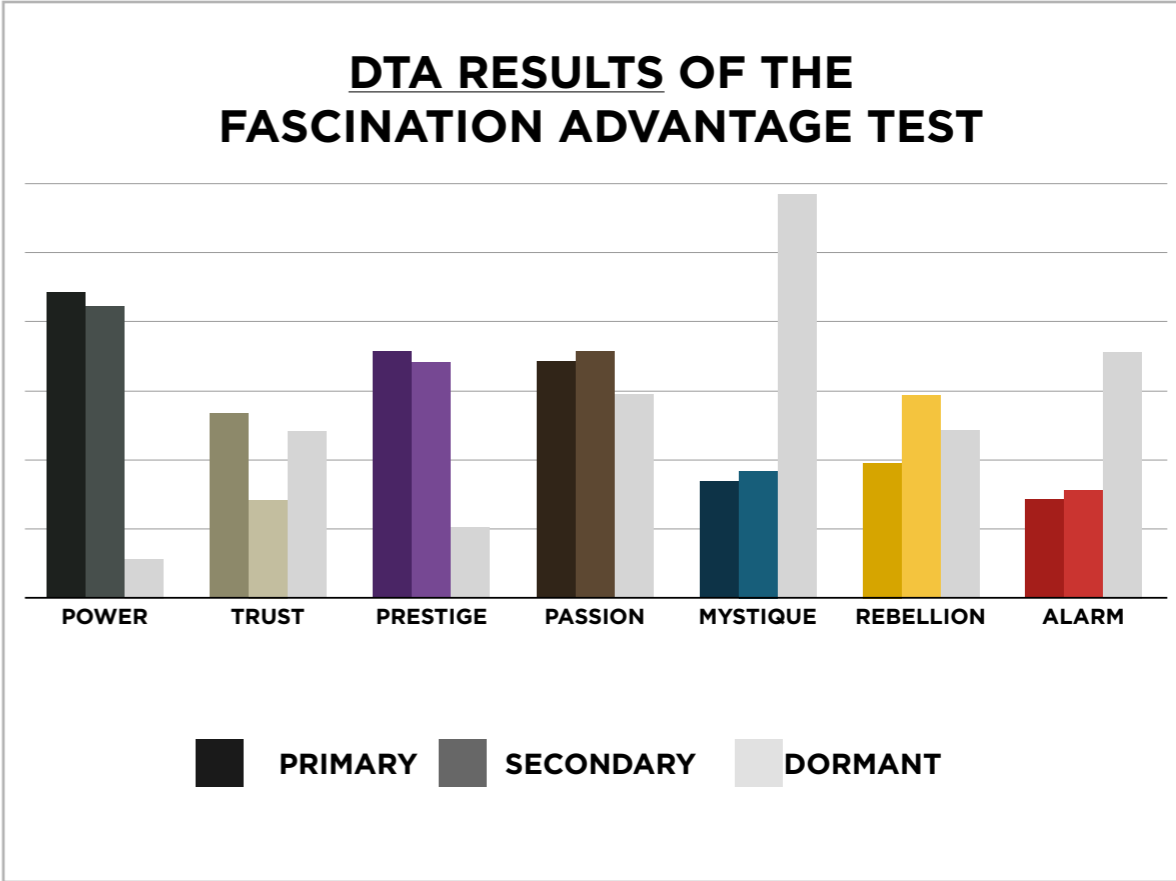
