

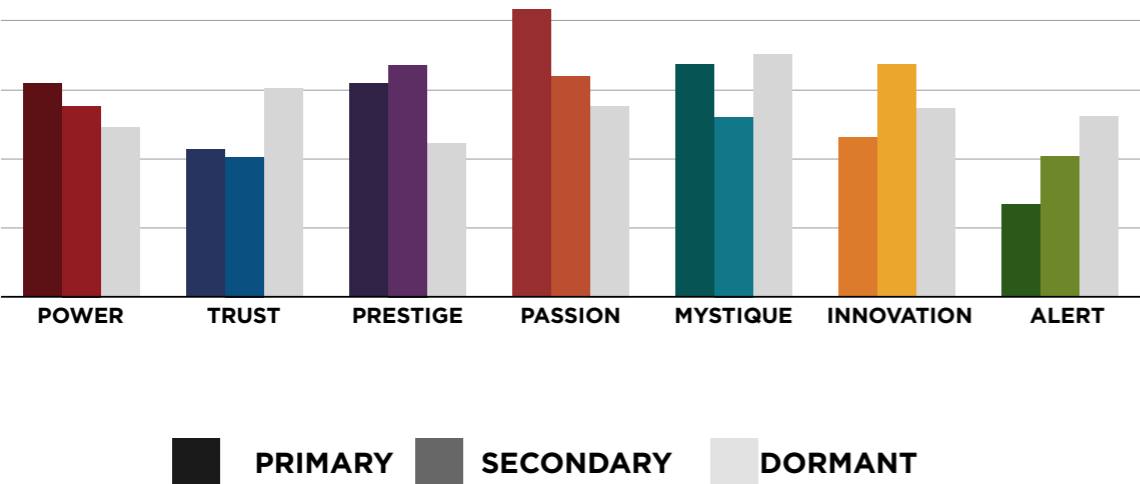
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
C-SUITE ON 05/05/14

