

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
CUES SYMPOSIUM GROUPS ON 01/30/18

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*CUES18SHARE*



## 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

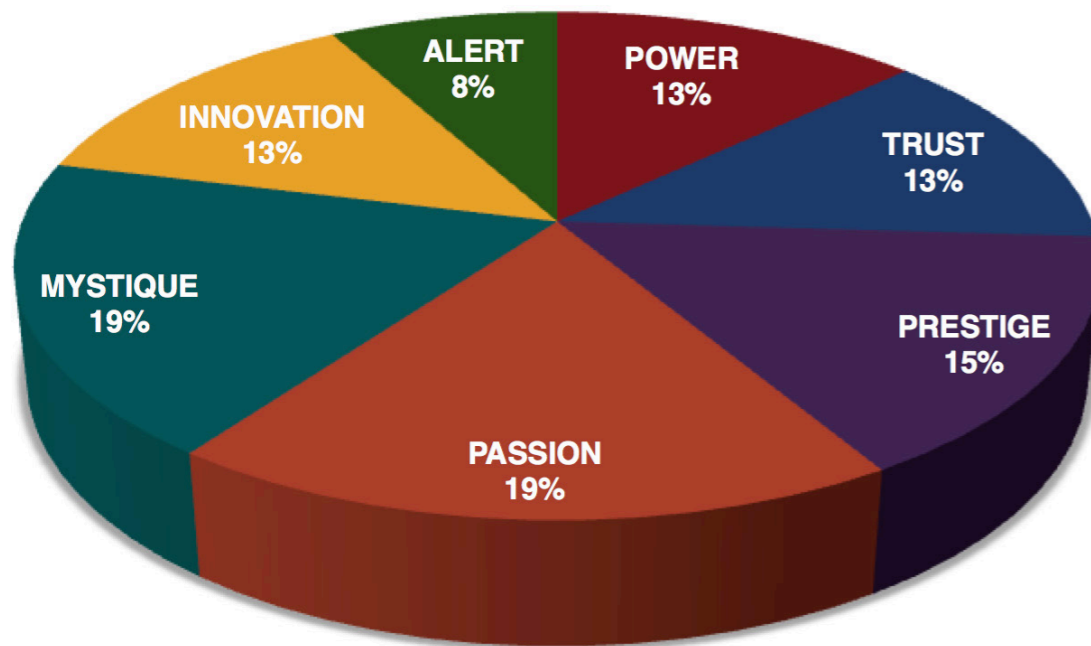
**ALERT**

PRECISE DETAIL MANAGER

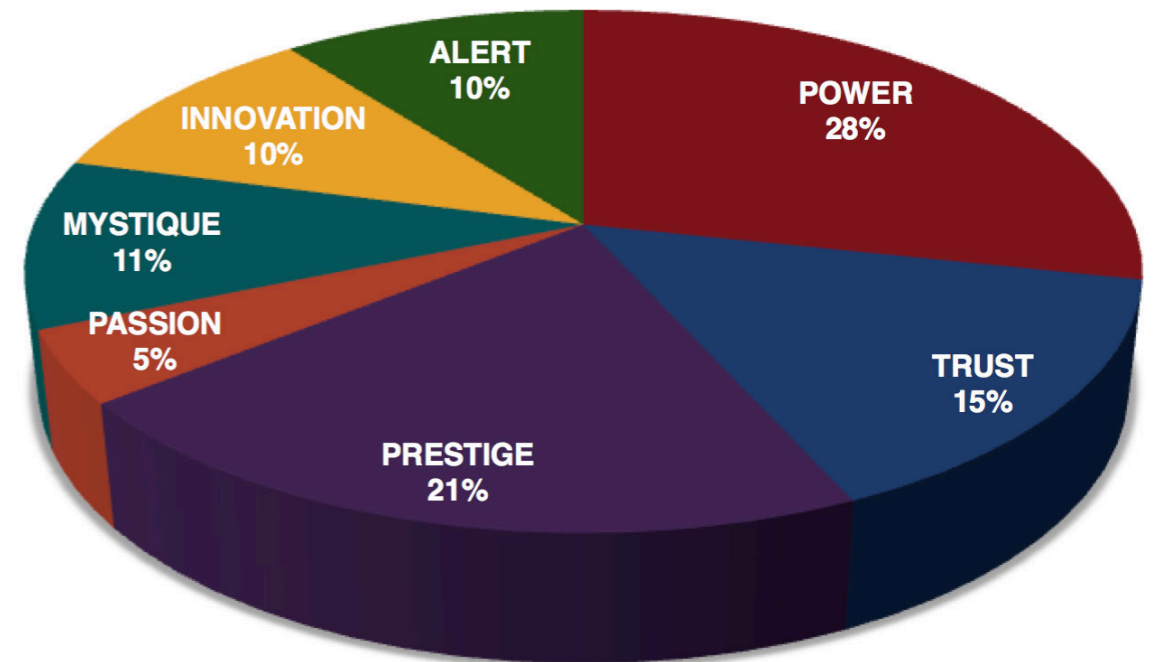
# CUES SYMPOSIUM BLUE GROUP'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

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RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



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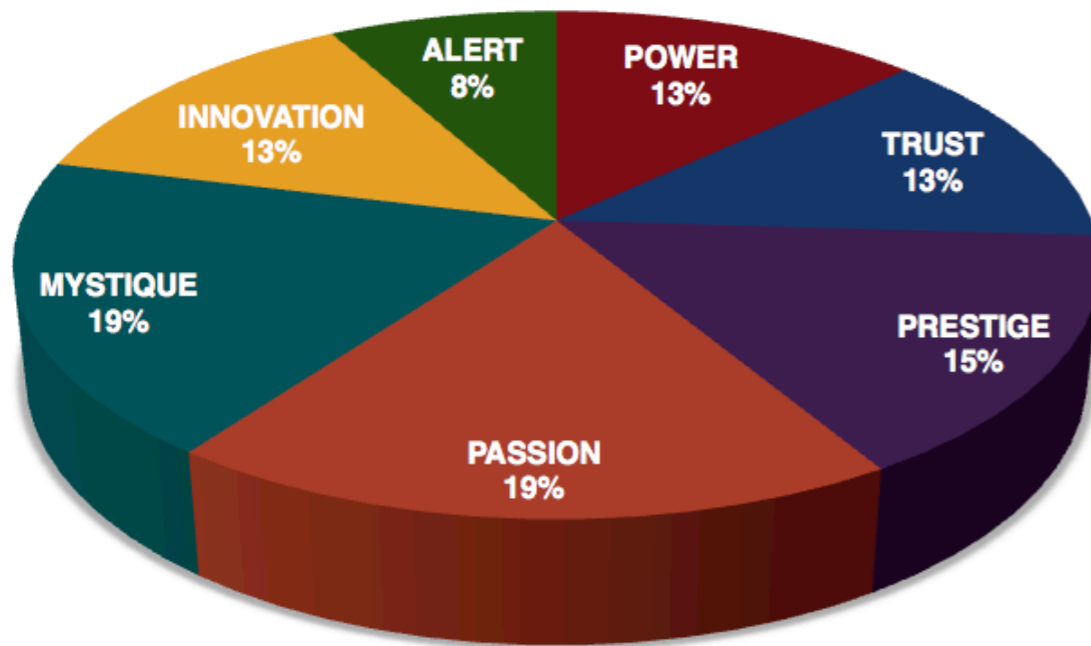


Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

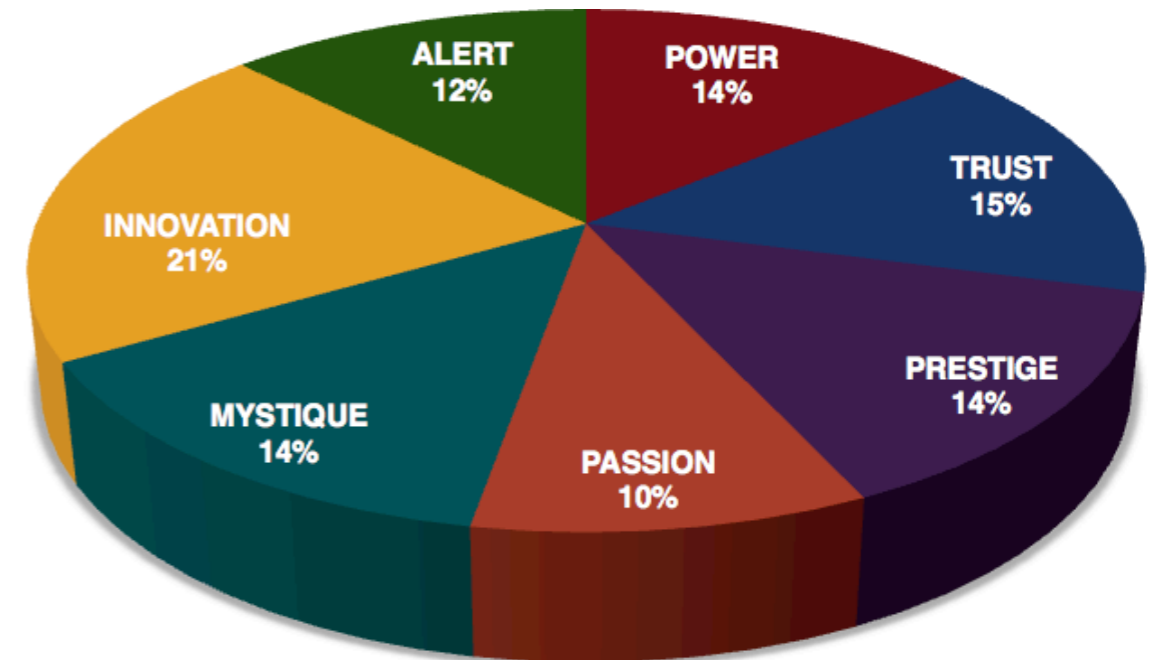
# CUES SYMPOSIUM GREEN GROUP'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

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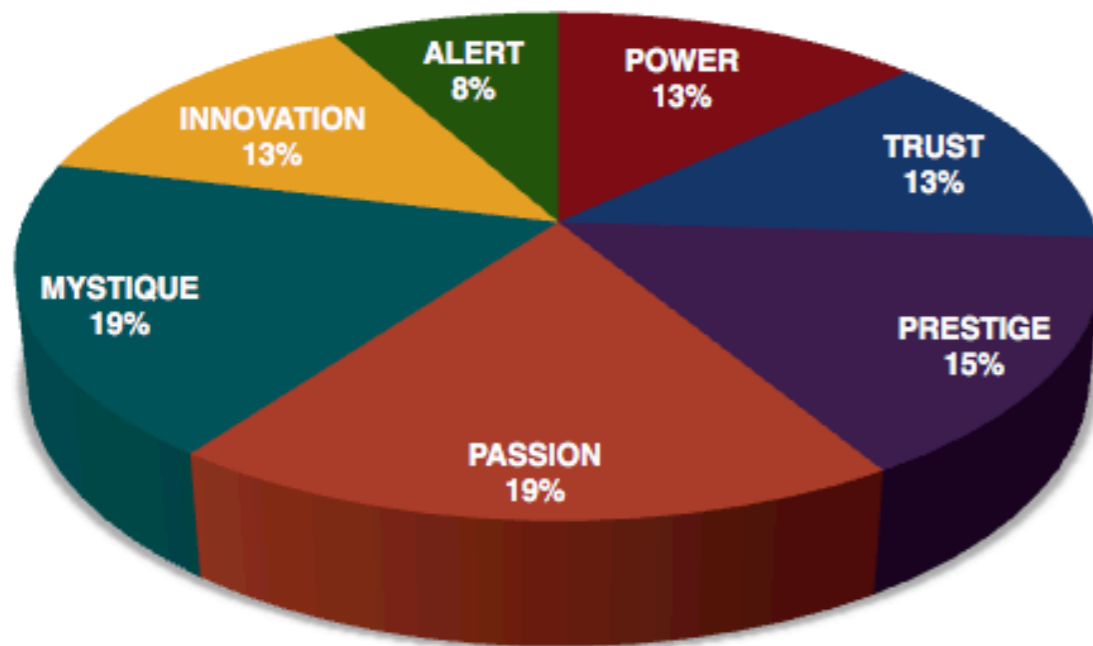
RESULTS FROM CUES SYMPOSIUM GREEN GROUP FOR THE FASCINATION ADVANTAGE® TEST