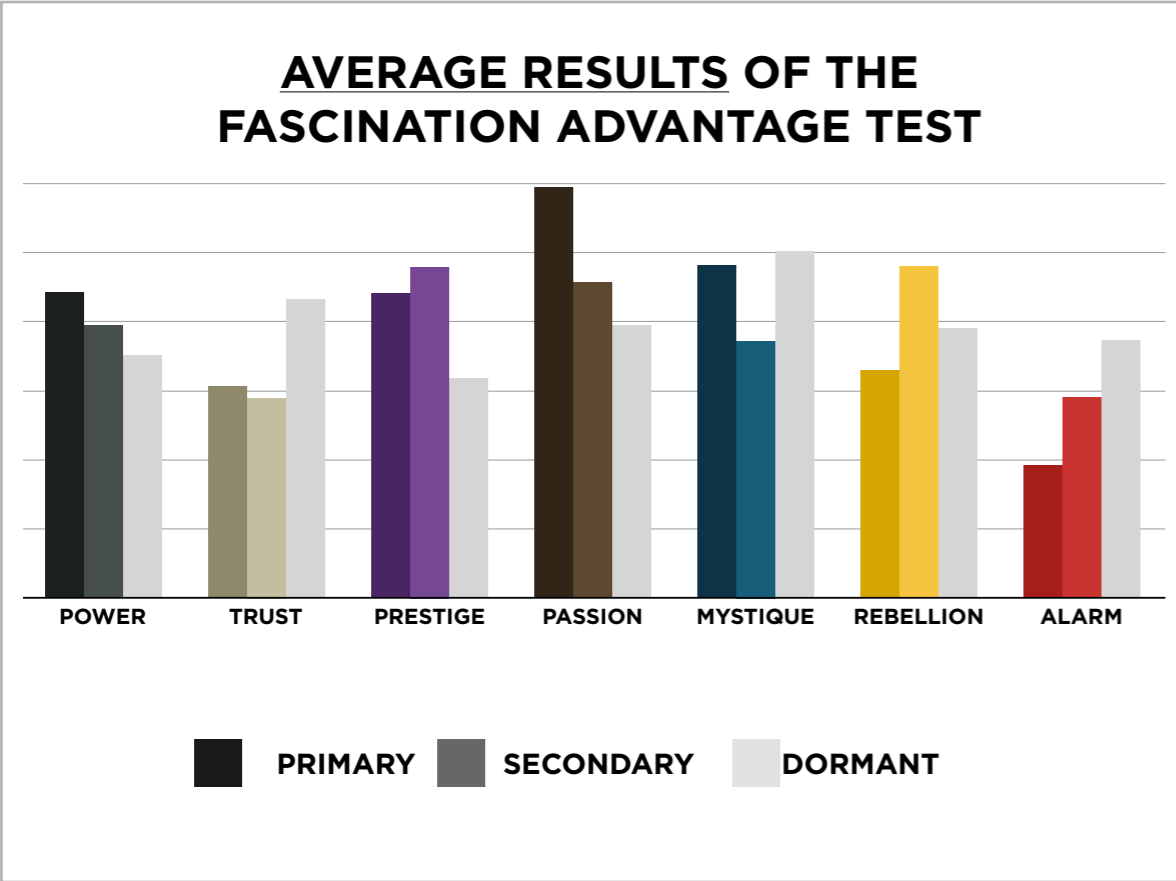


