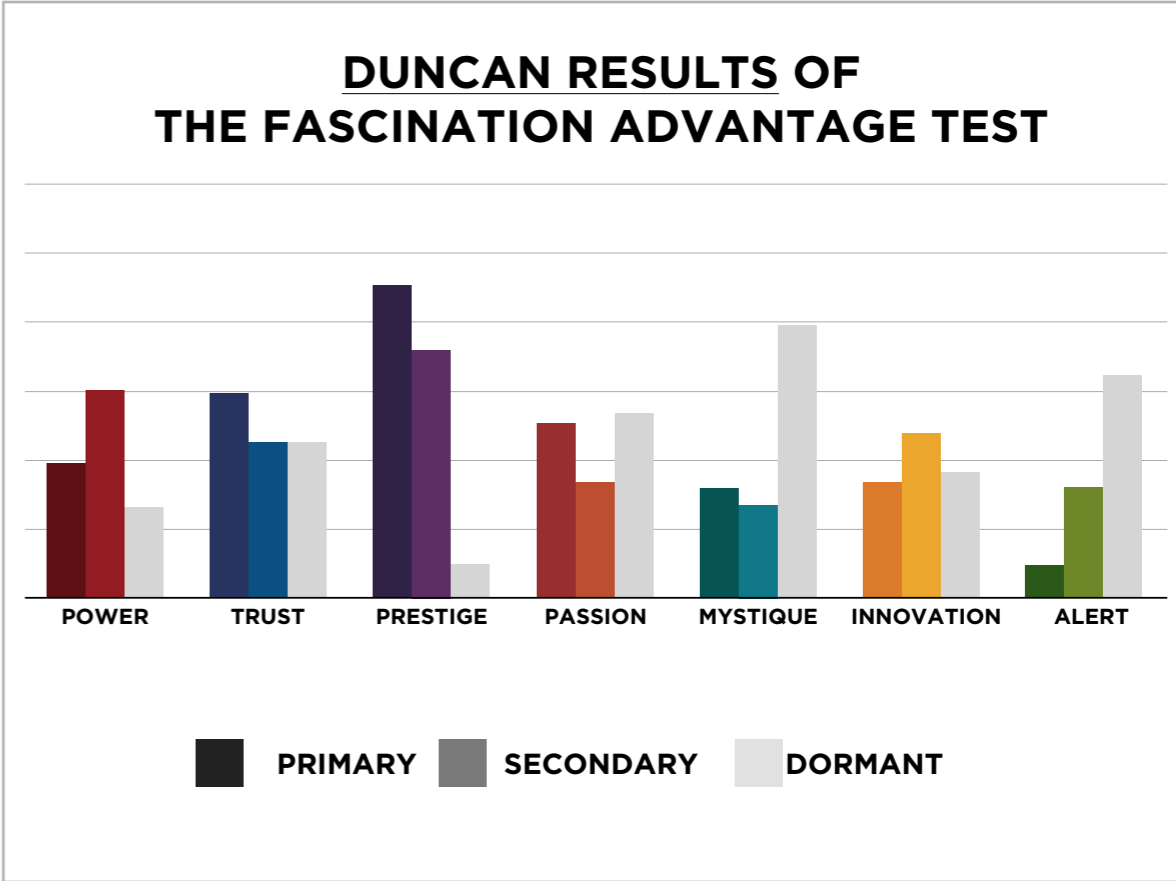
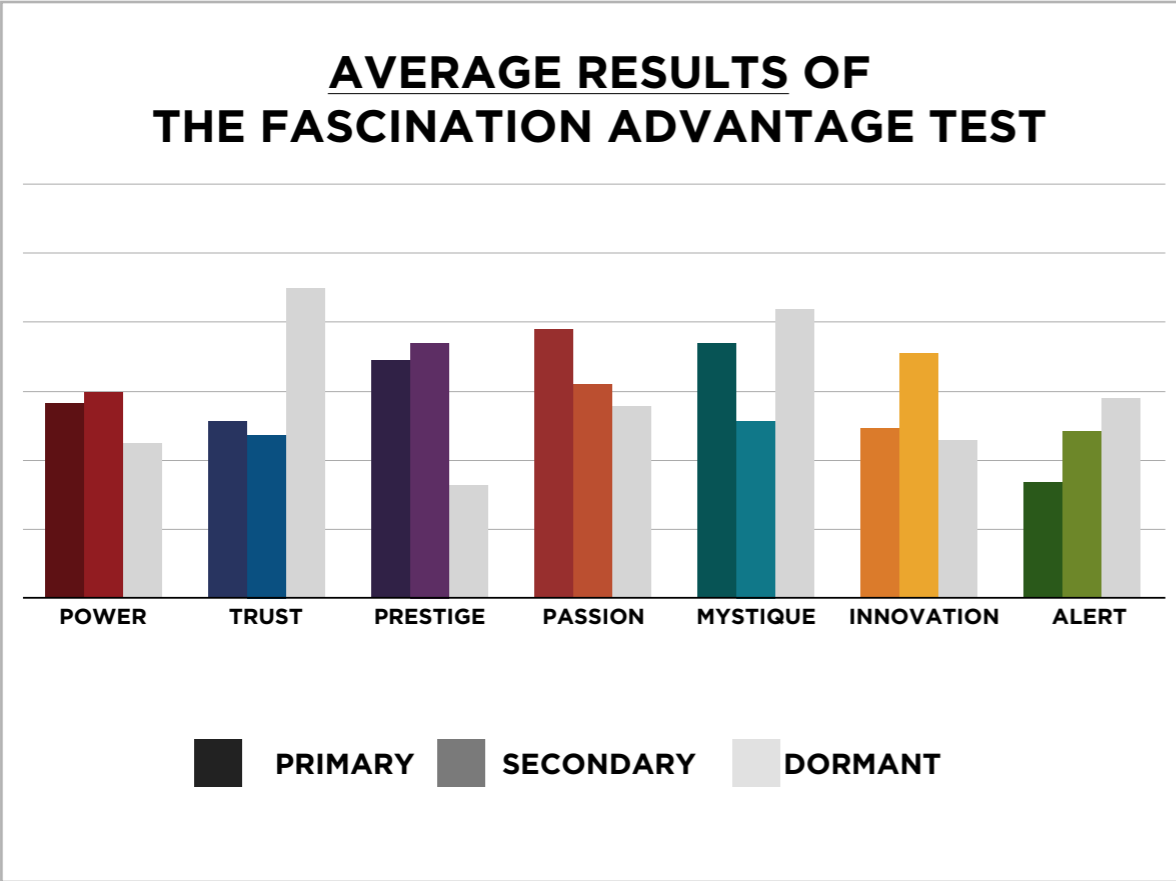