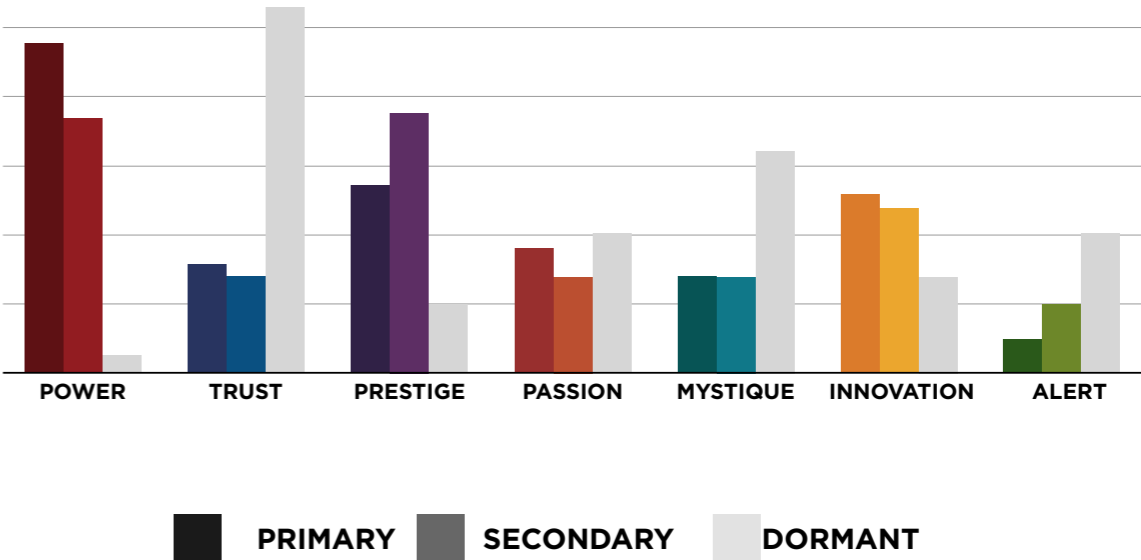


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



C-SUITE RESULTS OF THE FASCINATION ADVANTAGE TEST

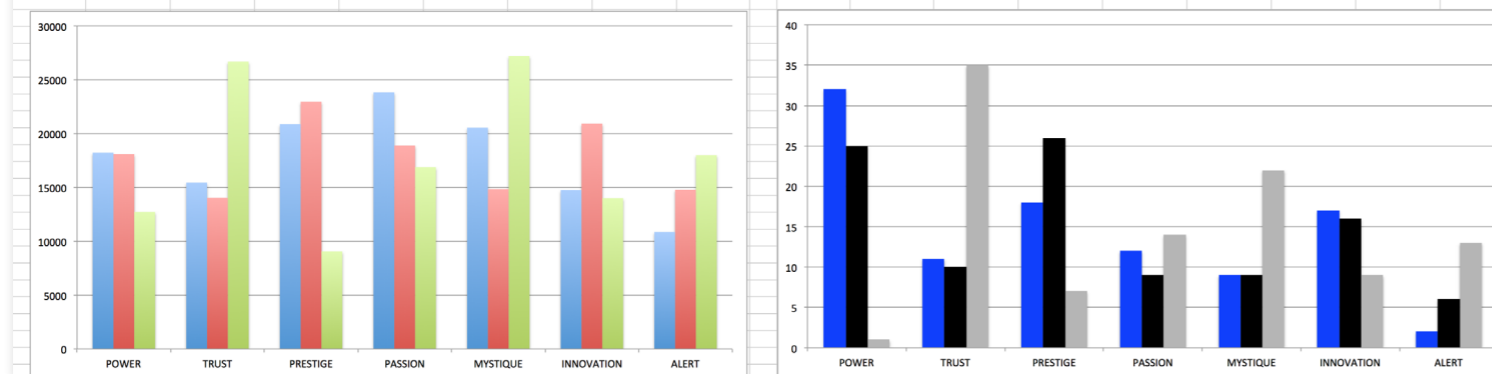


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Primary	Secondary	Archetype	Sum	Percentage		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	16	15.84%	INNOVATION		2	9	3	1	1	1
Innovation	Power	The Maverick Leader	9	8.91%	PASSION	4		5	2			1
Prestige	Power	The Victor	7	6.93%	POWER	4	2		16	5	4	1
Mystique	Innovation	The Secret Weapon	5	4.95%	PRESTIGE	3	5	7		1	2	
Passion	Power	The Peoples Champion	5	4.95%	TRUST			3	4		2	2
Power	Trust	The Guardian	5	4.95%	MYSTIQUE	5		1		2		1
Prestige	Passion	The Connoisseur	5	4.95%	ALERT				1	1		
Passion	Innovation	The Catalyst	4	3.96%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Innovation	The Change Agent	4	3.96%	INNOVATION		2.0%	8.9%	3.0%	1.0%	1.0%	1.0%
Power	Mystique	The Mastermind	4	3.96%	PASSION	4.0%		5.0%	2.0%			1.0%
Trust	Prestige	The Diplomat	4	3.96%	POWER	4.0%	2.0%		15.8%	5.0%	4.0%	1.0%
Innovation	Prestige	The Trendsetter	3	2.97%	PRESTIGE	3.0%	5.0%	6.9%		1.0%	2.0%	2.0%
Prestige	Innovation	The Avant-Garde	3	2.97%	TRUST			3.0%	4.0%		2.0%	2.0%
Trust	Power	The Gravitas	3	2.97%	MYSTIQUE	5.0%		1.0%		2.0%		1.0%
Innovation	Passion	The Rockstar	2	1.98%	ALERT				1.0%	1.0%		
Mystique	Trust	The Wise Owl	2	1.98%								
Passion	Prestige	The Talent	2	1.98%								
Power	Passion	The Ringleader	2	1.98%								
Prestige	Mystique	The Architect	2	1.98%								
Trust	Alert	The Good Citizen	2	1.98%								
Trust	Mystique	The Anchor	2	1.98%								
Alert	Prestige	The Editor-in-Chief	1	0.99%								