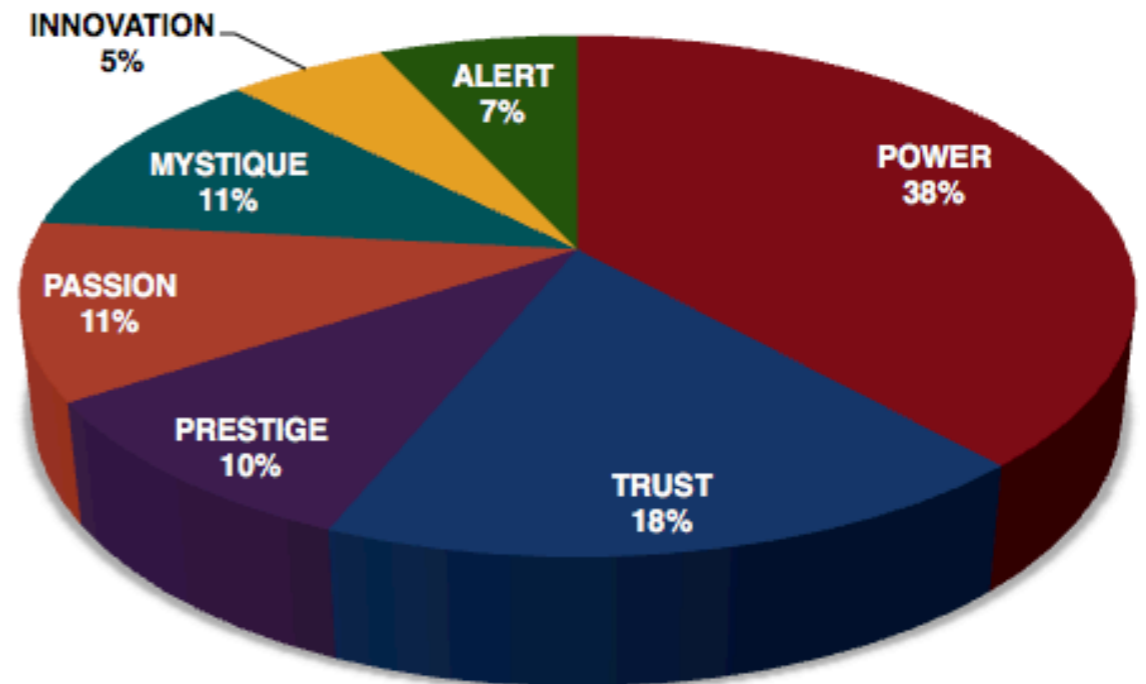
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# CUES SYMPOSIUM YELLOW GROUP'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



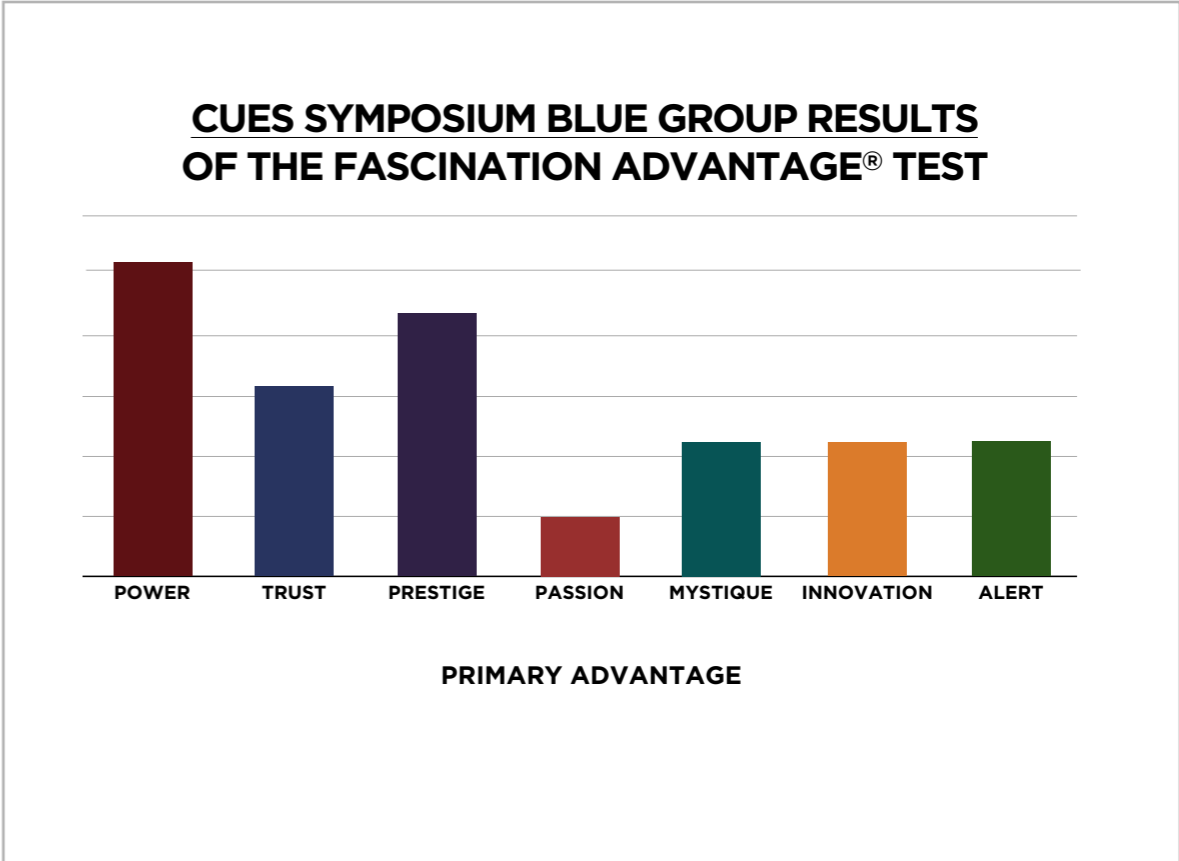
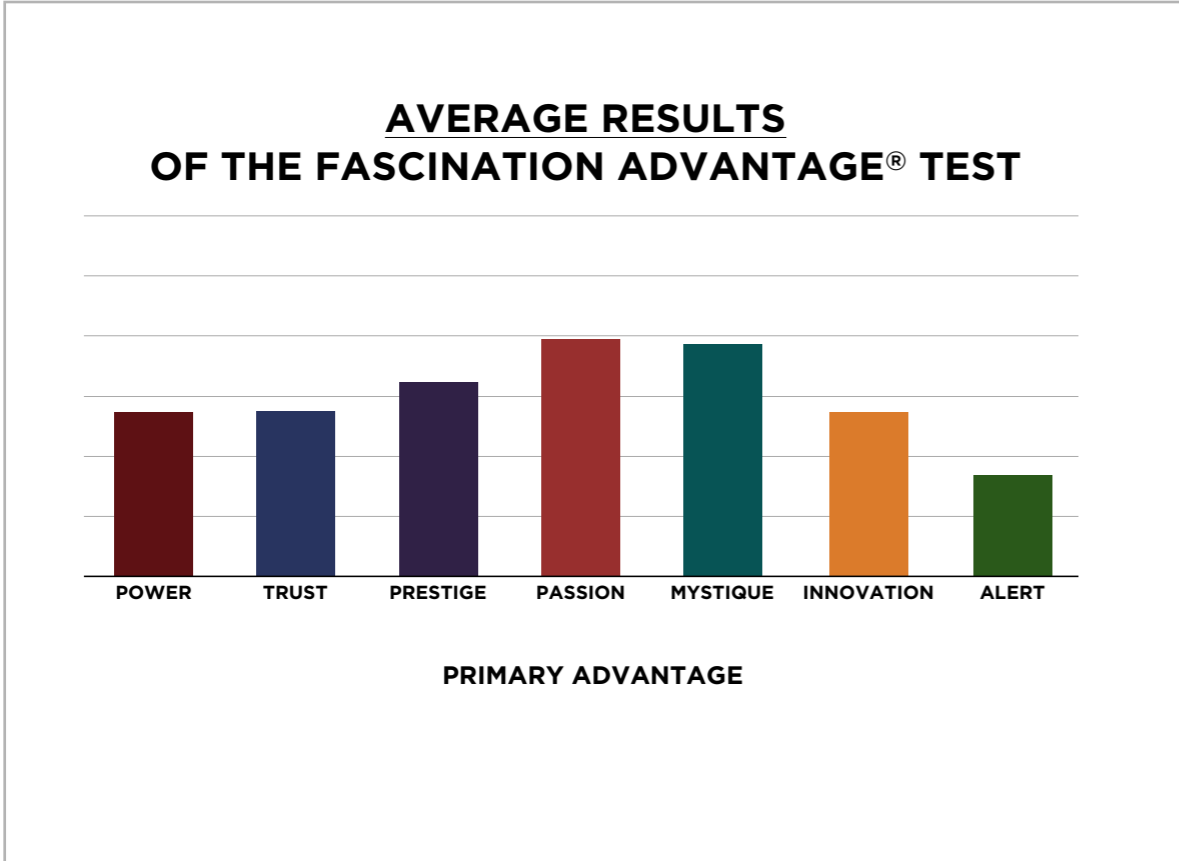
RESULTS FROM CUES SYMPOSIUM YELLOW GROUP FOR THE FASCINATION ADVANTAGE® TEST



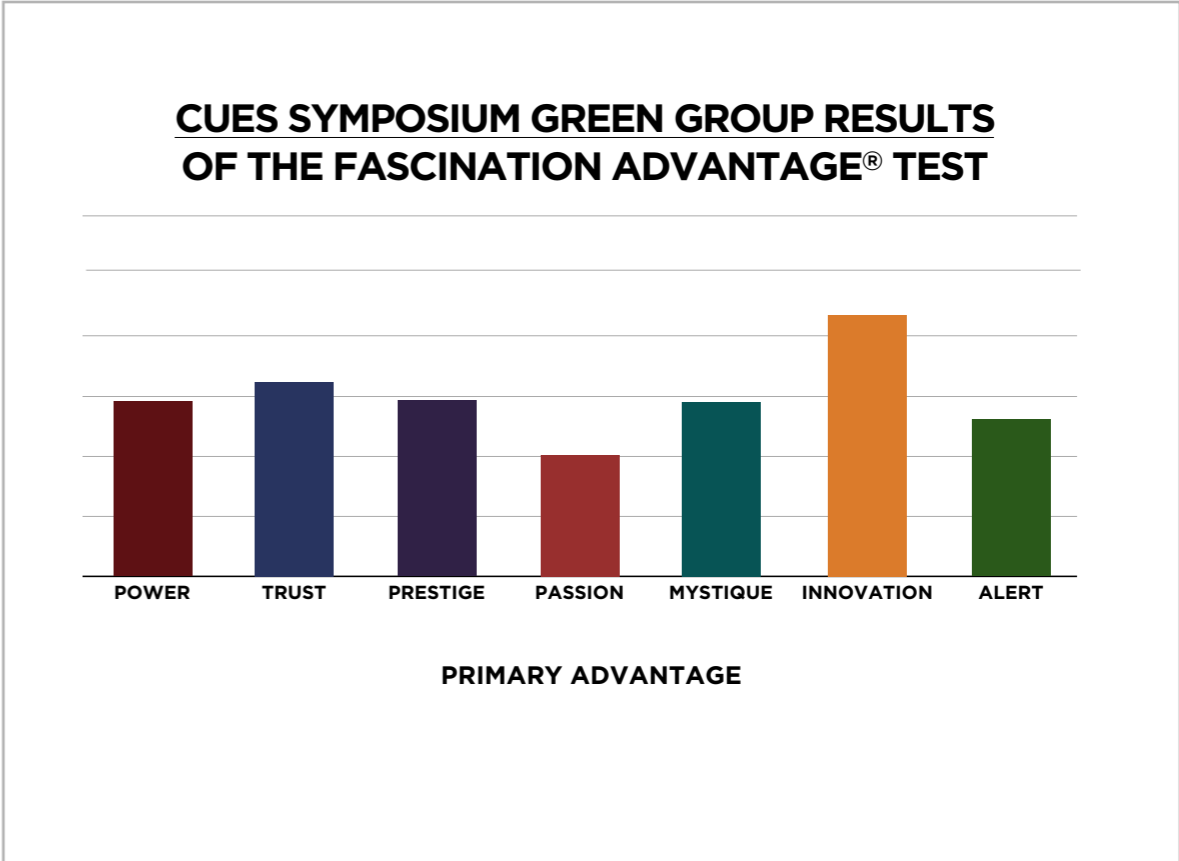
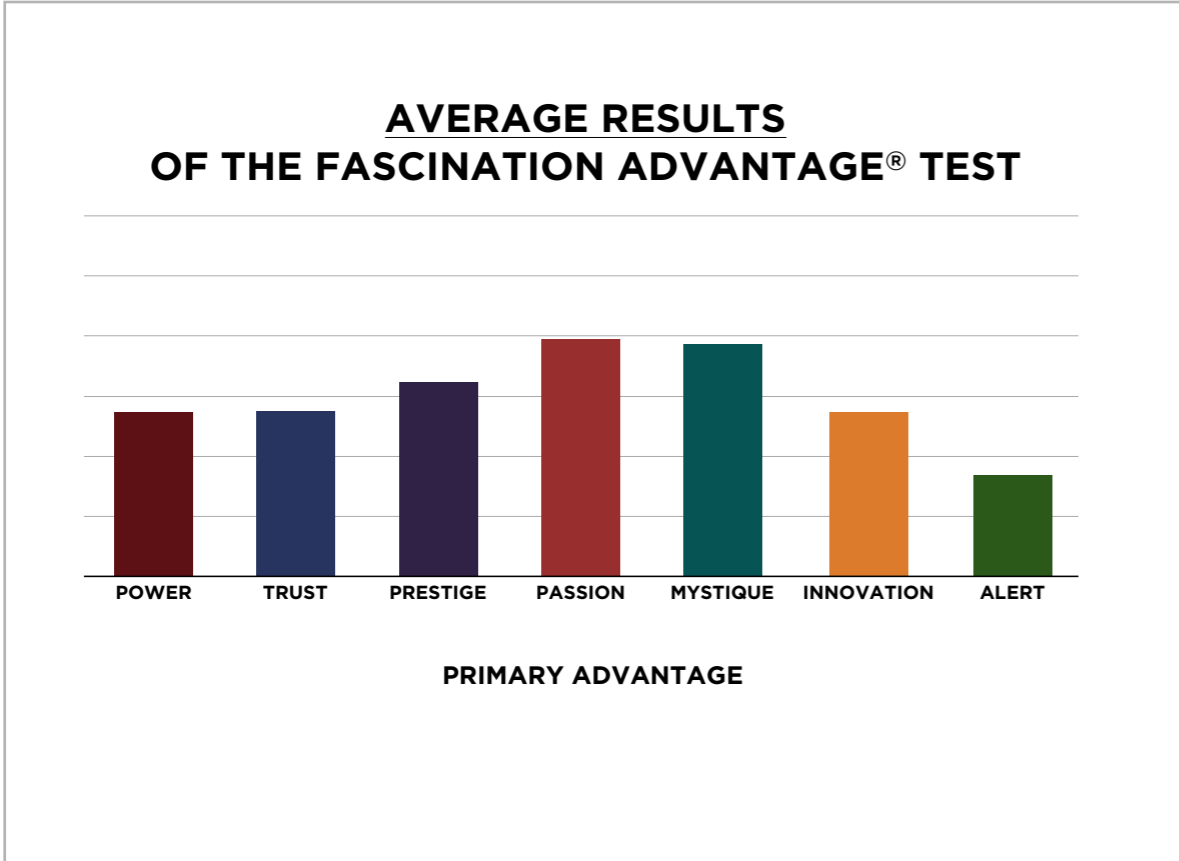
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**THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.**

