

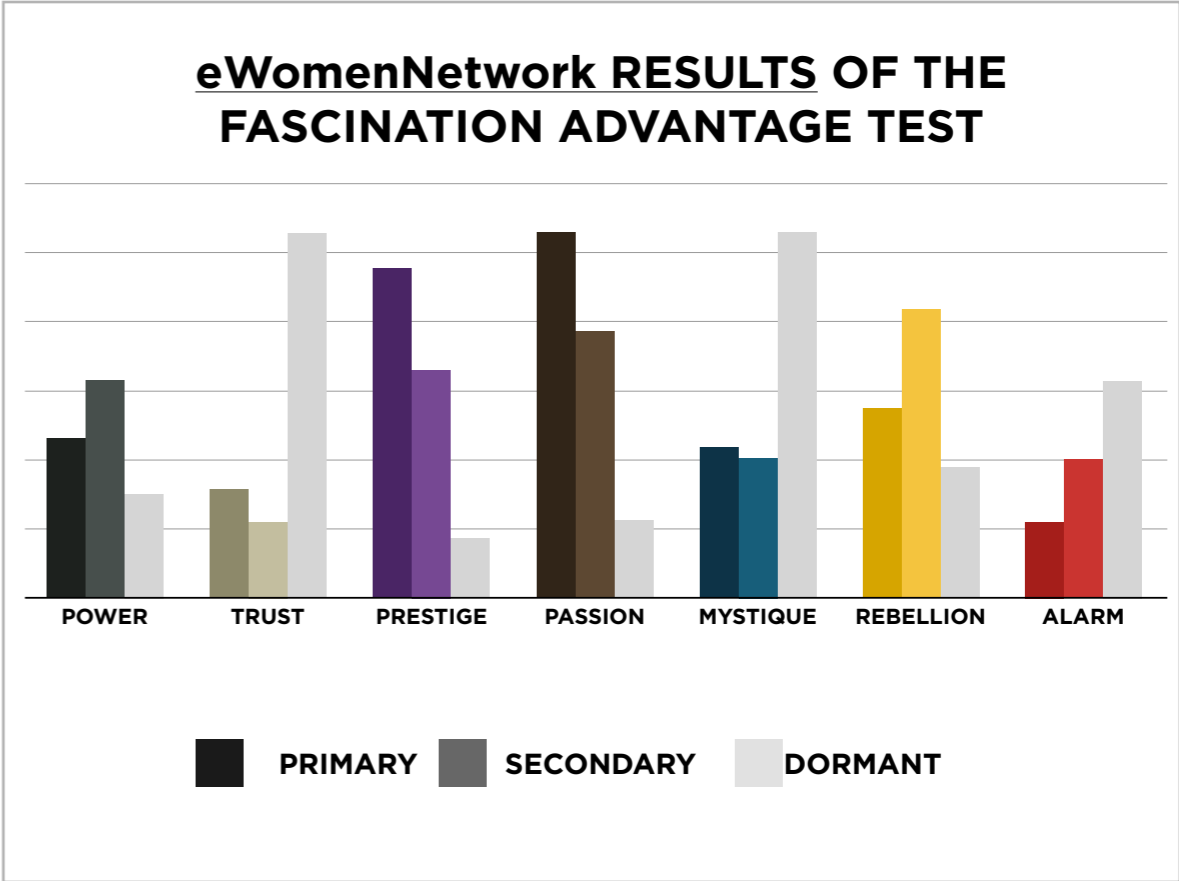
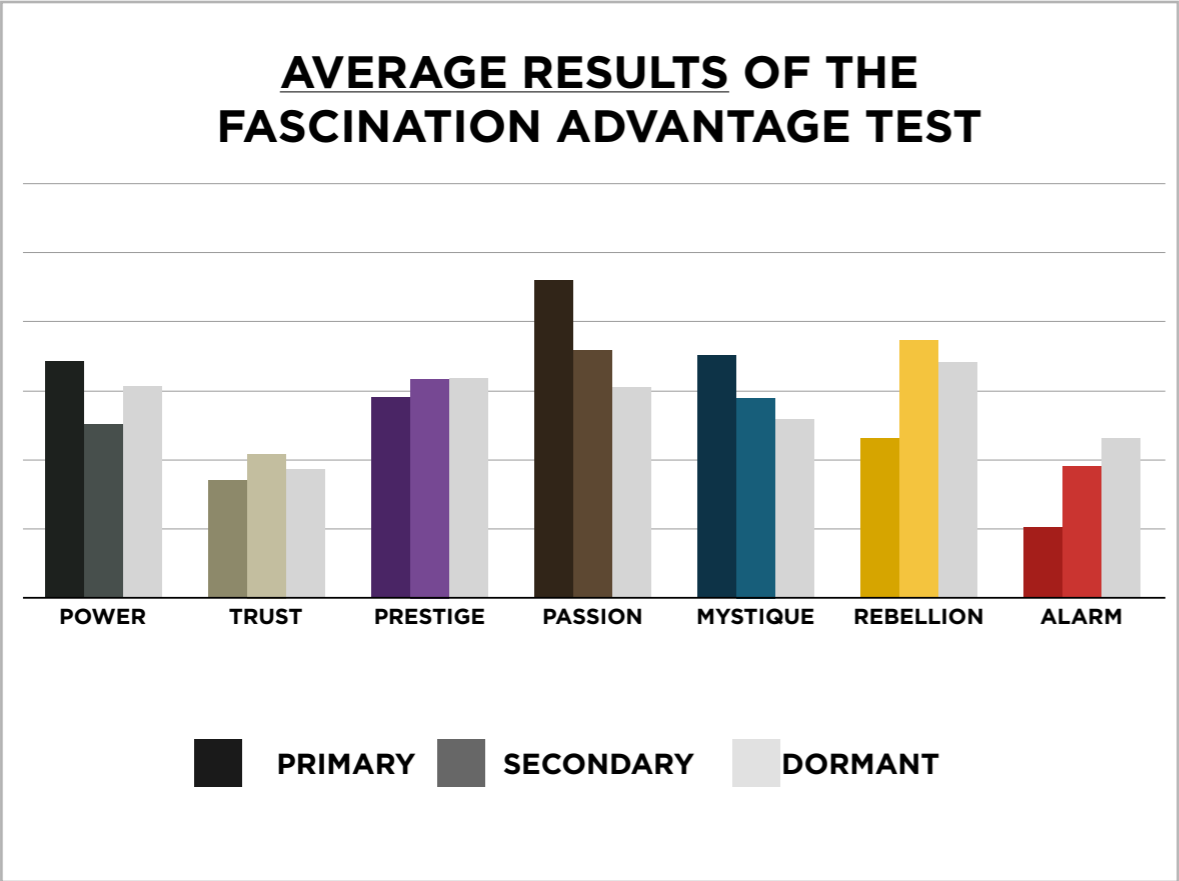
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
eWomenNetwork ON 08/07/13



**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 180,000 PEOPLE.**

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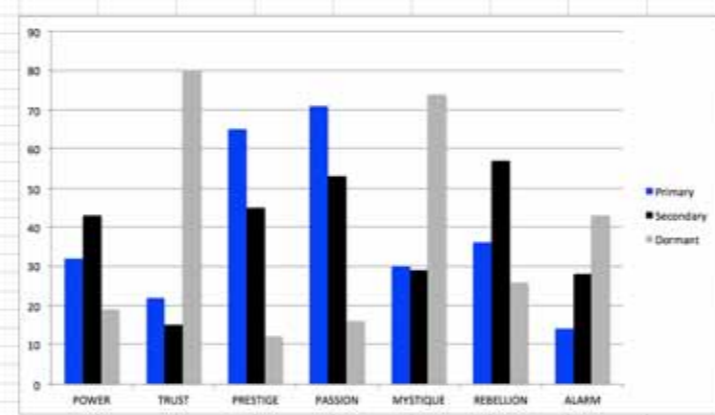
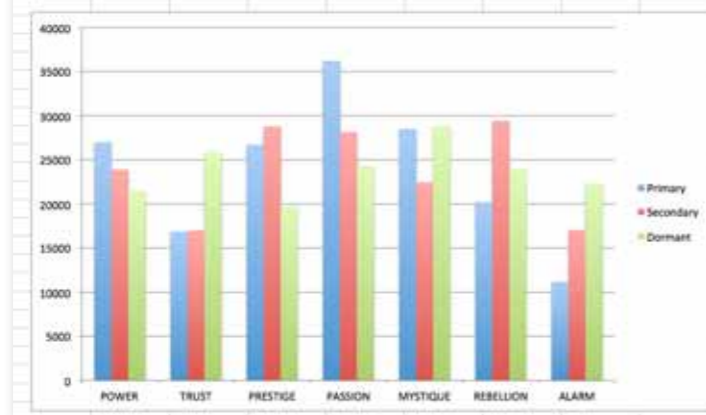


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Rebellion	The Catalyst	33	12.22%	PASSION	4	11	7	11	5	33	
Prestige	Power	The Victor	23	8.52%	TRUST	6	6	4	2	4		
Prestige	Passion	The Connoisseur	20	7.41%	MYSTIQUE	2	4	2	2	7	13	