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
DUNCAN ON 09/11/14



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 300,000 PEOPLE.



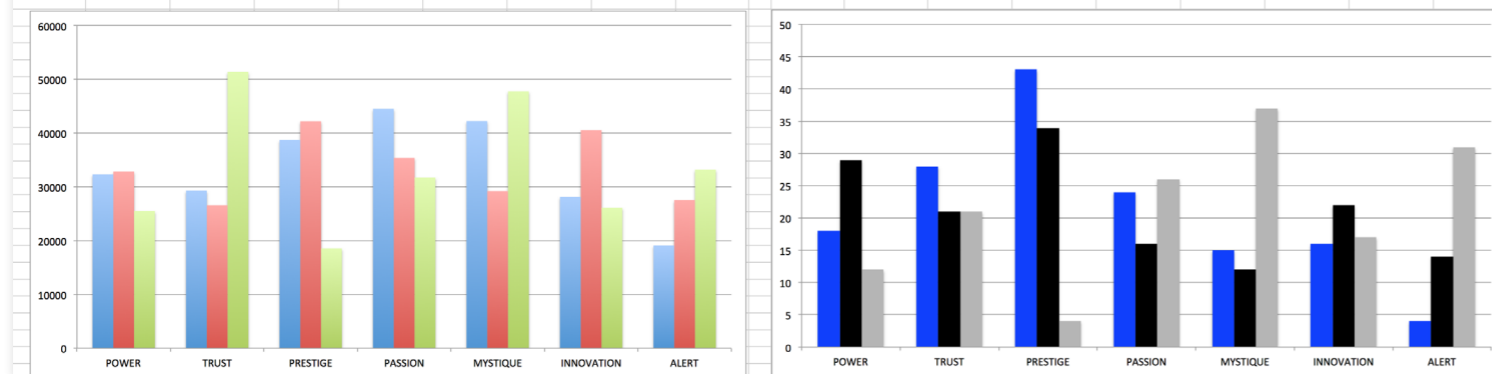
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 300,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Power	The Victor	13	8.78%	INNOVATION	4	6	3	5	1	2
Trust	Prestige	The Diplomat	13	8.78%	PASSION	6	3	4	5	3	3
Power	Prestige	The Maestro	11	7.43%	POWER	3	1	11	3		
Prestige	Innovation	The Avant-Garde	9	6.08%	PRESTIGE	9	8	13	7	4	2
Prestige	Passion	The Connoisseur	8	5.41%	TRUST	2	3	3	13	4	3
Prestige	Trust	The Blue Chip	7	4.73%	MYSTIQUE	2		3	1	5	4
Innovation	Power	The Maverick Leader	6	4.05%	ALERT		1	2	1		
Passion	Innovation	The Catalyst	6	4.05%							
Mystique	Trust	The Wise Owl	5	3.38%	INNOVATION		2.7%	4.1%	2.0%	0.7%	1.4%
Passion	Trust	The Beloved	5	3.38%	PASSION	4.1%		2.0%	2.7%	3.4%	2.0%
Innovation	Passion	The Rockstar	4	2.70%	POWER	2.0%	0.7%	7.4%	2.0%		
Mystique	Alert	The Archer	4	2.70%	PRESTIGE	6.1%	5.4%	8.8%	4.7%	2.7%	1.4%
Passion	Prestige	The Talent	4	2.70%	TRUST	1.4%	2.0%	2.0%	8.8%	2.7%	2.0%
Prestige	Mystique	The Architect	4	2.70%	MYSTIQUE	1.4%		2.0%	0.7%	3.4%	2.7%
Trust	Mystique	The Anchor	4	2.70%	ALERT			0.7%	1.4%	0.7%	
Innovation	Prestige	The Trendsetter	3	2.03%							
Mystique	Power	The Veiled Strength	3	2.03%							
Passion	Alert	The Orchestrator	3	2.03%							
Passion	Mystique	The Intrigue	3	2.03%							
Passion	Power	The Peoples Champion	3	2.03%							
Power	Innovation	The Change Agent	3	2.03%							
Power	Trust	The Guardian	3	2.03%							
Trust	Alert	The Good Citizen	3	2.03%							
Trust	Passion	The Authentic	3	2.03%							
Trust	Power	The Gravitas	3	2.03%							
Alert	Prestige	The Editor-in-Chief	2	1.35%							
Innovation	Alert	The Quick-Start	2	1.35%							
Mystique	Innovation	The Secret Weapon	2	1.35%							
Prestige	Alert	The Scholar	2	1.35%							
Trust	Innovation	The Evolutionary	2	1.35%							
Alert	Power	The Ace	1	0.68%							
Alert	Trust	The Mediator	1	0.68%							
Innovation	Mystique	The Provocateur	1	0.68%							