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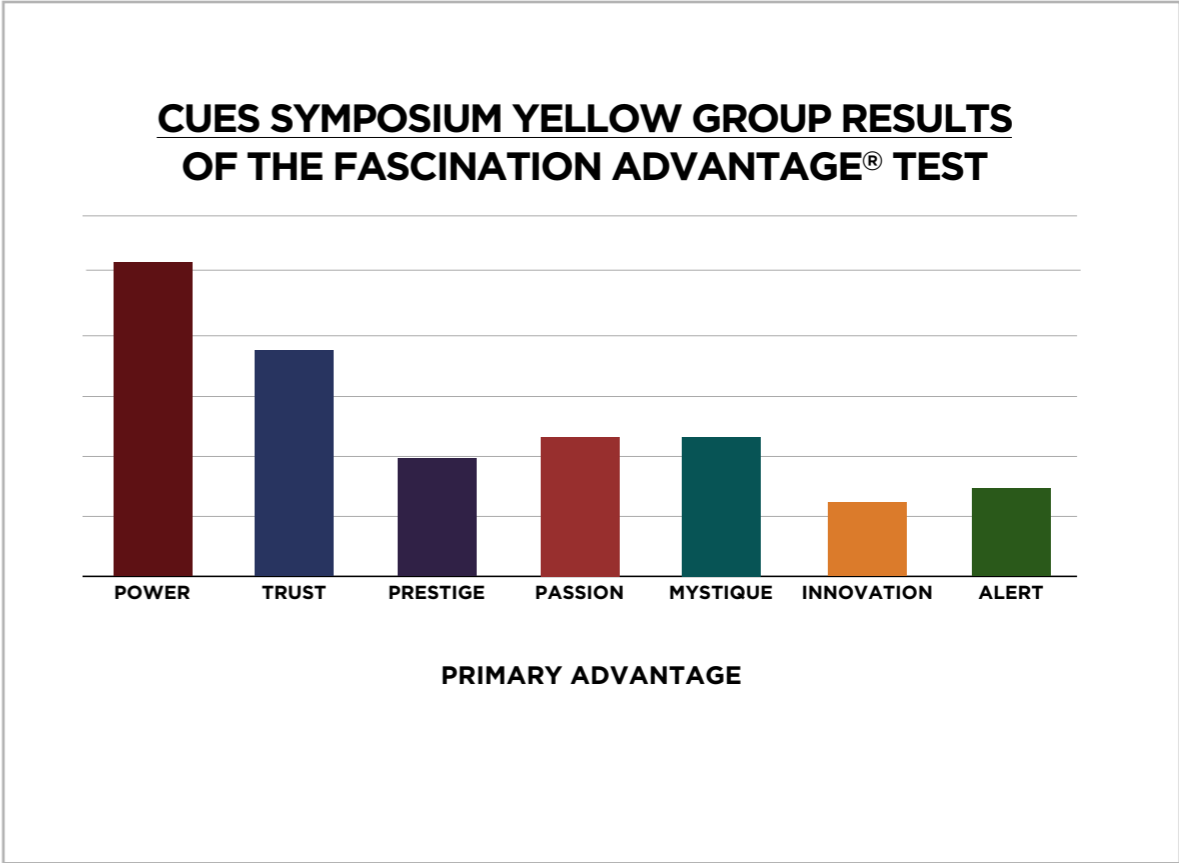
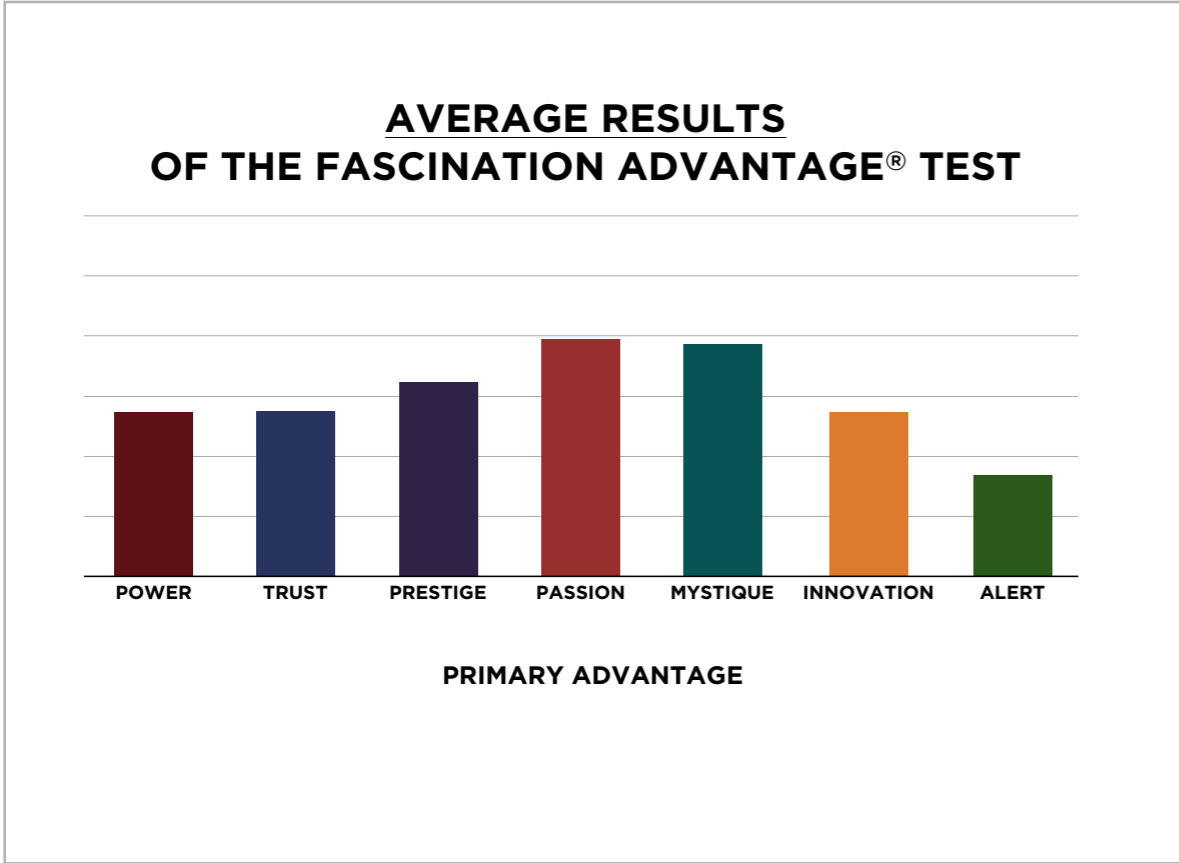