Power	Prestige	The Maestro	19	7.04%	PRESTIGE	20	2	4	23	6	10	
Mystique	Rebellion	The Secret Weapon	13	4.81%	POWER	7	1	3	19	1	1	
Rebellion	Passion	The Rockstar	13	4.81%	ALARM	5	3	2	3	1		
Passion	Mystique	The Intrigue	11	4.07%	REBELLION	13	1	3	10	4	5	
Passion	Power	The Advocate	11	4.07%								
Prestige	Rebellion	The Avant-Garde	10	3.70%		PASSION	1.5%	4.1%	2.6%	4.1%	1.9%	12.2%
Rebellion	Prestige	The Trendsetter	10	3.70%	PASSION		1.5%	4.1%	2.6%	4.1%	1.9%	12.2%
Mystique	Alarm	The Bullseye	7	2.59%	TRUST	2.2%		2.2%	1.5%	0.7%	1.5%	
Passion	Prestige	The Talent	7	2.59%	MYSTIQUE	0.7%	1.5%		0.7%	0.7%	2.6%	4.8%
Power	Passion	The Ringleader	7	2.59%	PRESTIGE	7.4%	0.7%	1.5%		8.5%	2.2%	3.7%
Prestige	Alarm	The Perfectionist	6	2.22%	POWER	2.6%	0.4%	1.1%	7.0%		0.4%	0.4%
Trust	Mystique	The Vault	6	2.22%	ALARM	1.9%	1.1%	0.7%	1.1%	0.4%		
Trust	Passion	The Authentic	6	2.22%	REBELLION	4.8%	0.4%	1.1%	3.7%	1.5%	1.9%	
Alarm	Passion	The Coordinator	5	1.85%								
Passion	Alarm	The Orchestrator	5	1.85%								
Rebellion	Alarm	The Quick-Start	5	1.85%								
Mystique	Trust	The Wise Owl	4	1.48%								
Passion	Trust	The Beloved	4	1.48%								
Prestige	Mystique	The Architect	4	1.48%								