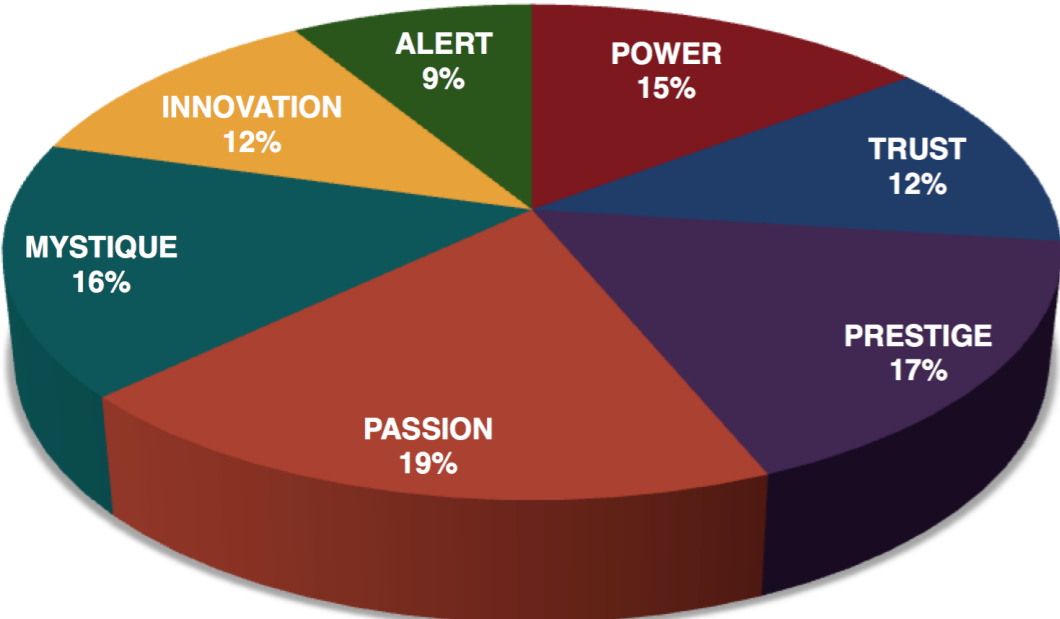
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									C-Suite								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	18230	15442	20873	23833	20550	14748	10873	124549	Primary	32	11	18	12	9	17	2	101
Secondary	18087	14036	22963	18904	14839	20931	14789	124549	Secondary	25	10	26	9	9	16	6	101
Dormant	12727	26684	9059	16869	27210	13996	18004	124549	Dormant	1	35	7	14	22	9	13	101
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	14.6%	12.4%	16.8%	19.1%	16.5%	11.8%	8.7%	100.0%	Primary	31.7%	10.9%	17.8%	11.9%	8.9%	16.8%	2.0%	100.0%
Secondary	14.5%	11.3%	18.4%	15.2%	11.9%	16.8%	11.9%	100.0%	Secondary	24.8%	9.9%	25.7%	8.9%	8.9%	15.8%	5.9%	100.0%
Dormant	10.2%	21.4%	7.3%	13.5%	21.8%	11.2%	14.5%	100.0%	Dormant	1.0%	34.7%	6.9%	13.9%	21.8%	8.9%	12.9%	100.0%