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

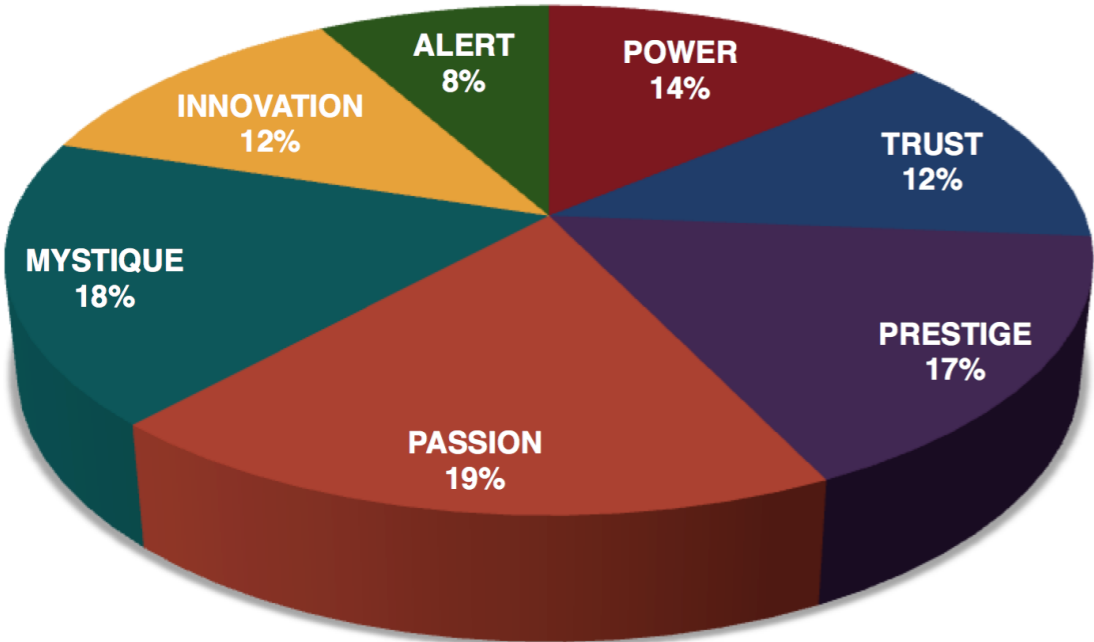


AVERAGE POPULATION										Duncan											
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	Secondary	Dormant	32338	29298	38725	44499	42245	28136	19112	234353	Primary	Secondary	Dormant	18	28	43	24	15	16	4	148
Primary	Secondary	Dormant	32846	26587	42217	35395	29212	40558	27538	234353	Primary	Secondary	Dormant	29	21	34	16	12	22	14	148
Primary	Secondary	Dormant	25507	51407	18561	31752	47798	26116	33212	234353	Primary	Secondary	Dormant	12	21	4	26	37	17	31	148