Rebellion	Power	The Maverick Leader	4	1.48%								
Trust	Alarm	The Good Citizen	4	1.48%								
Trust	Prestige	The Diplomat	4	1.48%								
Alarm	Prestige	The Editor-in-Chief	3	1.11%								
Alarm	Trust	The Sustainer	3	1.11%								
Power	Mystique	The Mastermind	3	1.11%								
Rebellion	Mystique	The Provocateur	3	1.11%								
Alarm	Mystique	The Inspector	2	0.74%								

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

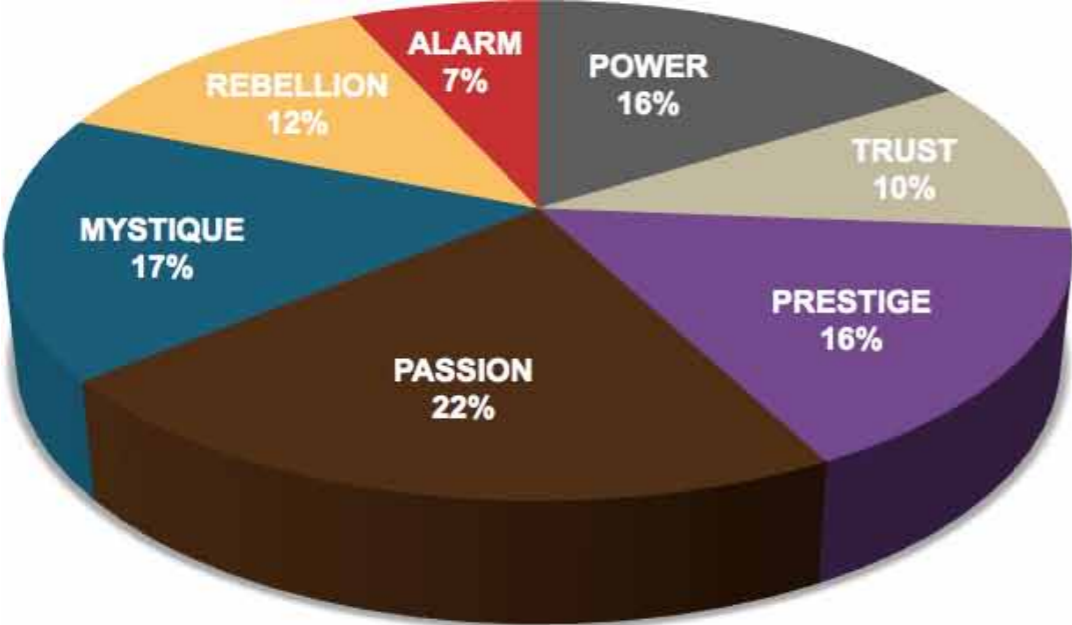
AVERAGE POPULATION									eWomenNetwork								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	26969	16874	26708	36218	28526	20246	11203	166744	Primary	32	22	65	71	30	36	14	270