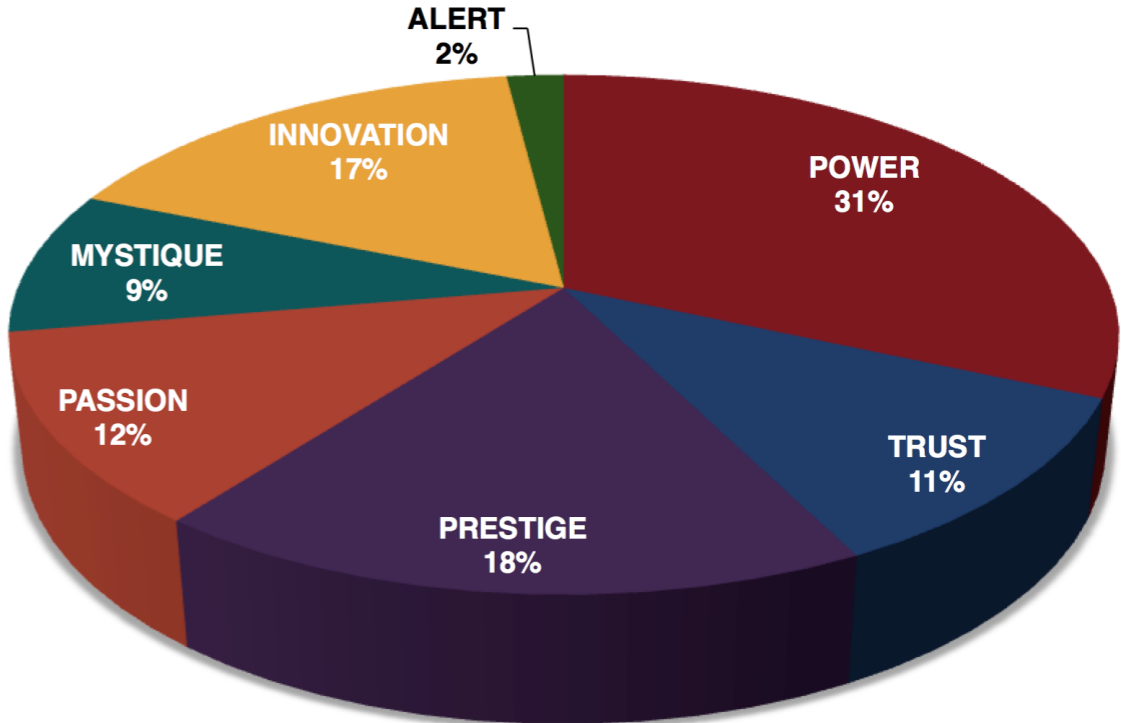


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



C-SUITE RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

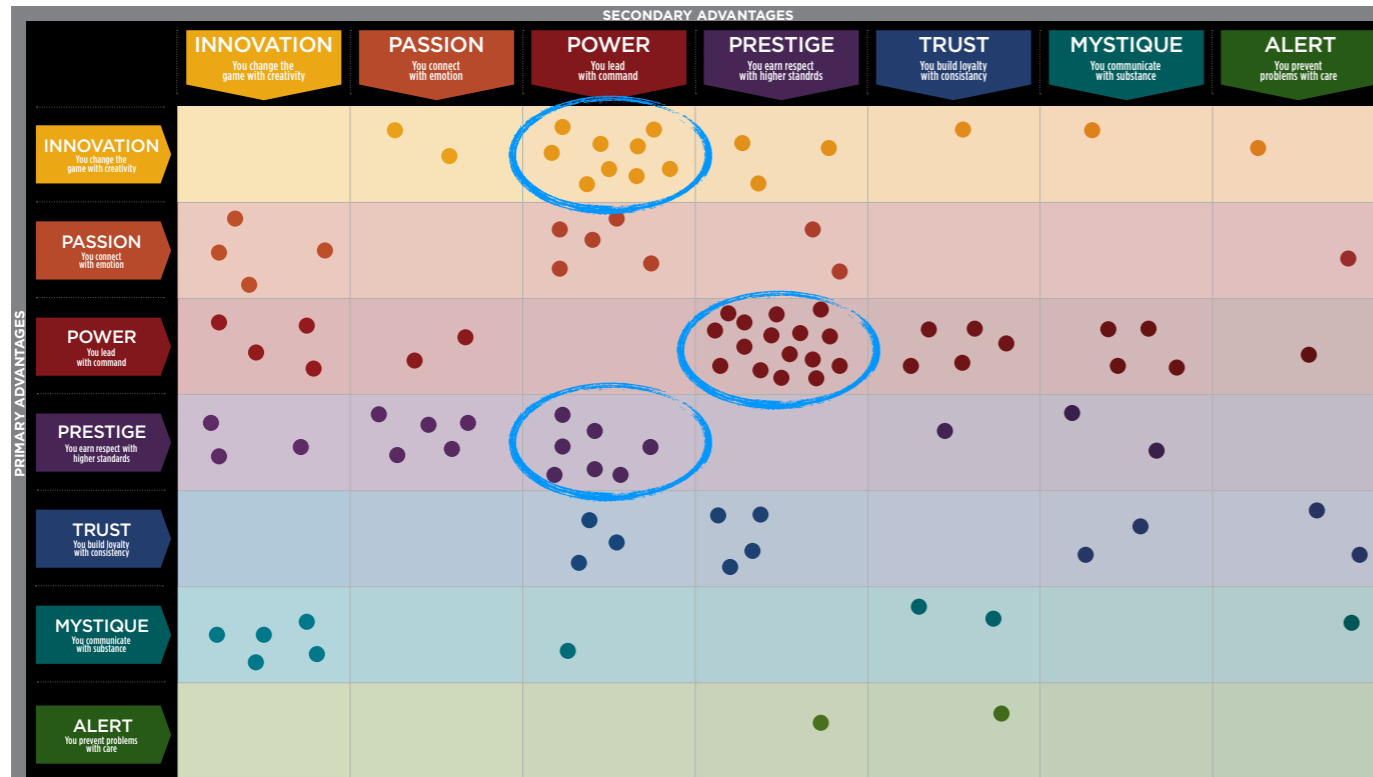
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