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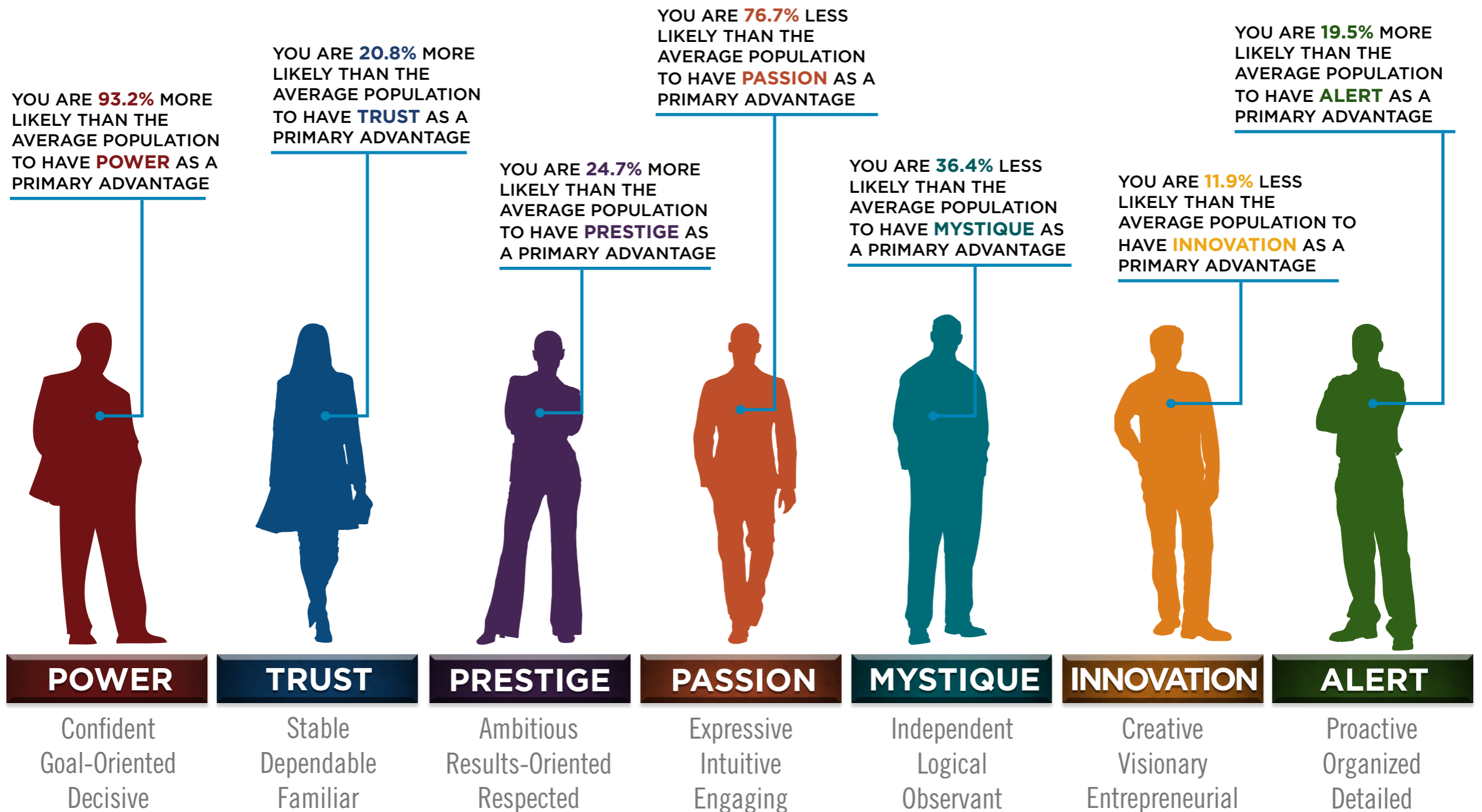
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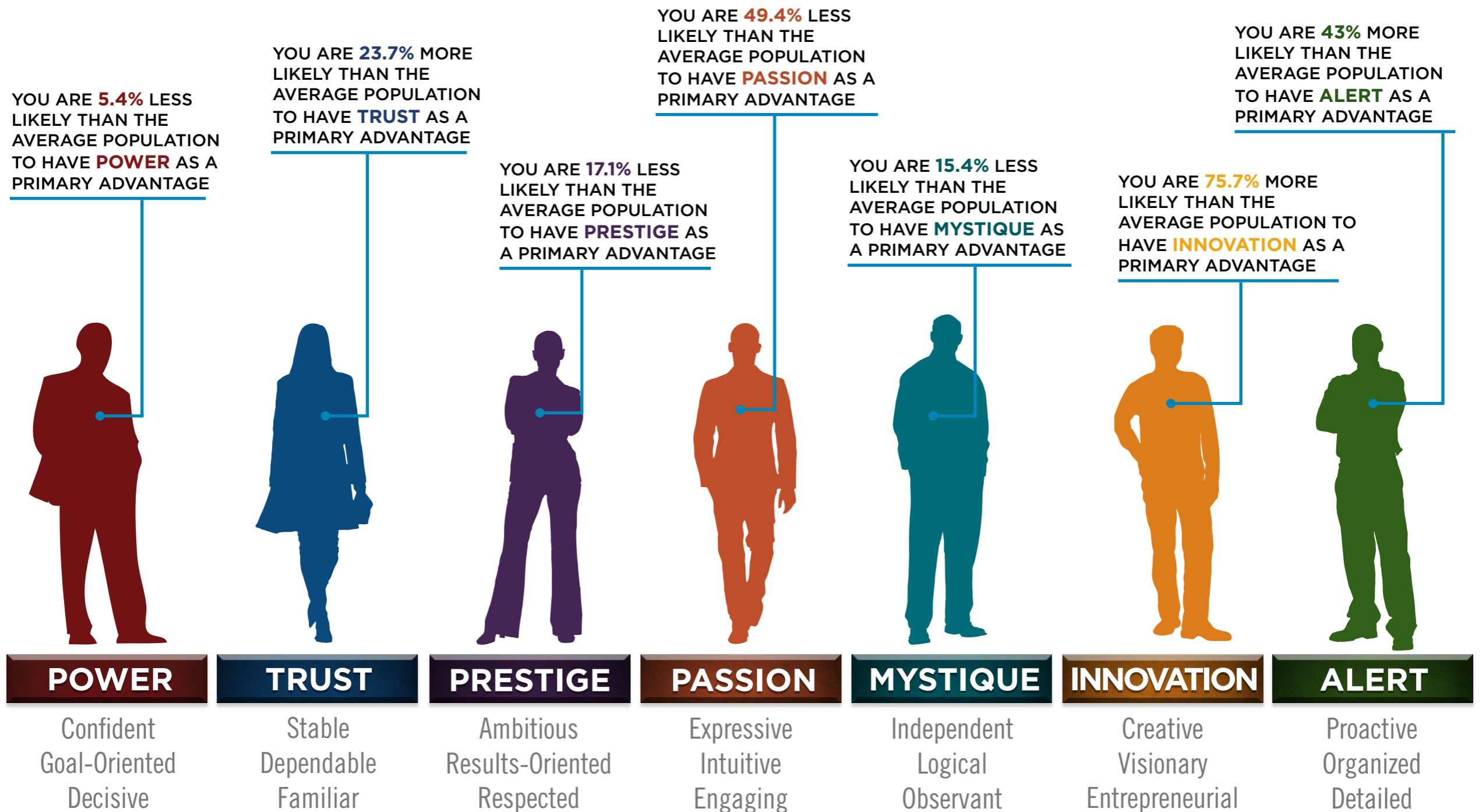




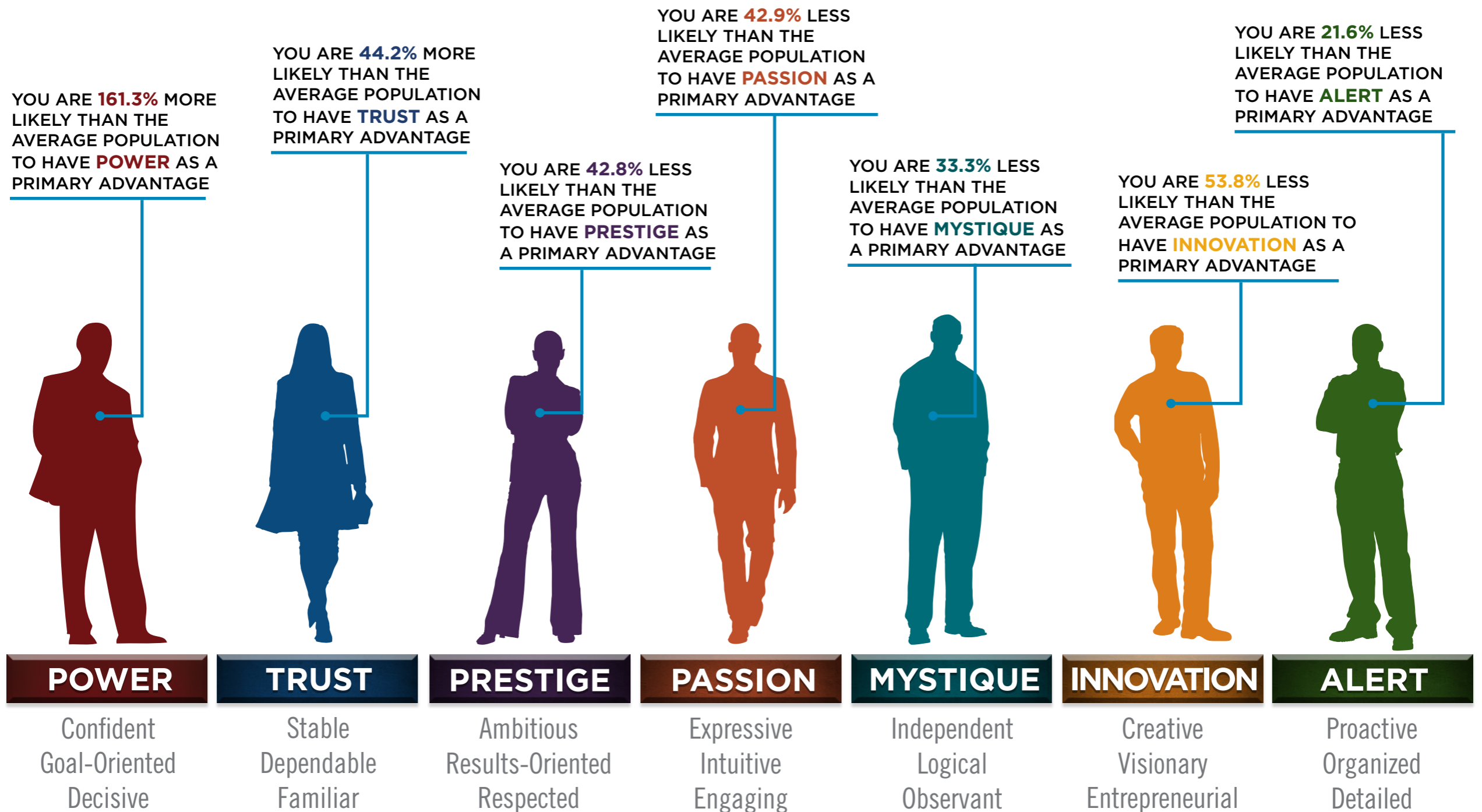
# CUSTOMIZED INSIGHT: CUES SYMPOSIUM BLUE GROUP'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



# CUSTOMIZED INSIGHT: CUES SYMPOSIUM GREEN GROUP'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



# CUSTOMIZED INSIGHT: CUES SYMPOSIUM YELLOW GROUP'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



## TRAITS FOR DORMANT ADVANTAGES

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**INNOVATION**

FRUSTRATED BY CHAOS  
OR AMBIGUITY

**PASSION**

PERSUADED BY FACTS, NOT EMOTION

**POWER**

UNLIKELY TO FORCE OPINIONS OR  
“BULLY” TEAMS

**PRESTIGE**

BUILDS CONSENSUS IN GROUPS  
RATHER THAN COMPETITION

**TRUST**

SEEKS TO EXPLORE AND EXPERIMENT,  
DISLIKES RIDGID STRUCTURES

**MYSTIQUE**

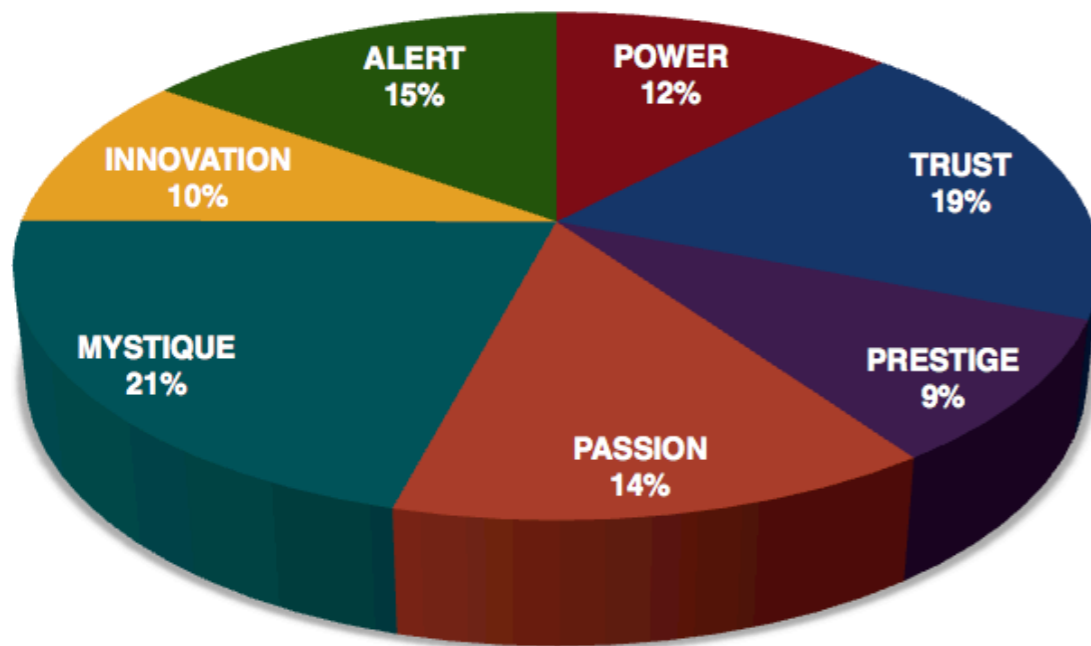
WANTS CLEAR, OPEN,  
CANDID DISCUSSION

**ALERT**

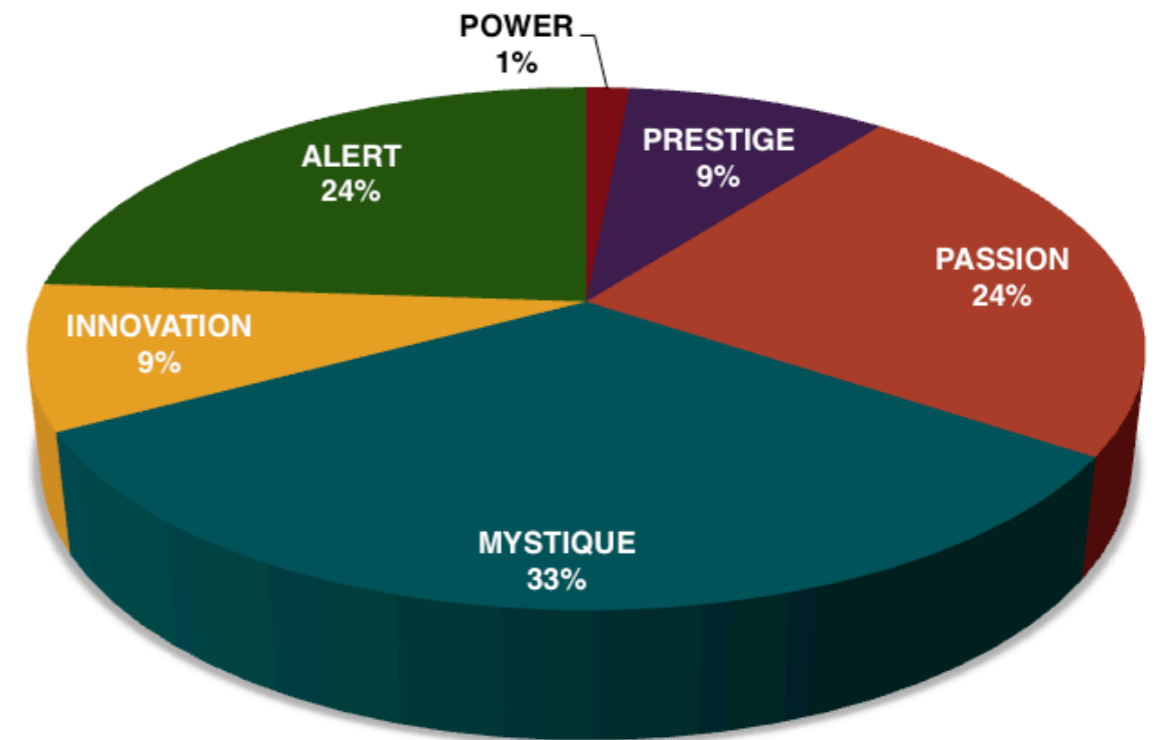
EXHAUSTED BY DETAILS; THRIVES WHEN  
LOOKING AT THE BIGGER PICTURE