Secondary	23854	16991	28799	28137	22492	29451	17020	166744	Secondary	43	15	45	53	29	57	28	270
Dormant	21566	25878	19749	24297	28902	23974	22378	166744	Dormant	19	80	12	16	74	26	43	270
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.2%	10.1%	16.0%	21.7%	17.1%	12.1%	6.7%	100.0%	Primary	11.9%	8.1%	24.1%	26.3%	11.1%	13.3%	5.2%	100.0%
Secondary	14.3%	10.2%	17.3%	16.9%	13.5%	17.7%	10.2%	100.0%	Secondary	15.9%	5.6%	16.7%	19.6%	10.7%	21.1%	10.4%	100.0%
Dormant	12.9%	15.5%	11.8%	14.6%	17.3%	14.4%	13.4%	100.0%	Dormant	7.0%	29.6%	4.4%	5.9%	27.4%	9.6%	15.9%	100.0%



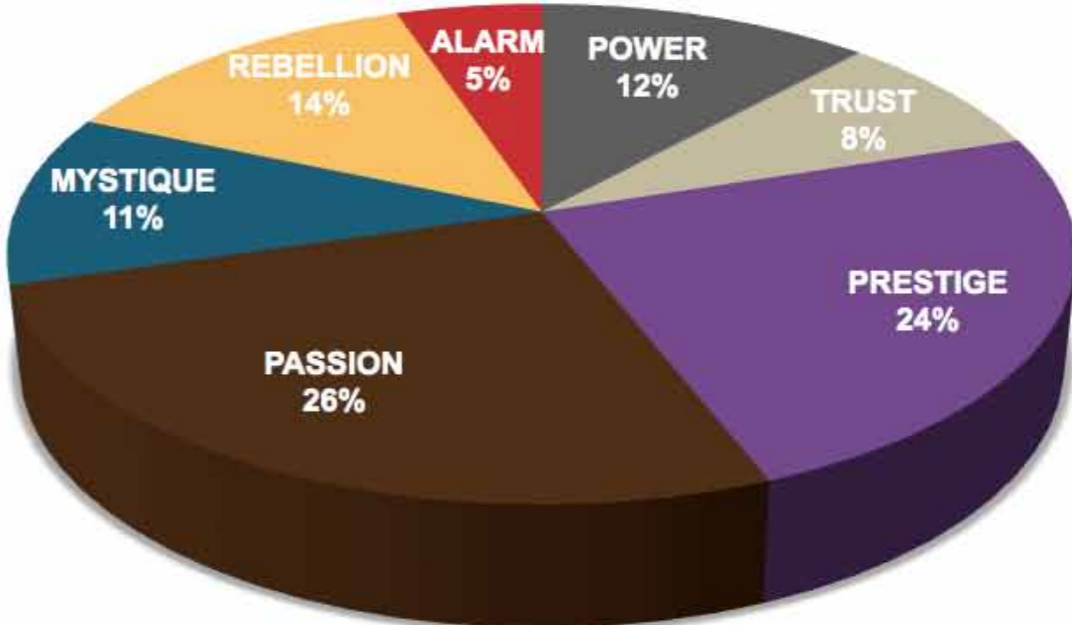
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



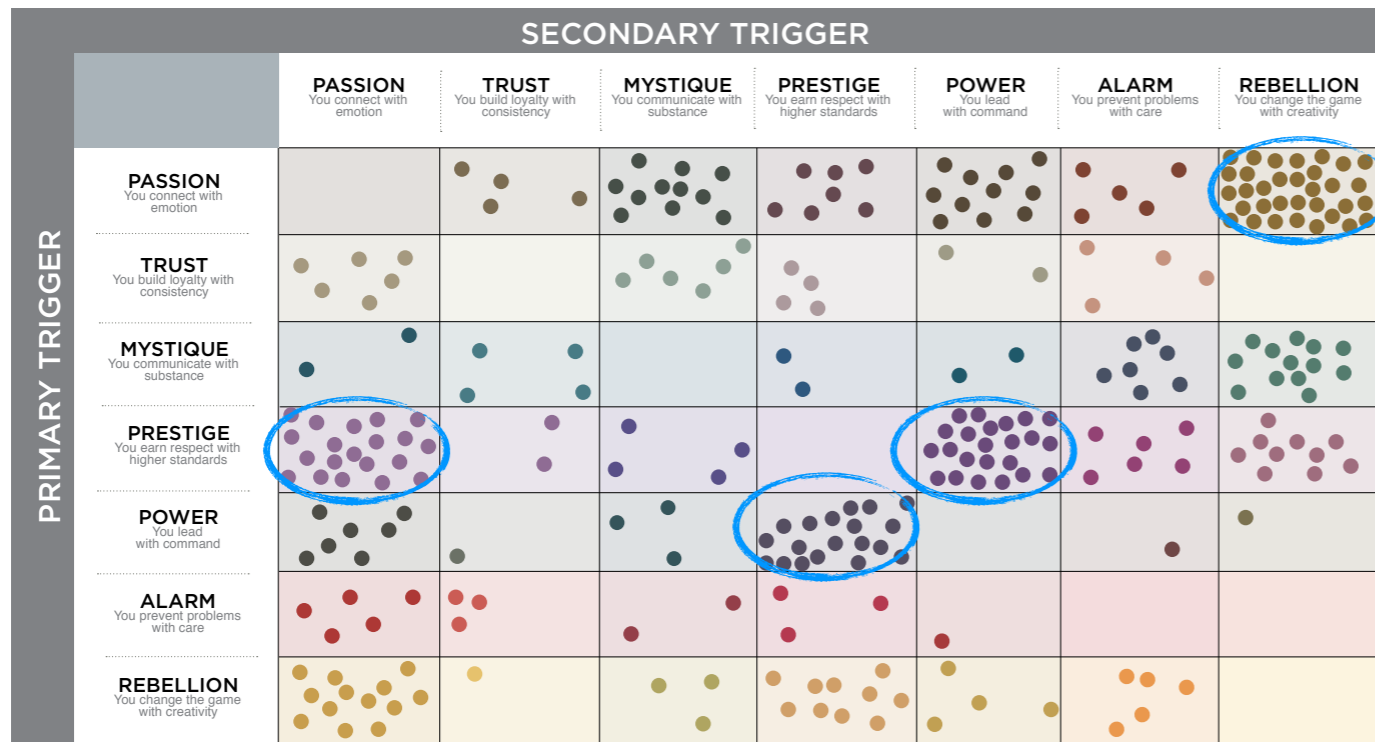
**eWomenNetwork RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

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

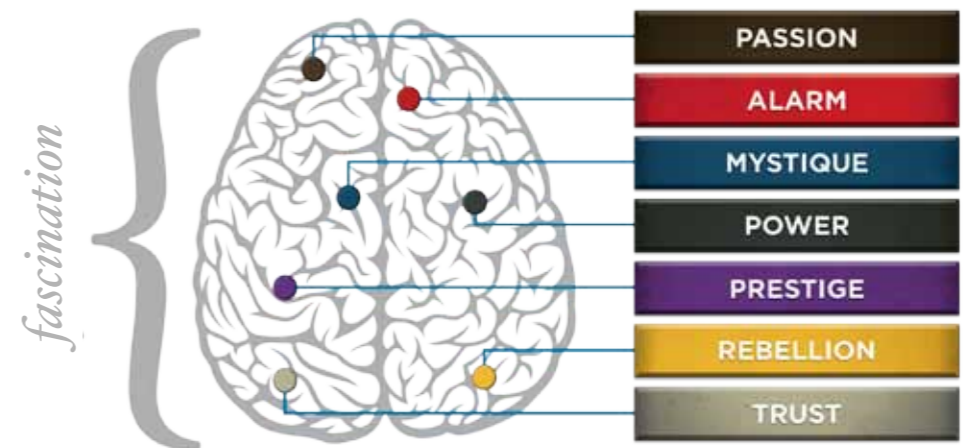
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

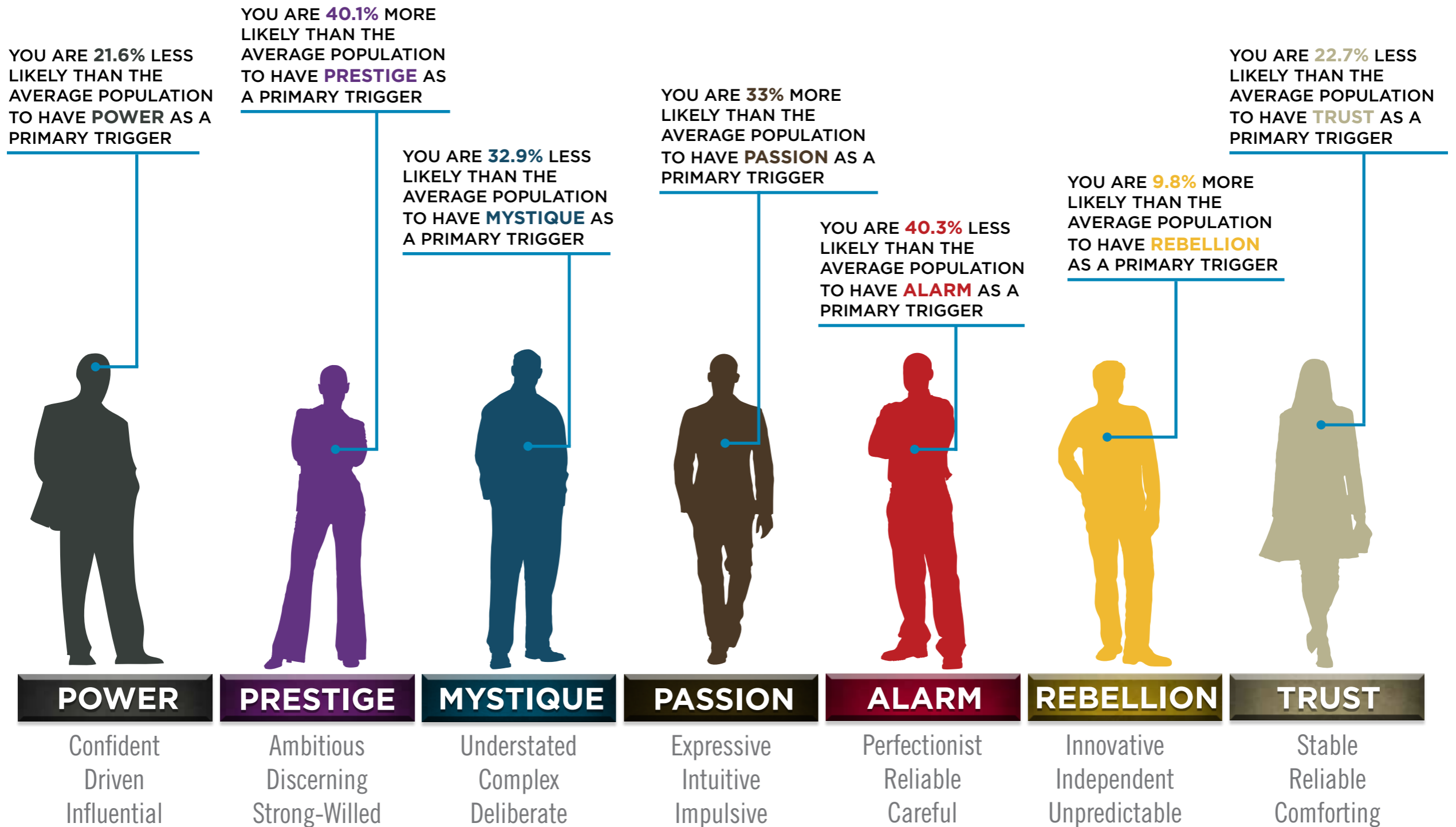
		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion		1.5%	4.1%	2.6%	4.1%	1.9%	12.2%
	TRUST You build loyalty with consistency	2.2%		2.2%	1.5%	0.7%	1.5%	
