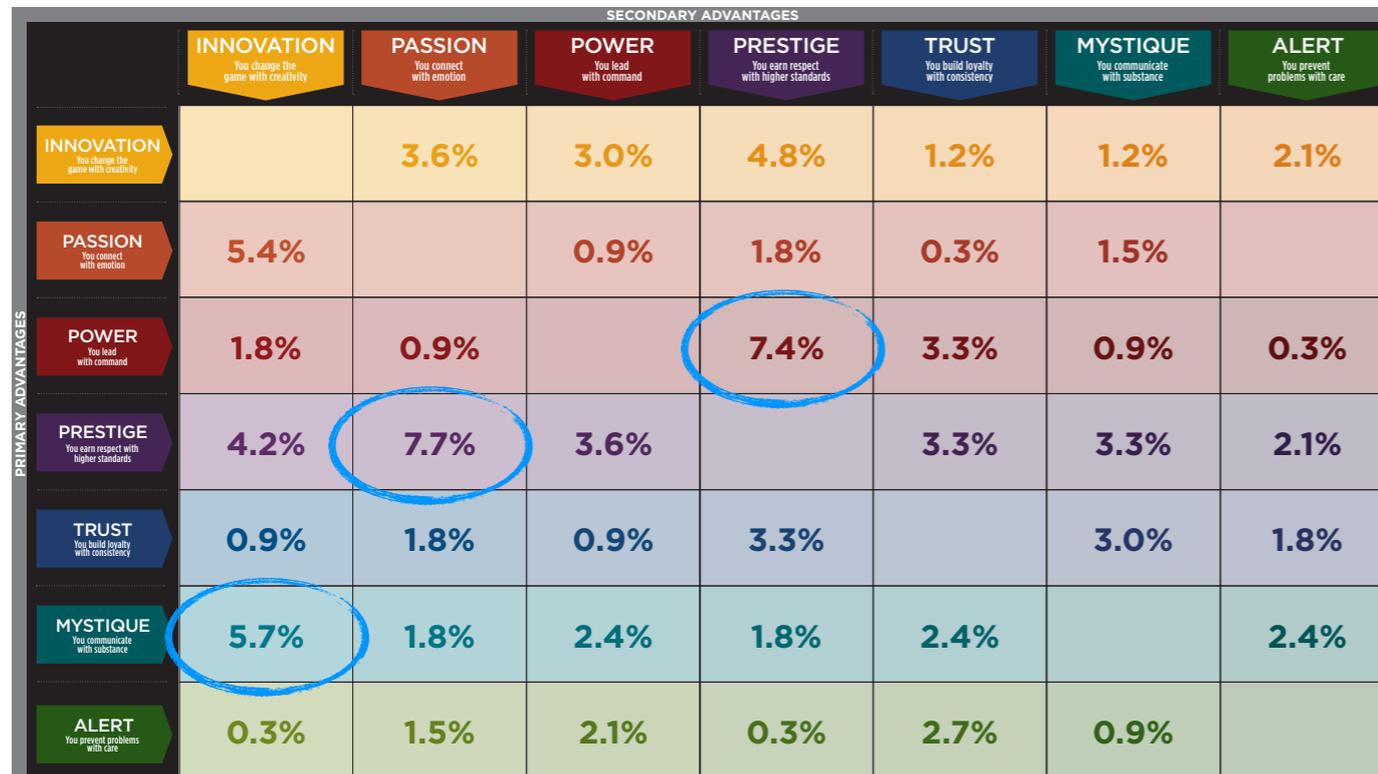
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THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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