# CUES SYMPOSIUM BLUE GROUP'S DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



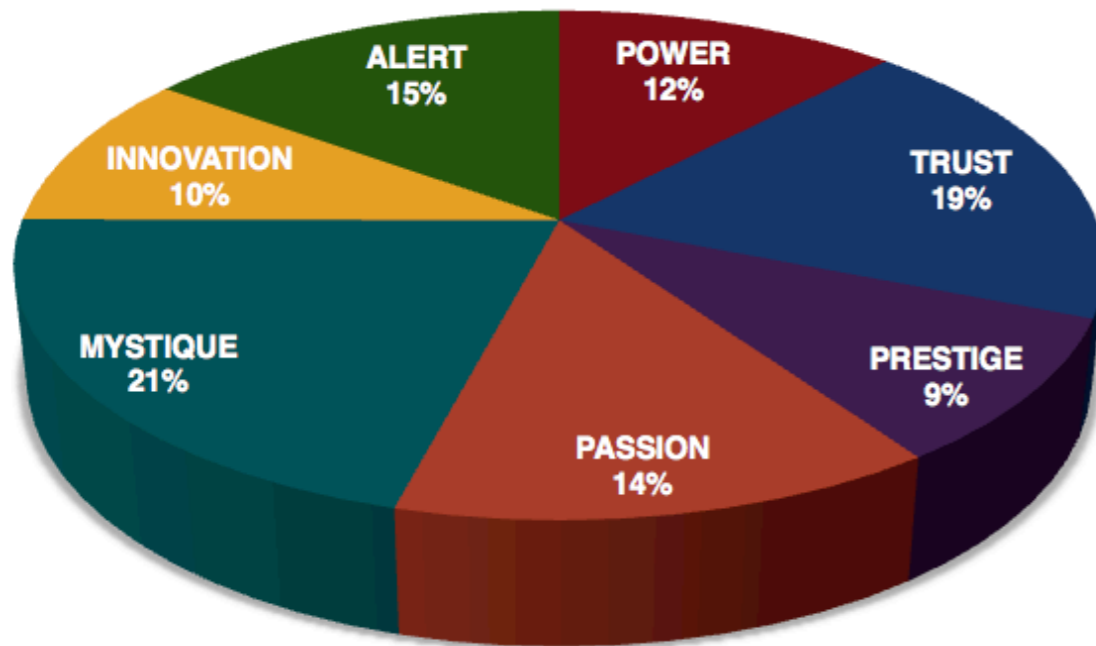
DORMANT ADVANTAGE RESULTS FROM CUES SYMPOSIUM BLUE GROUP'S FOR THE FASCINATION ADVANTAGE® TEST



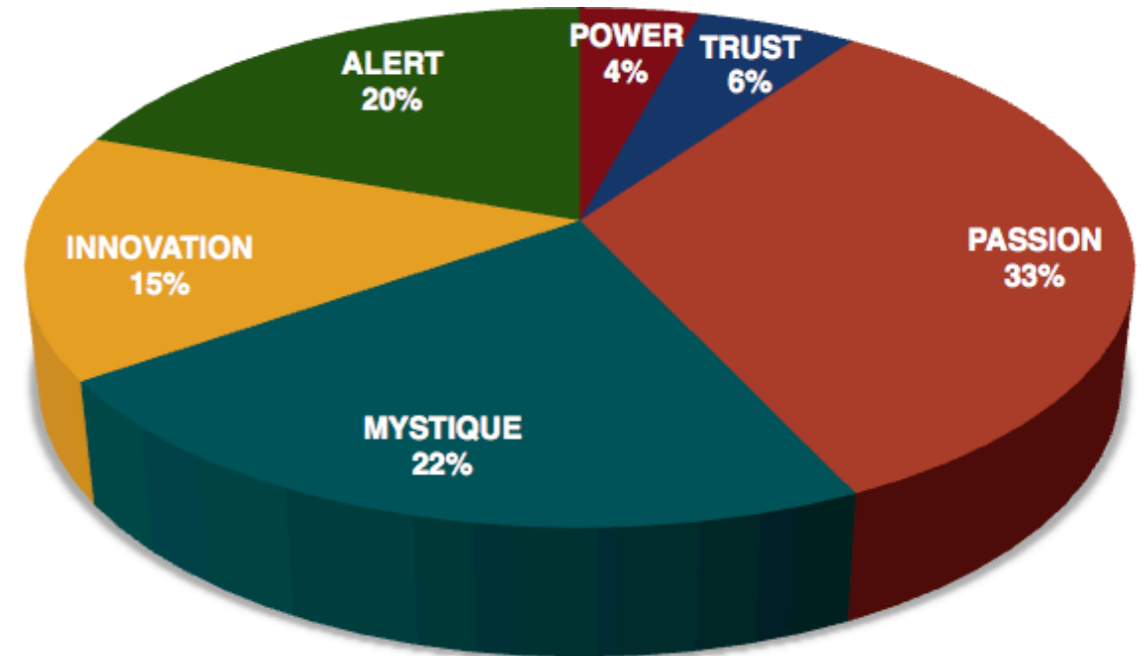
Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



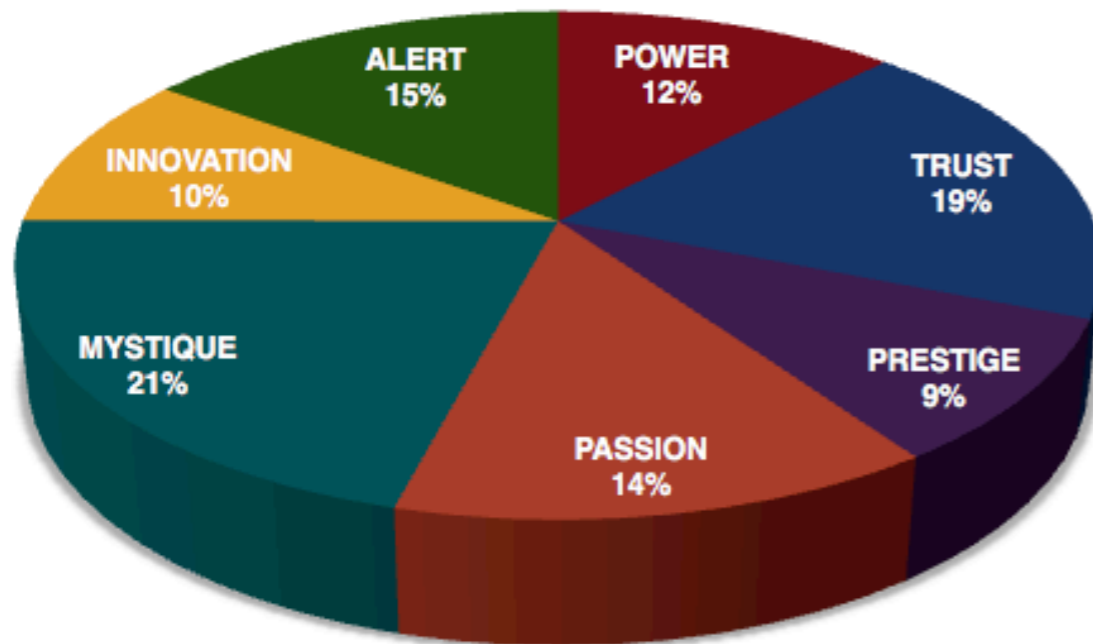
DORMANT ADVANTAGE RESULTS FROM CUES SYMPOSIUM GREEN GROUP'S FOR THE FASCINATION ADVANTAGE® TEST



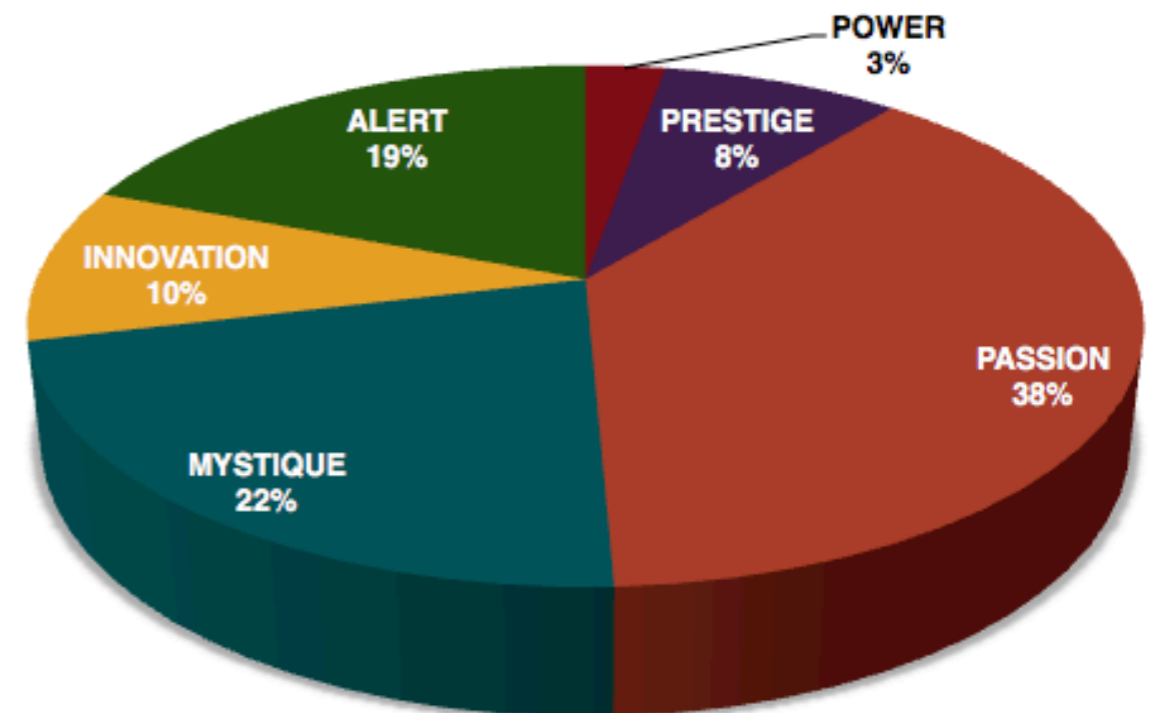
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# CUES SYMPOSIUM YELLOW GROUP'S DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM CUES SYMPOSIUM YELLOW GROUP'S FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

