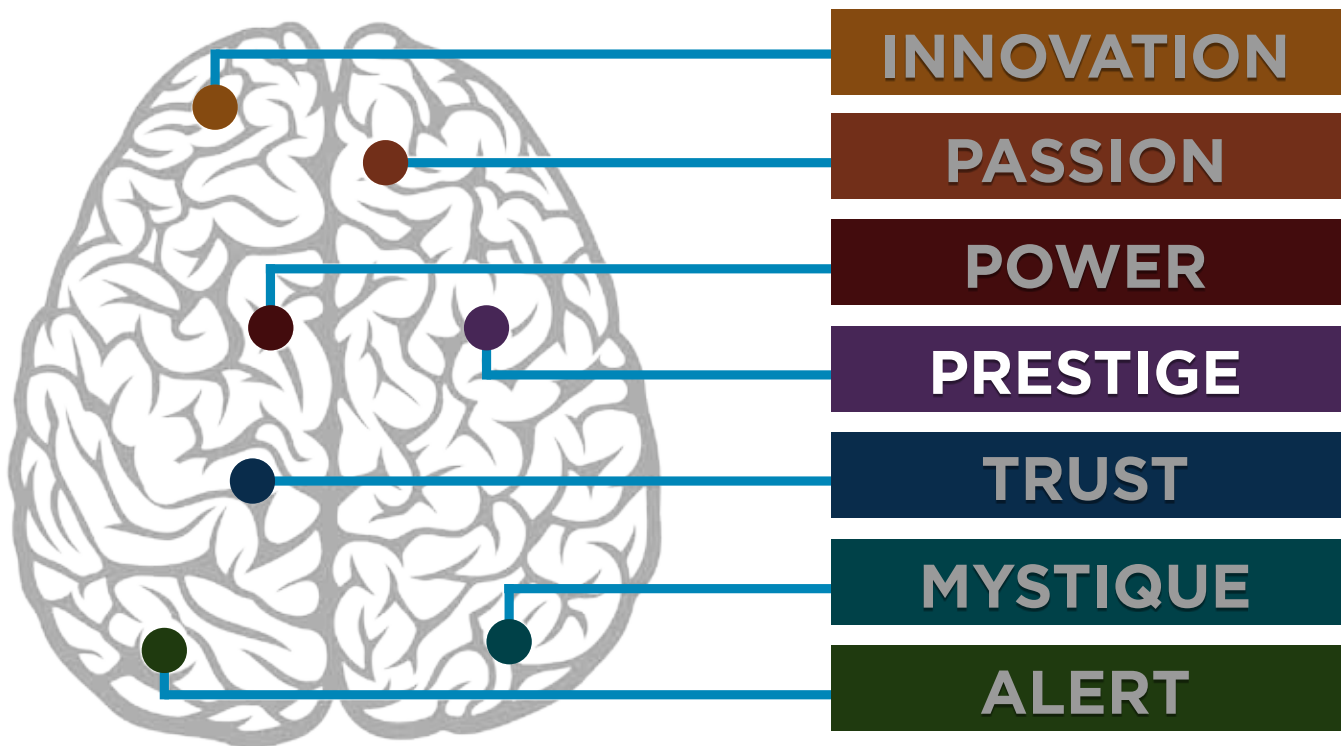




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

THE PRESTIGE ADVANTAGE



A CHEAT SHEET TO THE ARCHETYPES WITH **PRIMARY PRESTIGE**

PRESTIGE

IS THE LANGUAGE OF EXCELLENCE

THE AVANT-GARDE

ORIGINAL ■ ENTERPRISING ■ FORWARD-THINKING ■
COMMENDABLE ■ DASHING

Forward-thinking and enterprising, you lead and others follow. You're on top of the latest trends and always looking for ways to transition them into the future. Your original outlook on tough problems and bold style make you a captivating leader. Others takes notice.

THE CONNOISSEUR

INSIGHTFUL ■ DISTINGUISHED ■ IN-THE-KNOW ■
ADMIRER ■ WELL-GROOMED

The people around you appreciate your insightful knowledge and your warm-hearted attitude. Always striving for excellence, you make a point of keeping yourself in the know on the latest trends and news. Even the toughest skeptics can be swayed by your enthusiasm and expertise.

THE VICTOR

RESPECTED ■ COMPETITIVE ■ RESULTS-ORIENTED ■
CONCENTRATED ■ EXEMPLARY

People look to you for leadership because you are confident and results-oriented. You aren't afraid of confrontation and you can easily resolve issues. Your ambition and competitive nature propel you to the front of the pack.

THE BLUE CHIP

CLASSIC ■ ESTABLISHED ■ BEST-IN-CLASS ■
SAFE ■ PUNCTUAL

Your eye for detail is unmatched and you have a reputation for quiet excellence. You are most comfortable with the familiar and people know that they can depend on your established expertise.

THE ARCHITECT

SKILLFUL ■ RESTRAINED ■ POLISHED ■
FOR INSIDERS ONLY ■ STERLING

Your communication with others is restrained and polished, and you don't lose your cool. You can defuse heated situations by focusing on the facts and helping others talk it out. Even though you prefer to be quiet, people listen when you speak.

THE SCHOLAR

INTELLECTUAL ■ DISCIPLINED ■ SYSTEMATIC ■
STANDARD-BEARER ■ RELENTLESS

The bar is set high for you and for those around you. You have a proven track record and you know how to get results through a systematic approach. You're intellectual, ambitious, and disciplined when it comes to reaching your goals.