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
DENTAL TRADE ALLIANCE ON 10/17/2013



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.

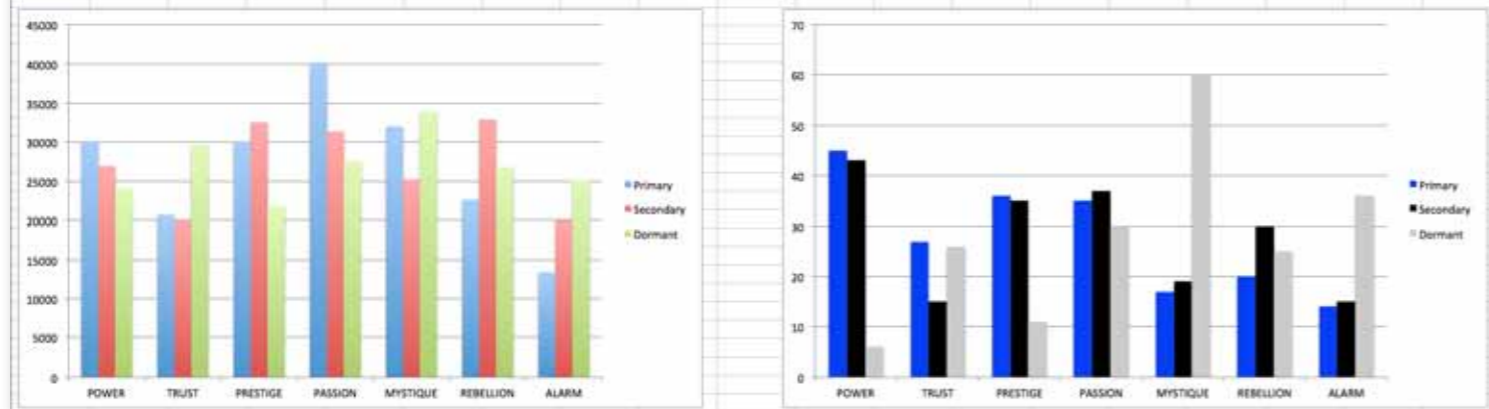


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	13	6.70%	PASSION		2	3	6	12	1	11
Prestige	Power	The Victor	13	6.70%	TRUST	8		5	6	3	3	2
Passion	Power	The Advocate	12	6.19%	MYSTIQUE	1	1		3	4	3	5
Passion	Rebellion	The Catalyst	11	5.67%	PRESTIGE	9	1	3		13	2	8
Power	Passion	The Ringleader	11	5.67%	POWER	11	9	6	13		2	4
Power	Trust	The Guardian	9	4.64%	ALARM	4	1	1	4	4		
Prestige	Passion	The Connoisseur	9	4.64%	REBELLION	4	1	1	3	7	4	
Prestige	Rebellion	The Avant-Garde	8	4.12%								
Trust	Passion	The Authentic	8	4.12%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Rebellion	Power	The Maverick Leader	7	3.61%	PASSION		1.0%	1.5%	3.1%	6.2%	0.5%	5.7%
Passion	Prestige	The Talent	6	3.09%	TRUST	4.1%		2.6%	3.1%	1.5%	1.5%	1.0%
Power	Mystique	The Mastermind	6	3.09%	MYSTIQUE	0.5%	0.5%		1.5%	2.1%	1.5%	2.6%
Trust	Prestige	The Diplomat	6	3.09%	PRESTIGE	4.6%	0.5%	1.5%		6.7%	1.0%	4.1%
Mystique	Rebellion	The Secret Weapon	5	2.58%	POWER	5.7%	4.6%	3.1%	6.7%		1.0%	2.1%
Trust	Mystique	The Vault	5	2.58%	ALARM	2.1%	0.5%	0.5%	2.1%	2.1%		
Alarm	Passion	The Coordinator	4	2.06%	REBELLION	2.1%	0.5%	0.5%	1.5%	3.6%	2.1%	
Alarm	Power	The Sheriff	4	2.06%								
Alarm	Prestige	The Editor-in-Chief	4	2.06%								
Mystique	Power	The Veiled Strength	4	2.06%								
Power	Rebellion	The Change Agent	4	2.06%								
Rebellion	Alarm	The Quick-Start	4	2.06%								
Rebellion	Passion	The Rockstar	4	2.06%								
Mystique	Alarm	The Bullseye	3	1.55%								
Mystique	Prestige	The Royal Guard	3	1.55%								
Passion	Mystique	The Intrigue	3	1.55%								
Prestige	Mystique	The Architect	3	1.55%								
Rebellion	Prestige	The Trendsetter	3	1.55%								
Trust	Alarm	The Good Citizen	3	1.55%								
Trust	Power	The Gravitas	3	1.55%								