# 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

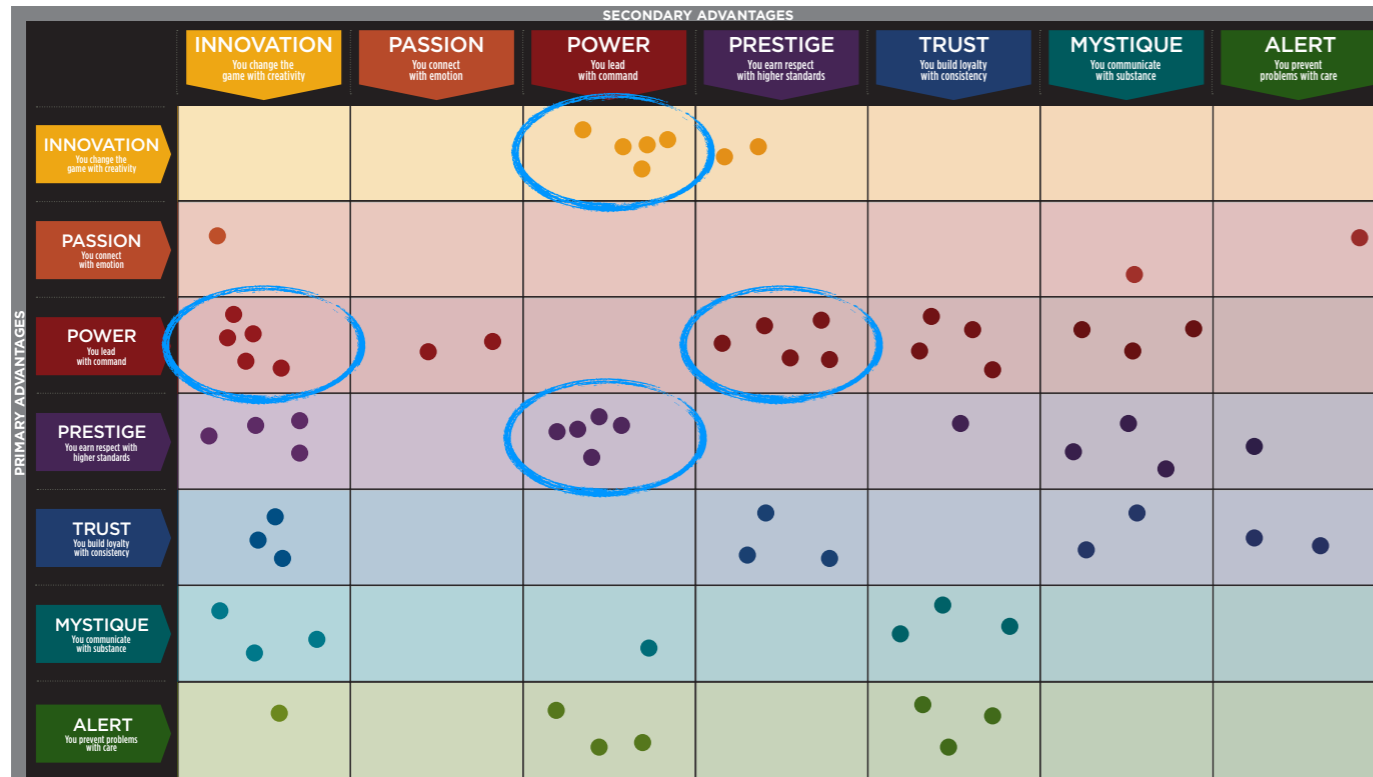
WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)

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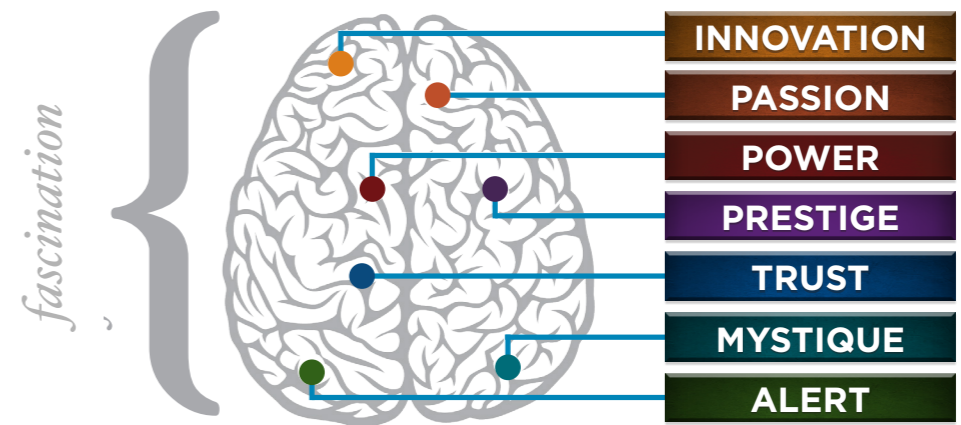
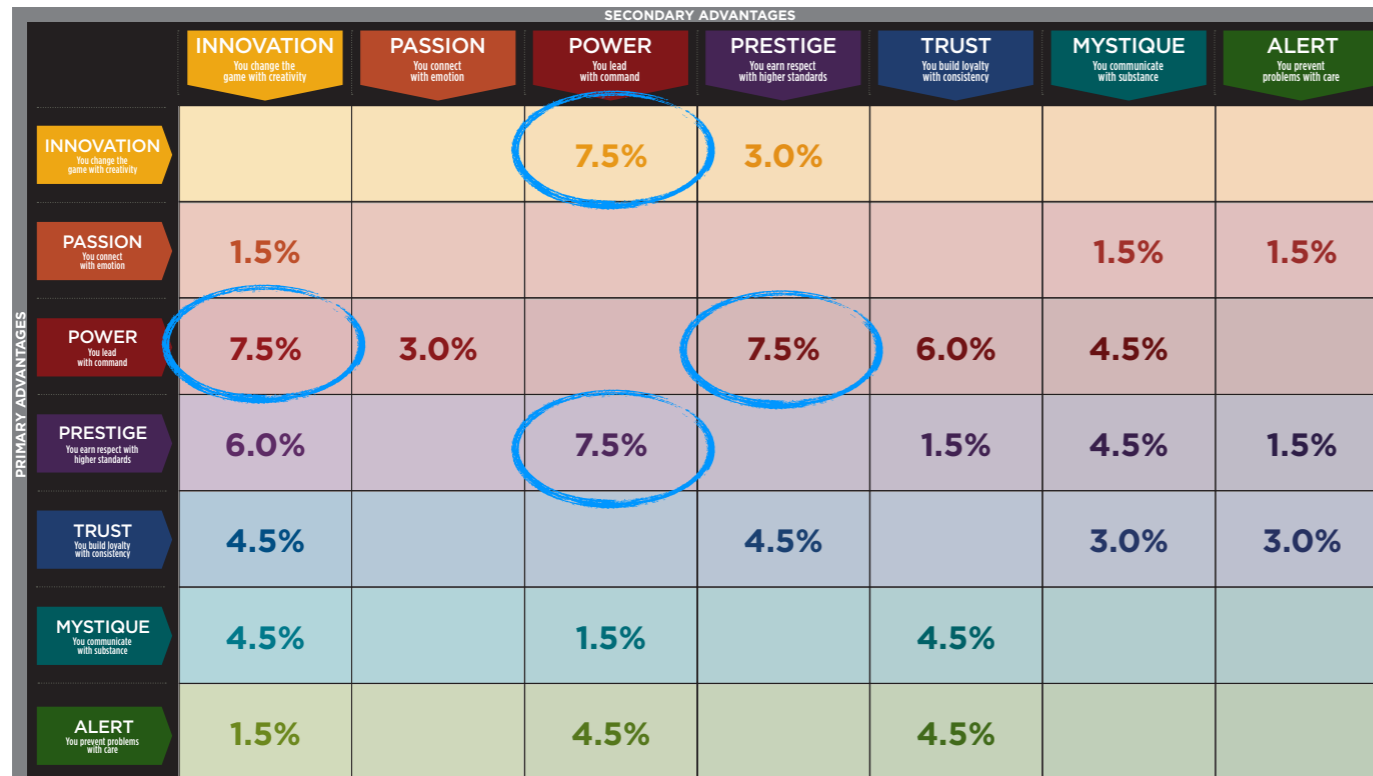


# CUES SYMPOSIUM BLUE GROUP'S "FASCINATION FINGERPRINT"

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

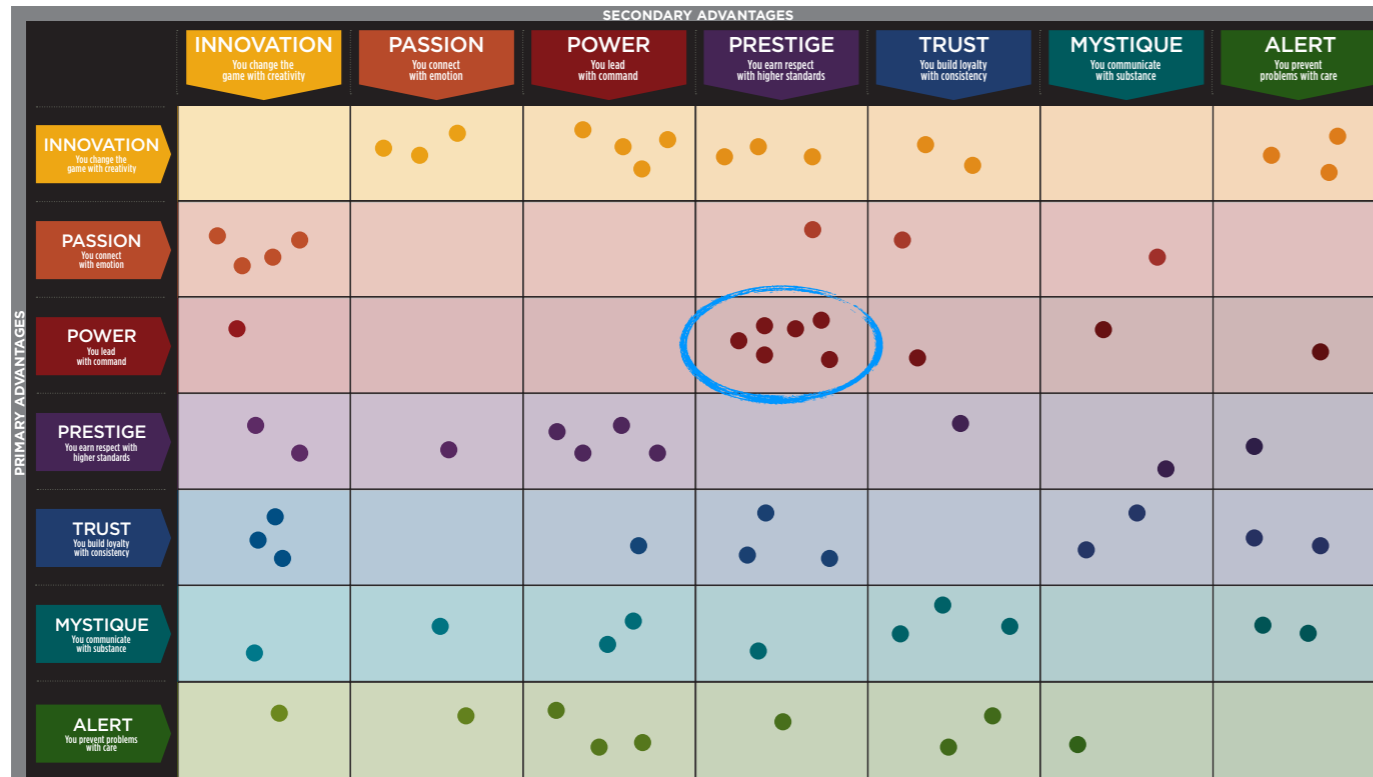


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within your organization.

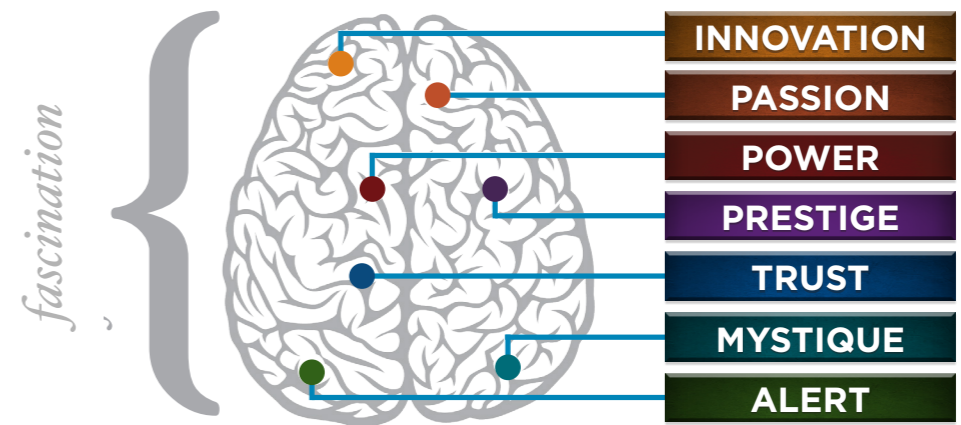
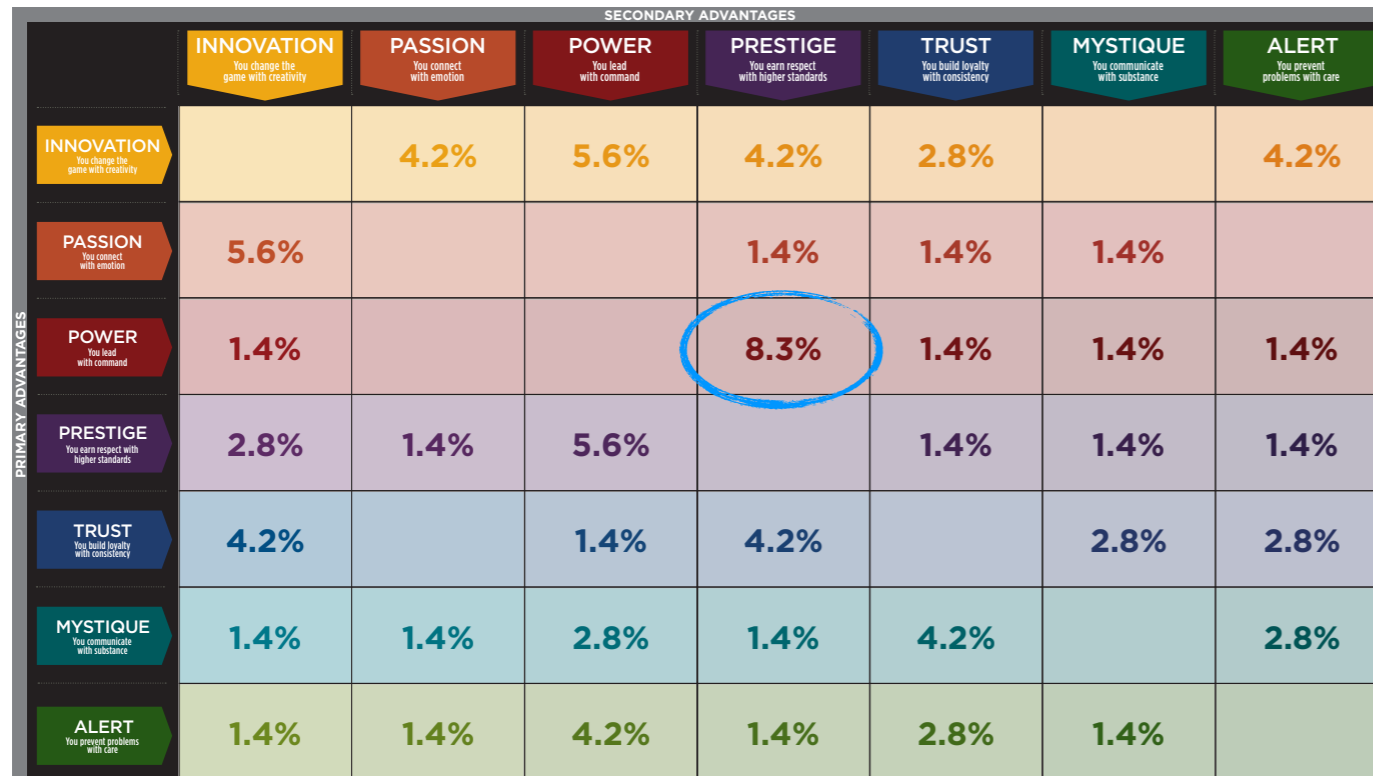