	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

PRIMARY FASCINATION ADVANTAGE®

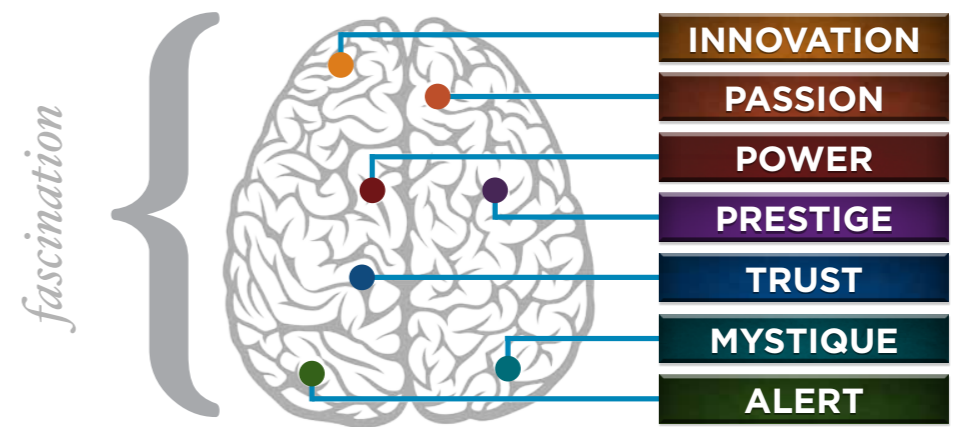
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of the organization.

PRIMARY ADVANTAGES	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>		2.0%	8.9%	3.0%	1.0%	1.0%	1.0%
PASSION <small>You connect with emotion</small>	4.0%		5.0%	2.0%			1.0%
POWER <small>You lead with command</small>	4.0%	2.0%		15.8%	5.0%	4.0%	1.0%
PRESTIGE <small>You earn respect with higher standards</small>	3.0%	5.0%	6.9%		1.0%	2.0%	
TRUST <small>You build loyalty with consistency</small>			3.0%	4.0%		2.0%	2.0%
MYSTIQUE <small>You communicate with substance</small>	5.0%		1.0%		2.0%		1.0%
ALERT <small>You prevent problems with care</small>				1.0%	1.0%		

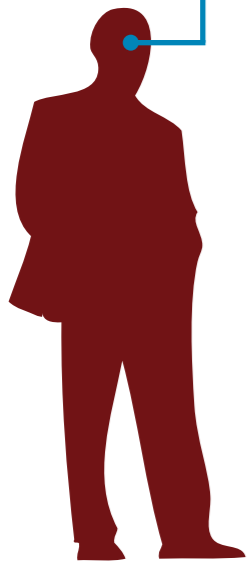
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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.

YOU ARE **115.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **11.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **6.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **38.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **45.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **42%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **77.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

HOW YOUR CO-WORKERS FASCINATE

INNOVATION

INNOVATIVE PROBLEM-SOLVER

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

POWER

A LEADER WHO MAKES DECISIONS

PRESTIGE

OVERACHIEVER WITH
HIGHER STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

ALERT

PRECISE DETAIL MANAGER

INTRODUCING “YOUR ANTHEM”

THE TAGLINE FOR YOUR PERSONALITY

An “Anthem” is a very short phrase, only two or three words. It’s the tagline for your personality.

This program gives you the perfect words to describe why you are different, and what you do best.

WHAT IT IS:

In less than an hour, we guarantee every participant will have an immediate shorthand to summarize how his personality is primed to add value to the team, and to customers and clients.

WHY YOU NEED IT:

Once you create your Anthem, you’ll have a strong and persuasive phrase to confidently describe how you are most likely to add value. This short phrase goes a long way toward a positive impression.

WHY YOUR TEAM NEEDS THIS:

Once you understand how each person on your team adds value, your whole team becomes more valuable.

DISCOVER THE HIGHEST VALUE OF EVERYONE IN YOUR GROUP!



FOR A LIMITED TIME: ANTHEM PACKAGES INCLUDED WITH GROUP PRE-ORDERS OF SALLY’S NEW BOOK, HOW THE WORLD SEES YOU.

Call our friendly team to learn more: 407.519.1071 or email us for discounted pricing: hello@HowToFascinate.com