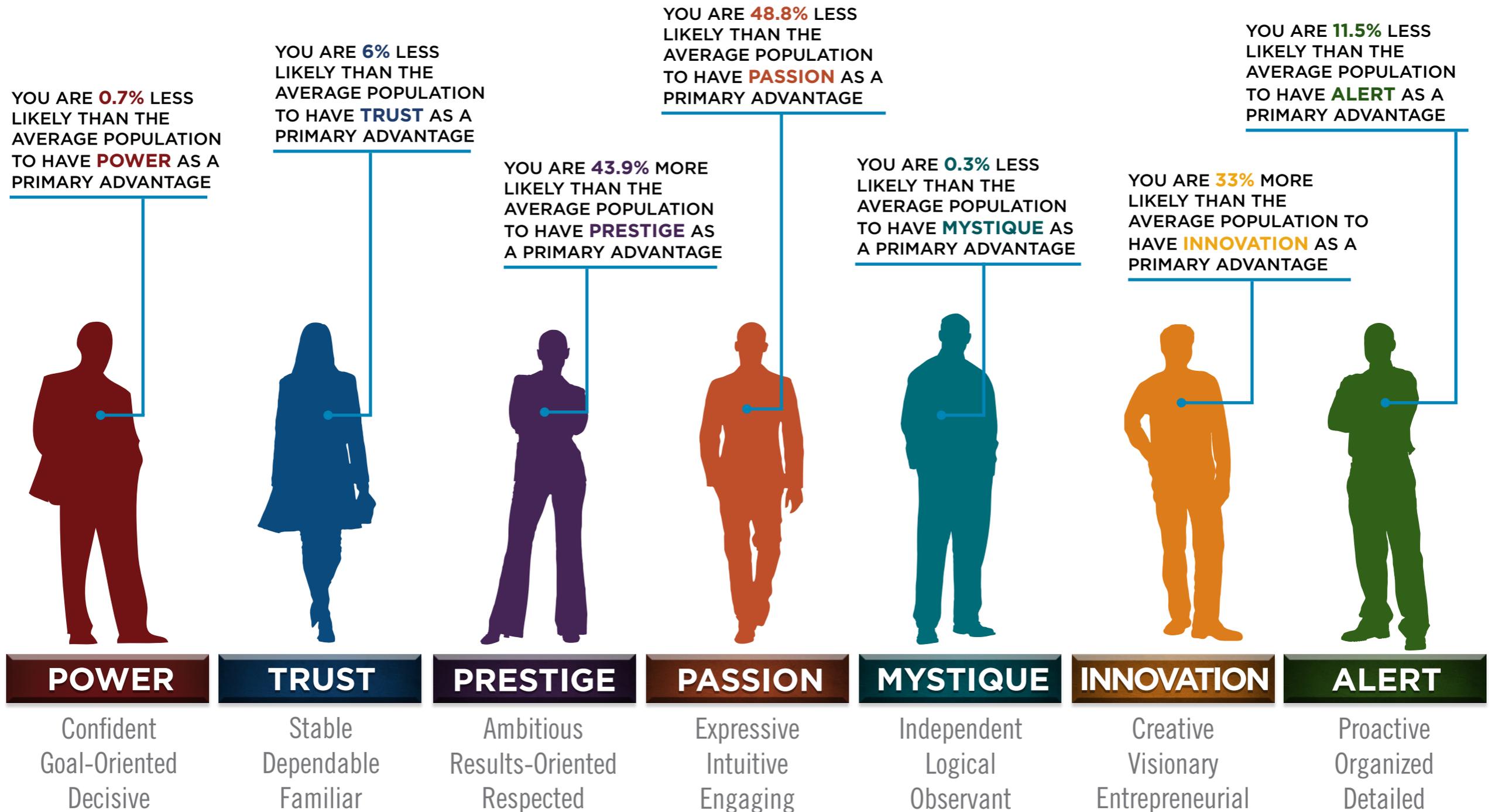


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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 \$47 each)

- 1 VISIT HowToFascinate.com/you
- 2 FOR THE ACCESS CODE, ENTER **CONGA-EXPRESS**
- 3 THIS OFFER EXPIRES ON **03/31/17**

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.

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.
2. **WARMHEARTED**
and words appropriate for each situation. et with a naughty child. They strike the communicators who meticulously prepare
3. **KNOWLEDGEABLE**
ry trends, new business practices, and ter speakers in their specialist area. A vivid presentation style.
4. **APPRECIATED**
highly valued for their sophistication. They than spread themselves too thinly. They set higher goals. They want to get better at
5. **COLLEAGUES**
you're highly appreciated by colleagues

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

| | | | | | | |
|-------------------|------------------|-----------------------|------------------|---------------|-----------------|------------------|
| INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
| THE ANARCHY | THE ROCKSTAR | THE MAVERICK LEADER | THE TRENDSSETTER | THE ARTISAN | THE PROVOCATEUR | THE QUICK-START |
| THE CATALYST | THE DESMAN | THE PEOPLE'S CHAMPION | THE TALENT | THE RELOVED | THE INTROQUE | THE ORCHESTRATOR |
| THE CHANGE AGENT | THE RINGLEADER | THE AGGRESSOR | THE MAESTRO | THE GUARDIAN | THE MASTERMIND | THE DEFENDER |
| THE AVANT-GARDE | THE CONNOISSEUR | THE VICTOR | THE IMPERIAL | THE BLUE CHIP | THE ARCHITECT | THE SCHOLAR |
| THE EVOLUTIONARY | THE AUTHENTIC | THE GRANULAR | THE DIPLOMAT | THE OIL BARON | THE ANCHOR | THE GOOD CITIZEN |
| THE SECRET WEAPON | THE SUBTLE TOUCH | THE VEILED STRENGTH | THE ROYAL GUARD | THE WISE OWL | THE DEADBOLT | THE ARCHER |
| THE COORDINATOR | THE TIE | THE EDITOR-IN-CHIEF | THE MEDIATOR | THE DETECTIVE | THE CONTROL | THE PEAK |

APPLY YOUR TOP 5 ADJECTIVES
You can use these adjectives to create your personality. An Anthem is a very short advertising tagline, your Anthem pinpoint

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.