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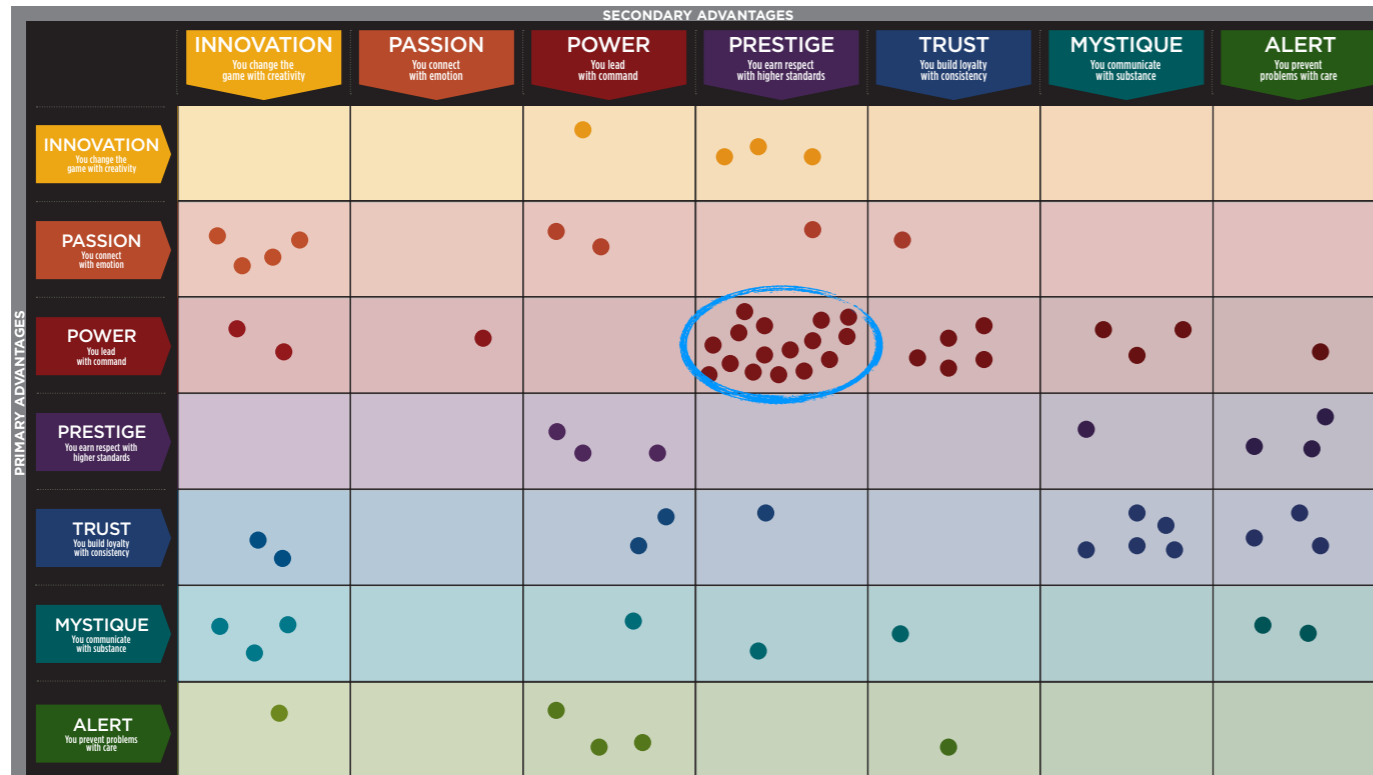


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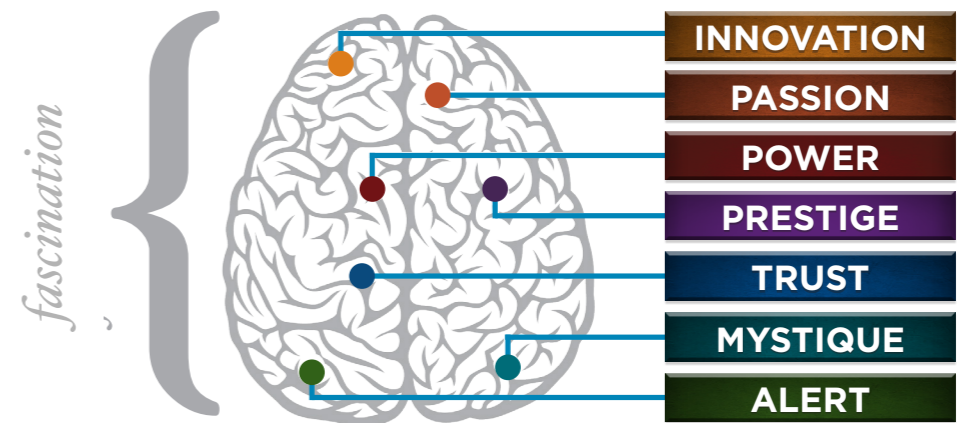
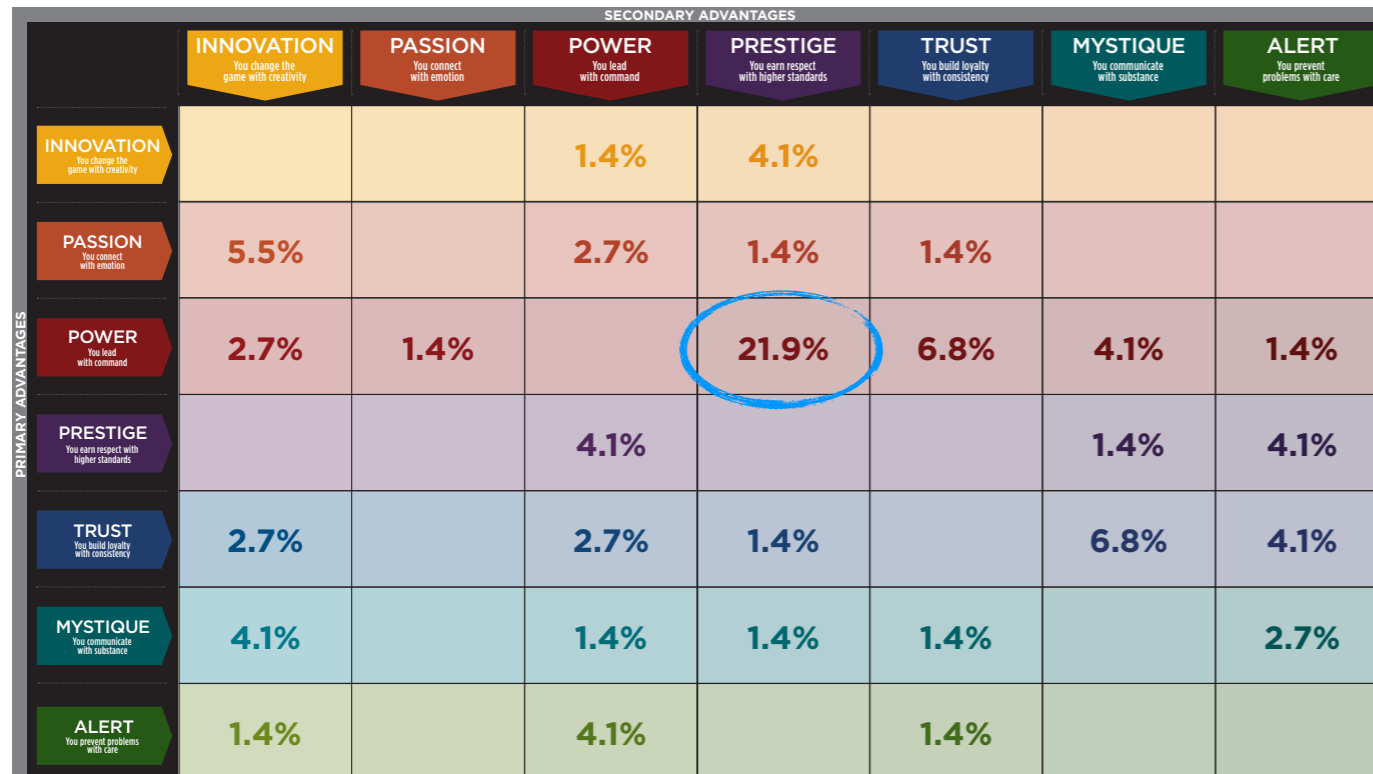


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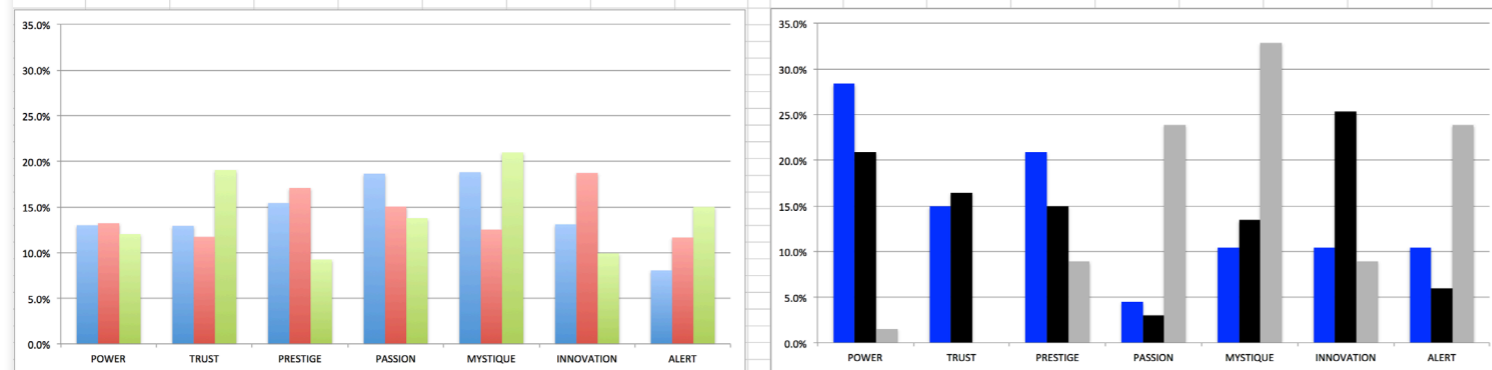
# THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Innovation	The Change Agent	5	7.46%	INNOVATION			5	2			
Innovation	Power	The Maverick Leader	5	7.46%	PASSION	1					1	1
Prestige	Power	The Victor	5	7.46%	POWER	5	2		5	4	3	
Power	Prestige	The Maestro	5	7.46%	PRESTIGE	4		5		1	3	1
Prestige	Innovation	The Avant-Garde	4	5.97%	TRUST	3			3		2	2
Power	Trust	The Guardian	4	5.97%	MYSTIQUE	3		1		3		
Mystique	Innovation	The Secret Weapon	3	4.48%	ALERT	1		3		3		
Trust	Innovation	The Evolutionary	3	4.48%								
Power	Mystique	The Mastermind	3	4.48%								
Prestige	Mystique	The Architect	3	4.48%	INNOVATION			7.5%	3.0%			
Alert	Power	The Ace	3	4.48%	PASSION	1.5%					1.5%	1.5%
Trust	Prestige	The Diplomat	3	4.48%	POWER	7.5%	3.0%		7.5%	6.0%	4.5%	
Alert	Trust	The Mediator	3	4.48%	PRESTIGE	6.0%		7.5%		1.5%	4.5%	1.5%
Mystique	Trust	The Wise Owl	3	4.48%	TRUST	4.5%			4.5%		3.0%	3.0%
Trust	Alert	The Good Citizen	2	2.99%	MYSTIQUE	4.5%		1.5%		4.5%		
Trust	Mystique	The Anchor	2	2.99%	ALERT	1.5%		4.5%		4.5%		
Power	Passion	The Ringleader	2	2.99%								
Innovation	Prestige	The Trendsetter	2	2.99%								
Passion	Alert	The Orchestrator	1	1.49%								
Prestige	Alert	The Scholar	1	1.49%								
Alert	Innovation	The Composer	1	1.49%								
Passion	Innovation	The Catalyst	1	1.49%								
Passion	Mystique	The Intrigue	1	1.49%								
Mystique	Power	The Veiled Strength	1	1.49%								
Prestige	Trust	The Blue Chip	1	1.49%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									CUES Symposium Blue group								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	92205	91739	109391	132175	133276	92879	57114	708779	Primary	19	10	14	3	7	7	7	67
Secondary	93621	83210	121161	106587	88713	132845	82642	708779	Secondary	14	11	10	2	9	17	4	67
Dormant	85301	135027	65483	97594	148649	70369	106356	708779	Dormant	1	0	6	16	22	6	16	67