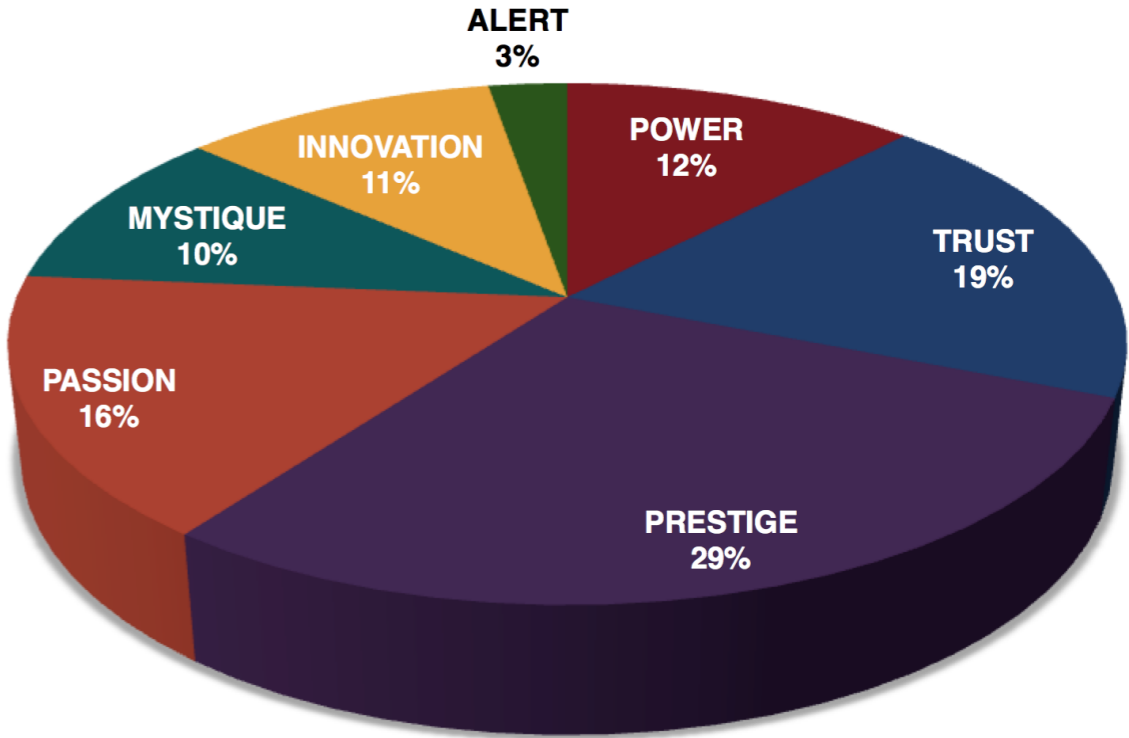


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 300,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