	MYSTIQUE You communicate with substance	0.7%	1.5%		0.7%	0.7%	2.6%	4.8%
	PRESTIGE You earn respect with higher standards	7.4%	0.7%	1.5%		8.5%	2.2%	3.7%
	POWER You lead with command	2.6%	0.4%	1.1%	7.0%		0.4%	0.4%
	ALARM You prevent problems with care	1.9%	1.1%	0.7%	1.1%	0.4%		
	REBELLION You change the game with creativity	4.8%	0.4%	1.1%	3.7%	1.5%	1.9%	

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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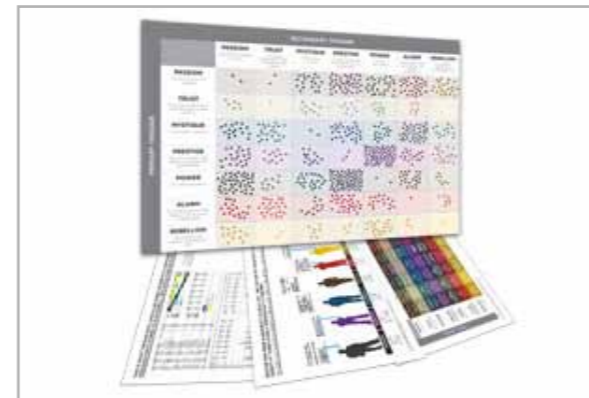
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