These graphs include data on Primary, Secondary and Dormant Advantages.



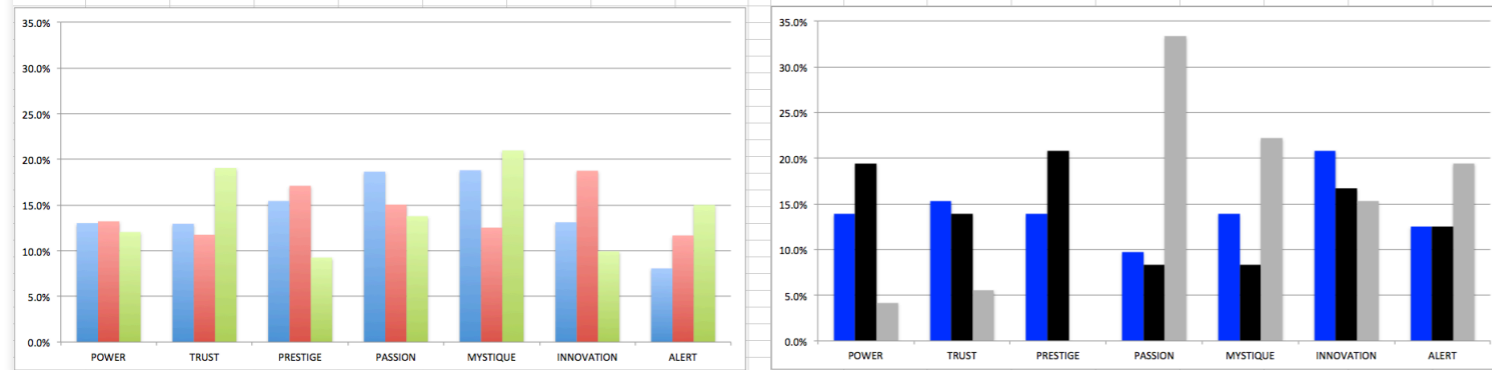
# THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	6	8.33%	INNOVATION		3	4	3	2		3
Passion	Innovation	The Catalyst	4	5.56%	PASSION	4			1	1	1	
Innovation	Power	The Maverick Leader	4	5.56%	POWER	1			6	1	1	1
Prestige	Power	The Victor	4	5.56%	PRESTIGE	2	1	4		1	1	1
Innovation	Alert	The Quick-Start	3	4.17%	TRUST	3		1	3		2	2
Trust	Innovation	The Evolutionary	3	4.17%	MYSTIQUE	1	1	2	1	3		2
Innovation	Passion	The Rockstar	3	4.17%	ALERT	1	1	3	1	2	1	
Alert	Power	The Ace	3	4.17%								
Innovation	Prestige	The Trendsetter	3	4.17%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Trust	Prestige	The Diplomat	3	4.17%	INNOVATION		4.2%	5.6%	4.2%	2.8%		4.2%
Mystique	Trust	The Wise Owl	3	4.17%	PASSION	5.6%			1.4%	1.4%	1.4%	
Mystique	Alert	The Archer	2	2.78%	POWER	1.4%			8.3%	1.4%	1.4%	1.4%
Trust	Alert	The Good Citizen	2	2.78%	PRESTIGE	2.8%	1.4%	5.6%		1.4%	1.4%	1.4%
Prestige	Innovation	The Avant-Garde	2	2.78%	TRUST	4.2%		1.4%	4.2%		2.8%	2.8%
Trust	Mystique	The Anchor	2	2.78%	MYSTIQUE	1.4%	1.4%	2.8%	1.4%	4.2%		2.8%
Mystique	Power	The Veiled Strength	2	2.78%	ALERT	1.4%	1.4%	4.2%	1.4%	2.8%	1.4%	
Alert	Trust	The Mediator	2	2.78%								
Innovation	Trust	The Artisan	2	2.78%								
Power	Alert	The Defender	1	1.39%								
Prestige	Alert	The Scholar	1	1.39%								
Alert	Innovation	The Composer	1	1.39%								
Mystique	Innovation	The Secret Weapon	1	1.39%								
Power	Innovation	The Change Agent	1	1.39%								
Alert	Mystique	The Detective	1	1.39%								
Passion	Mystique	The Intrigue	1	1.39%								
Power	Mystique	The Mastermind	1	1.39%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION										CUES Symposium Green group									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	92205	91739	109391	132175	133276	92879	57114	708779	Primary	10	11	10	7	10	15	9	72		
Secondary	93621	83210	121161	106587	88713	132845	82642	708779	Secondary	14	10	15	6	6	12	9	72		
Dormant	85301	135027	65483	97594	148649	70369	106356	708779	Dormant	3	4	0	24	16	11	14	72		
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	13.0%	12.9%	15.4%	18.6%	18.8%	13.1%	8.1%	100.0%	Primary	13.9%	15.3%	13.9%	9.7%	13.9%	20.8%	12.5%	100.0%		
Secondary	13.2%	11.7%	17.1%	15.0%	12.5%	18.7%	11.7%	100.0%	Secondary	19.4%	13.9%	20.8%	8.3%	8.3%	16.7%	12.5%	100.0%		
Dormant	12.0%	19.1%	9.2%	13.8%	21.0%	9.9%	15.0%	100.0%	Dormant	4.2%	5.6%	0.0%	33.3%	22.2%	15.3%	19.4%	100.0%		

These graphs include data on Primary, Secondary and Dormant Advantages.



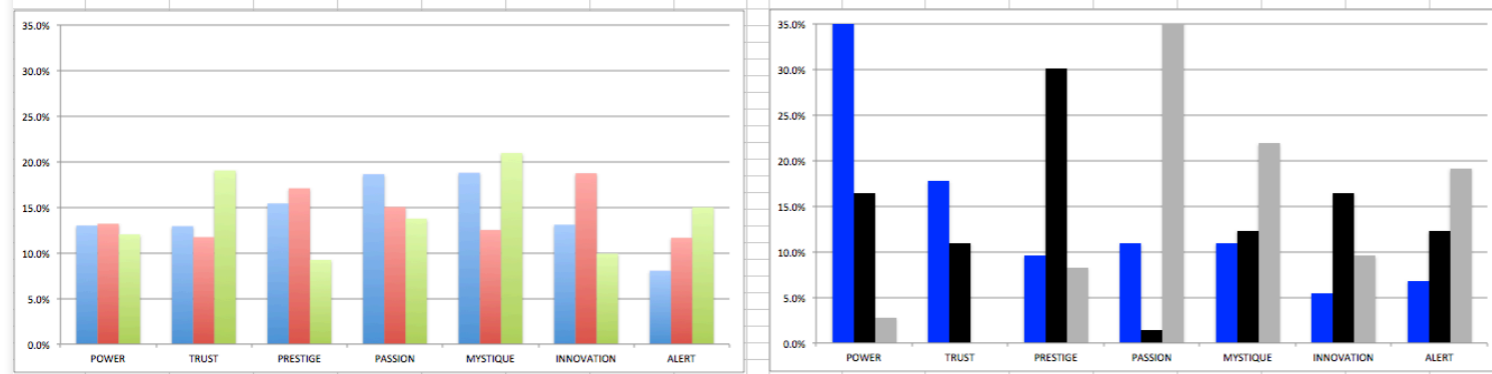
# THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	16	21.92%	INNOVATION		1	3			
Trust	Mystique	The Anchor	5	6.85%	PASSION	4	2	1	1		
Power	Trust	The Guardian	5	6.85%	POWER	2	1	16	5	3	1
Passion	Innovation	The Catalyst	4	5.48%	PRESTIGE		3			1	3
Prestige	Alert	The Scholar	3	4.11%	TRUST	2	2	1		5	3
Trust	Alert	The Good Citizen	3	4.11%	MYSTIQUE	3	1	1	1		2
Mystique	Innovation	The Secret Weapon	3	4.11%	ALERT	1	3		1		
Power	Mystique	The Mastermind	3	4.11%							
Alert	Power	The Ace	3	4.11%	INNOVATION						
Prestige	Power	The Victor	3	4.11%	PASSION			4.1%			
Innovation	Prestige	The Trendsetter	3	4.11%	POWER	5.5%	2.7%	1.4%	1.4%		
Mystique	Alert	The Archer	2	2.74%	PRESTIGE	2.7%	1.4%	21.9%	6.8%	4.1%	1.4%
Power	Innovation	The Change Agent	2	2.74%	TRUST		4.1%			1.4%	4.1%
Trust	Innovation	The Evolutionary	2	2.74%	MYSTIQUE	2.7%	2.7%	1.4%		6.8%	4.1%
Passion	Power	The Peoples Champion	2	2.74%	ALERT	4.1%	1.4%	1.4%	1.4%		2.7%
Trust	Power	The Gravitas	2	2.74%		1.4%	4.1%		1.4%		
Power	Alert	The Defender	1	1.37%							
Alert	Innovation	The Composer	1	1.37%							
Prestige	Mystique	The Architect	1	1.37%							
Power	Passion	The Ringleader	1	1.37%							
Innovation	Power	The Maverick Leader	1	1.37%							
Mystique	Power	The Veiled Strength	1	1.37%							
Mystique	Prestige	The Royal Guard	1	1.37%							
Passion	Prestige	The Talent	1	1.37%							
Trust	Prestige	The Diplomat	1	1.37%							
Alert	Trust	The Mediator	1	1.37%							
Mystique	Trust	The Wise Owl	1	1.37%							

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									CUES Symposium Yellow group								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	92205	91739	109391	132175	133276	92879	57114	708779	Primary	28	13	7	8	8	4	5	73
Secondary	93621	83210	121161	106587	88713	132845	82642	708779	Secondary	12	8	22	1	9	12	9	73
Dormant	85301	135027	65483	97594	148649	70369	106356	708779	Dormant	2	0	6	28	16	7	14	73
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.0%	12.9%	15.4%	18.6%	18.8%	13.1%	8.1%	100.0%	Primary	38.4%	17.8%	9.6%	11.0%	11.0%	5.5%	6.8%	100.0%
Secondary	13.2%	11.7%	17.1%	15.0%	12.5%	18.7%	11.7%	100.0%	Secondary	16.4%	11.0%	30.1%	1.4%	12.3%	16.4%	12.3%	100.0%
Dormant	12.0%	19.1%	9.2%	13.8%	21.0%	9.9%	15.0%	100.0%	Dormant	2.7%	0.0%	8.2%	38.4%	21.9%	9.6%	19.2%	100.0%

These graphs include data on Primary, Secondary and Dormant Advantages.



# 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 **CUES18SHARE**

3 THIS OFFER EXPIRES ON **02/28/18**

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

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

**HOW THE WORLD SEES YOU**  
■ Warmhearted and knowledgeable, you're highly appreciated by colleagues.

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

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

**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.

LET'S START A CONVERSATION.