DUNCAN RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

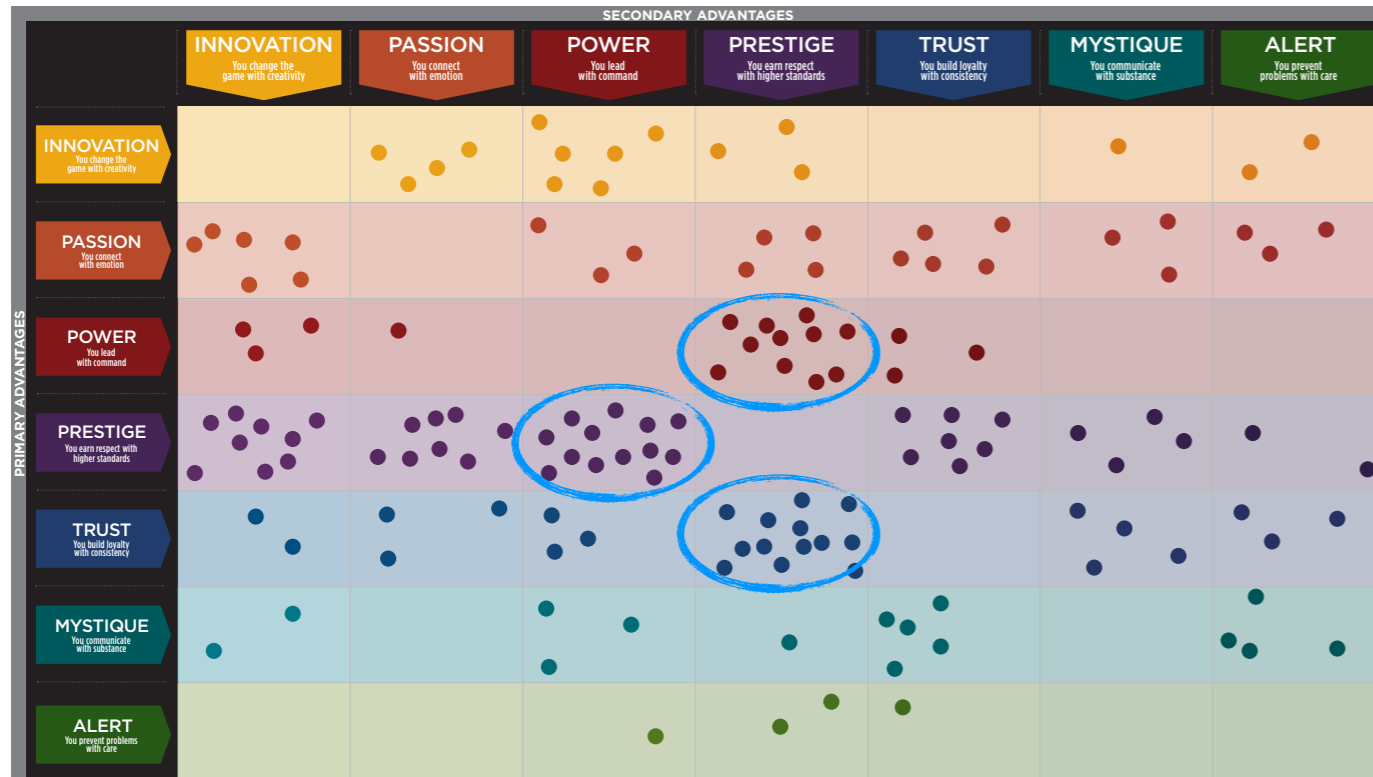
THE 49 PERSONALITY ARCHETYPES

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

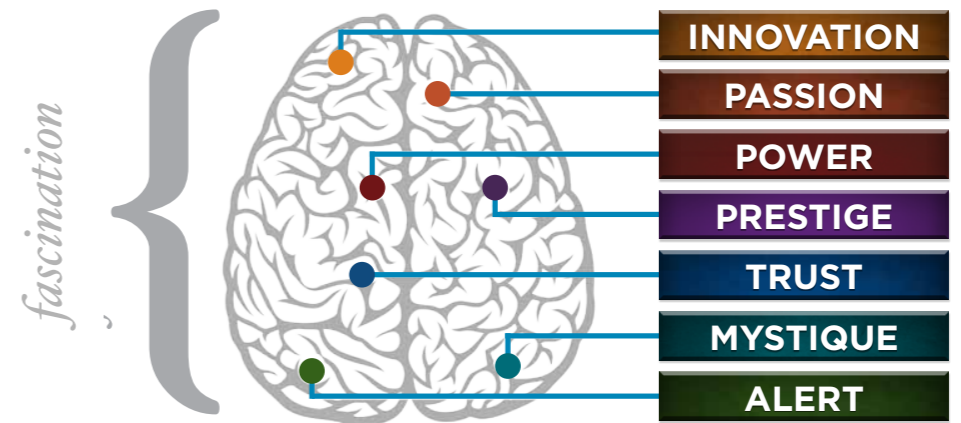
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

	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>		2.7%	4.1%	2.0%		0.7%	1.4%
PASSION <small>You connect with emotion</small>	4.1%		2.0%	2.7%	3.4%	2.0%	2.0%
POWER <small>You lead with command</small>	2.0%	0.7%		7.4%	2.0%		
PRESTIGE <small>You earn respect with higher standards</small>	6.1%	5.4%	8.8%		4.7%	2.7%	1.4%
TRUST <small>You build loyalty with consistency</small>	1.4%	2.0%	2.0%	8.8%		2.7%	2.0%
MYSTIQUE <small>You communicate with substance</small>	1.4%		2.0%	0.7%	3.4%		2.7%
ALERT <small>You prevent problems with care</small>			0.7%	1.4%	0.7%		

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 ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