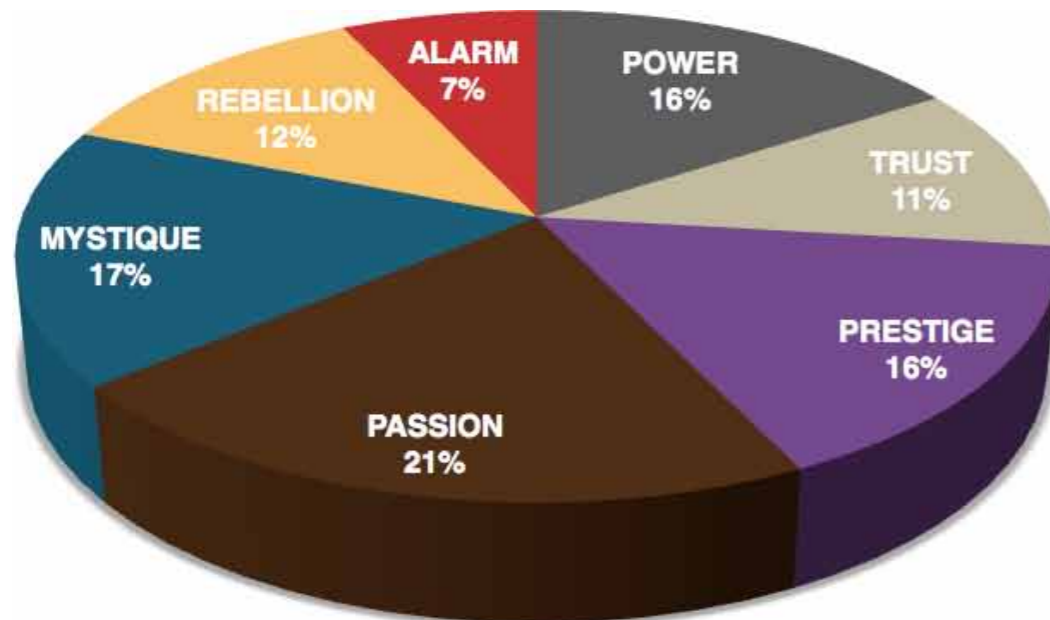
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									DTA 2013								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	30162	20689	30098	40147	32053	22629	13398	189176	Primary	45	27	36	35	17	20	14	194
Secondary	26966	20045	32578	31401	25246	32958	19982	189176	Secondary	43	15	35	37	19	30	15	194
Dormant	24064	29770	21836	27606	33984	26807	25109	189176	Dormant	6	26	11	30	60	25	36	194
Primary	15.9%	10.9%	15.9%	21.2%	16.9%	12.0%	7.1%	100.0%	Primary	23.2%	13.9%	18.6%	18.0%	8.8%	10.3%	7.2%	100.0%
Secondary	14.3%	10.6%	17.2%	16.6%	13.3%	17.4%	10.6%	100.0%	Secondary	22.2%	7.7%	18.0%	19.1%	9.8%	15.5%	7.7%	100.0%
Dormant	12.7%	15.7%	11.5%	14.6%	18.0%	14.2%	13.3%	100.0%	Dormant	3.1%	13.4%	5.7%	15.5%	30.9%	12.9%	18.6%	100.0%

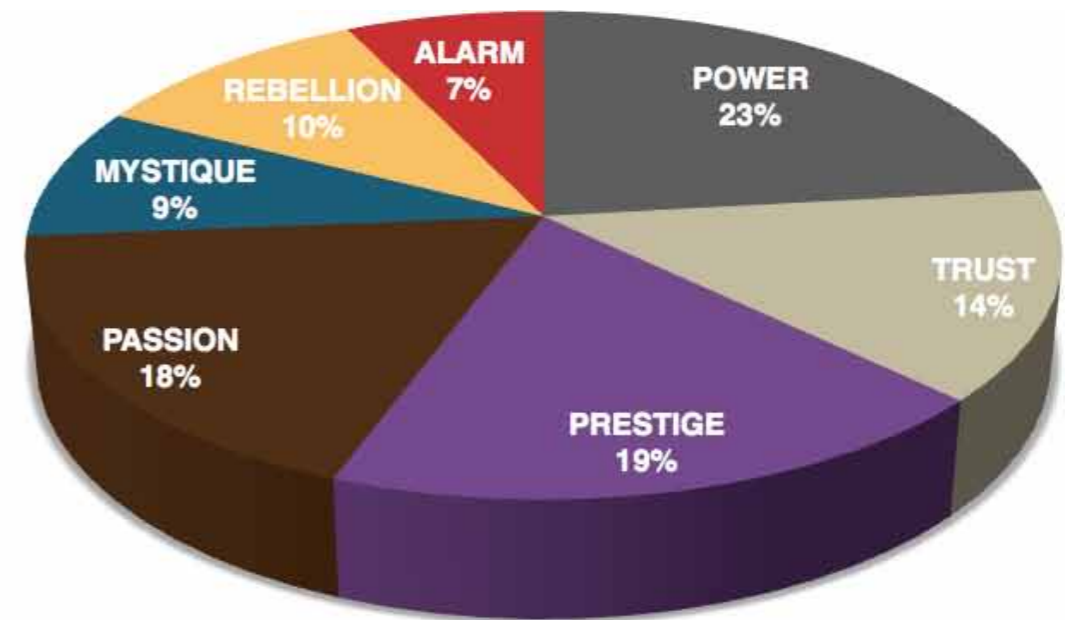


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



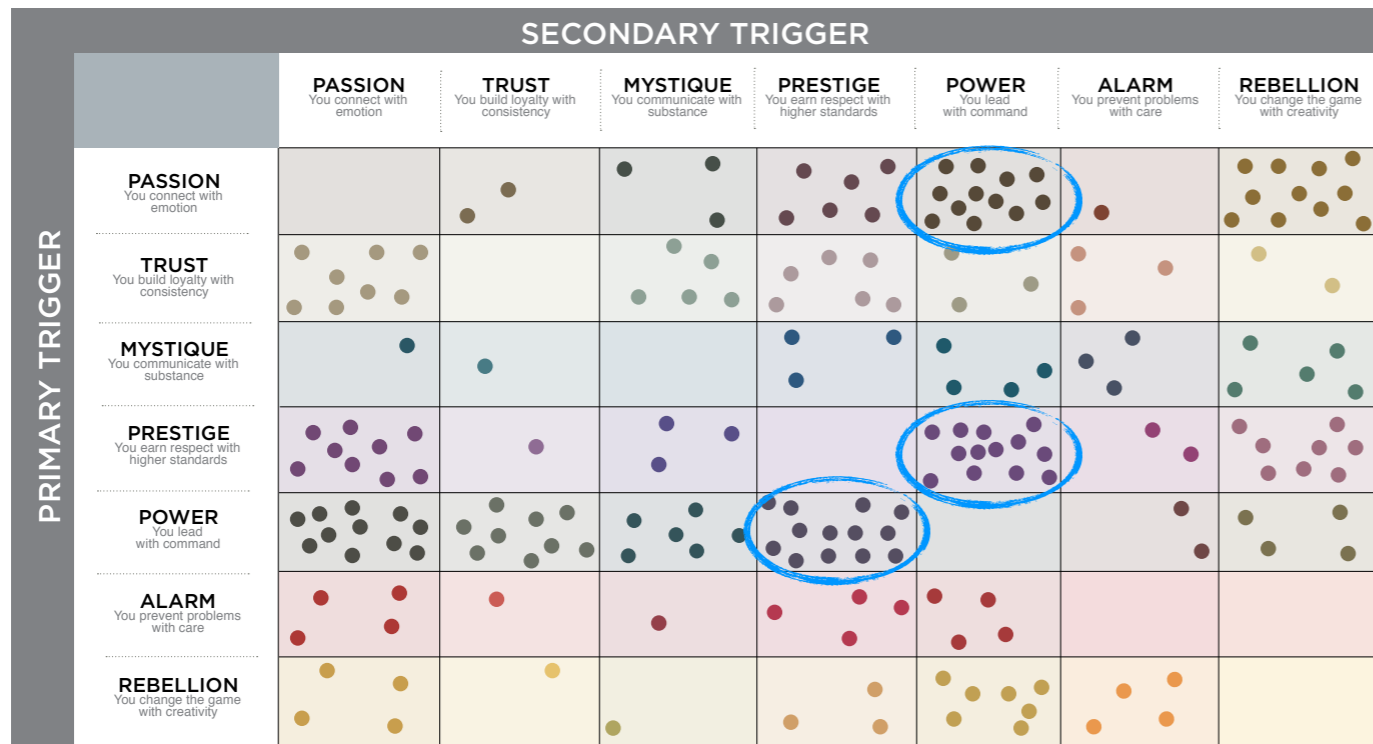
DTA RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless "Best-in-Class"	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