YOU ARE **17.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **53.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

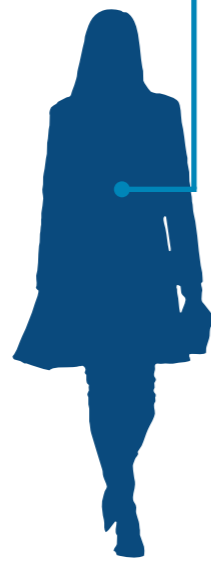
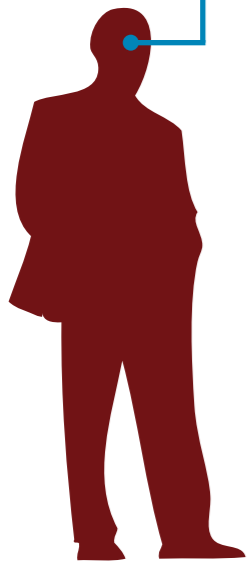
YOU ARE **73.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **15.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **38.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **8.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **69.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



POWER

TRUST

PRESTIGE

PASSION

MYSTIQUE

INNOVATION

ALERT

Confident
Goal-Oriented
Decisive

Stable
Dependable
Familiar

Ambitious
Results-Oriented
Respected

Expressive
Intuitive
Engaging

Independent
Logical
Observant

Creative
Visionary
Entrepreneurial

Proactive
Organized
Detailed

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
HIGHER STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

ALERT

PRECISE DETAIL MANAGER

GROW YOUR BUSINESS ■ BUILD YOUR TEAM ■ BECOME INTENSELY VALUABLE

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