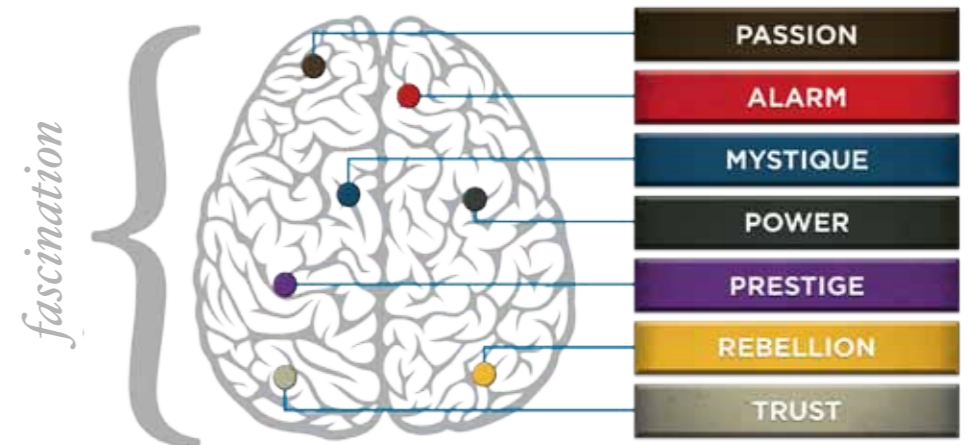
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

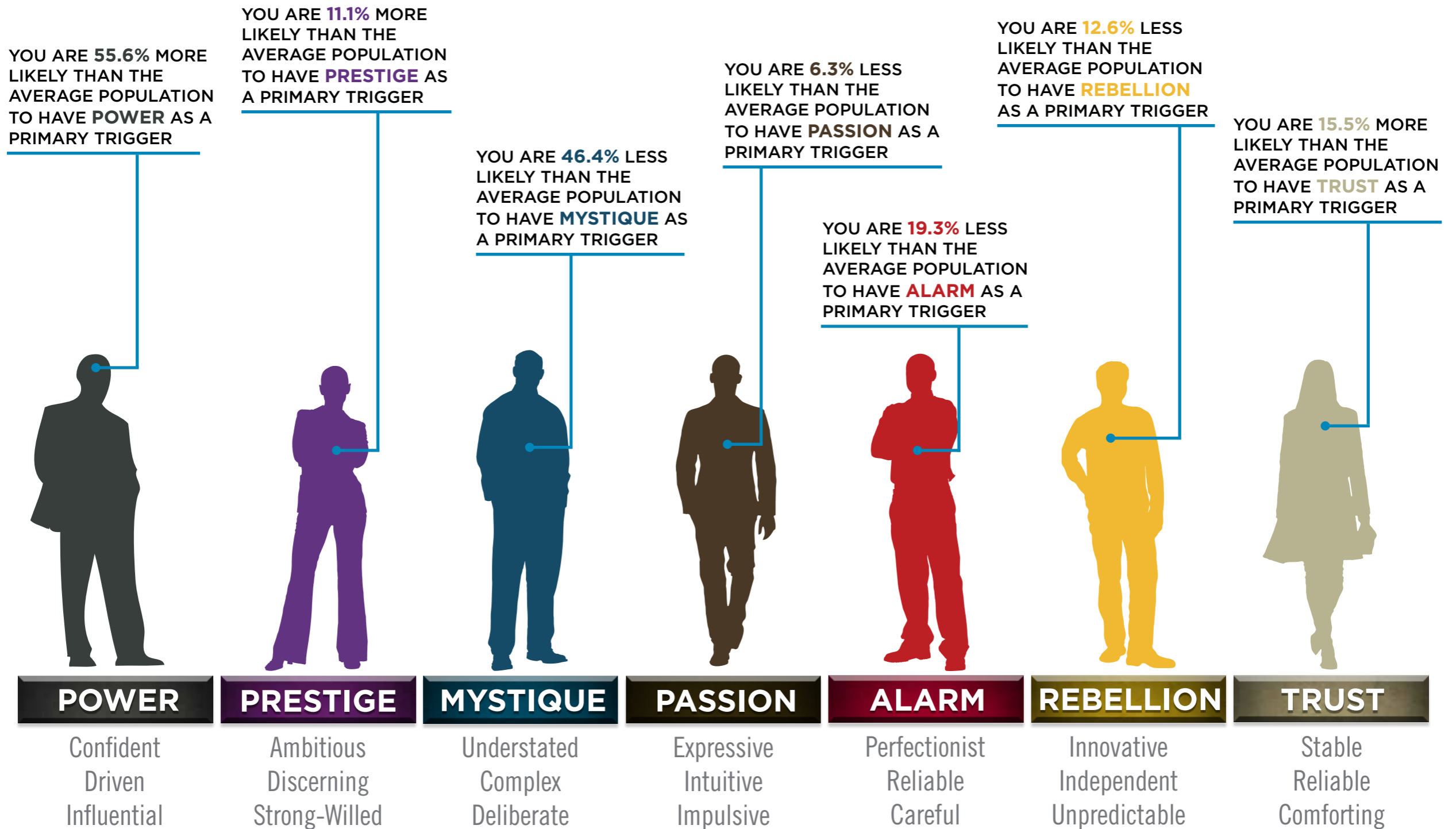
		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion		1.0%	1.5%	3.1%	6.2%	0.5%	5.7%
	TRUST You build loyalty with consistency	4.1%		2.6%	3.1%	1.5%	1.5%	1.0%
	MYSTIQUE You communicate with substance	0.5%	0.5%		1.5%	2.1%	1.5%	2.6%
	PRESTIGE You earn respect with higher standards	4.6%	0.5%	1.5%		6.7%	1.0%	4.1%
	POWER You lead with command	5.7%	4.6%	3.1%	6.7%		1.0%	2.1%
	ALARM You prevent problems with care	2.1%	0.5%	0.5%	2.1%	2.1%		
	REBELLION You change the game with creativity	2.1%	0.5%	0.5%	1.5%	3.6%	2.1%	

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.



HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

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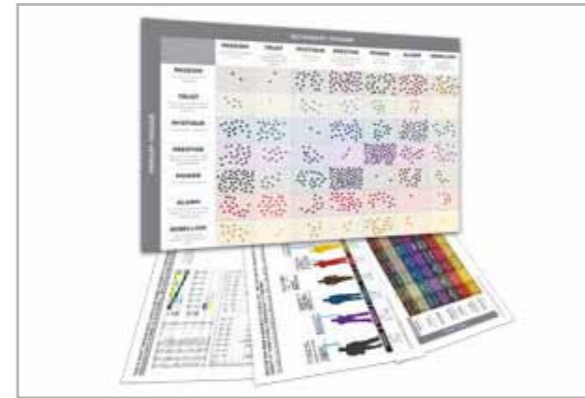
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