

# AN INSIDER'S *look* AT THE RESEARCH

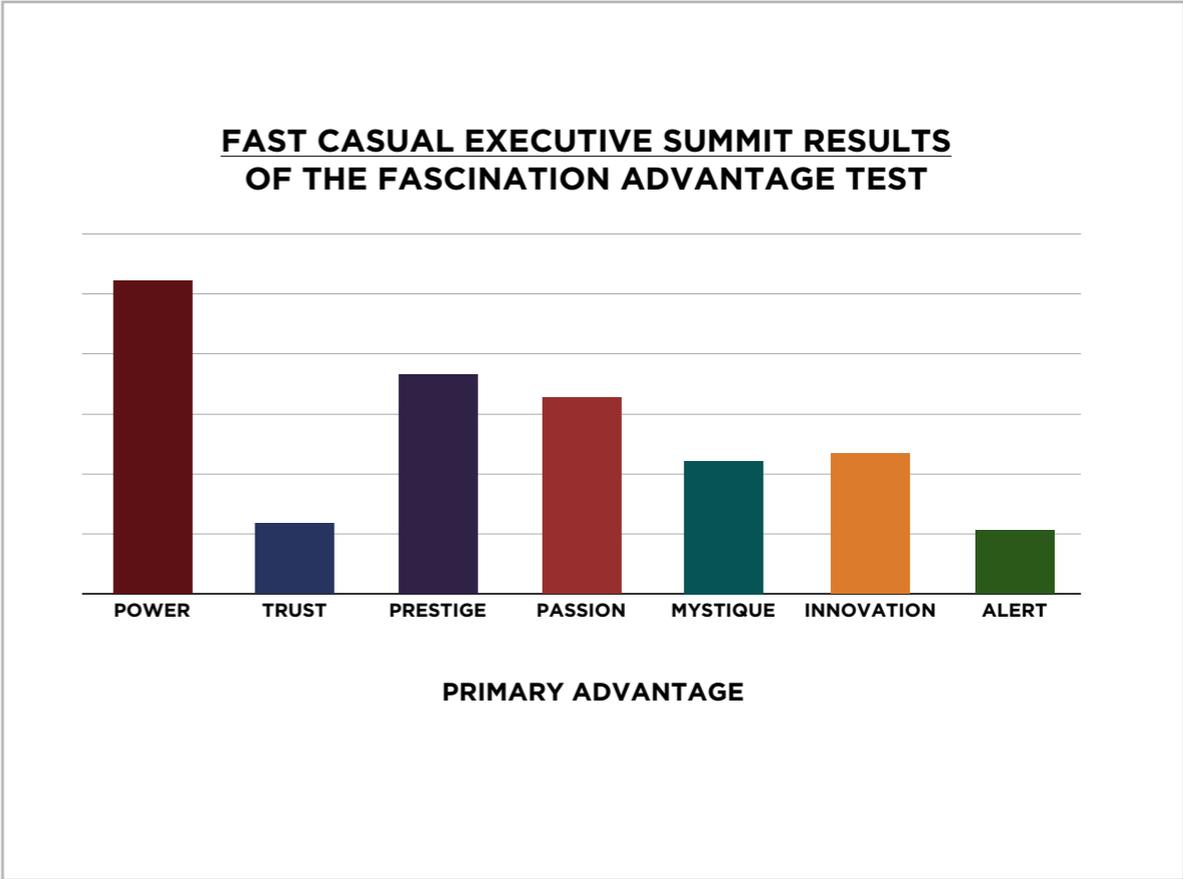
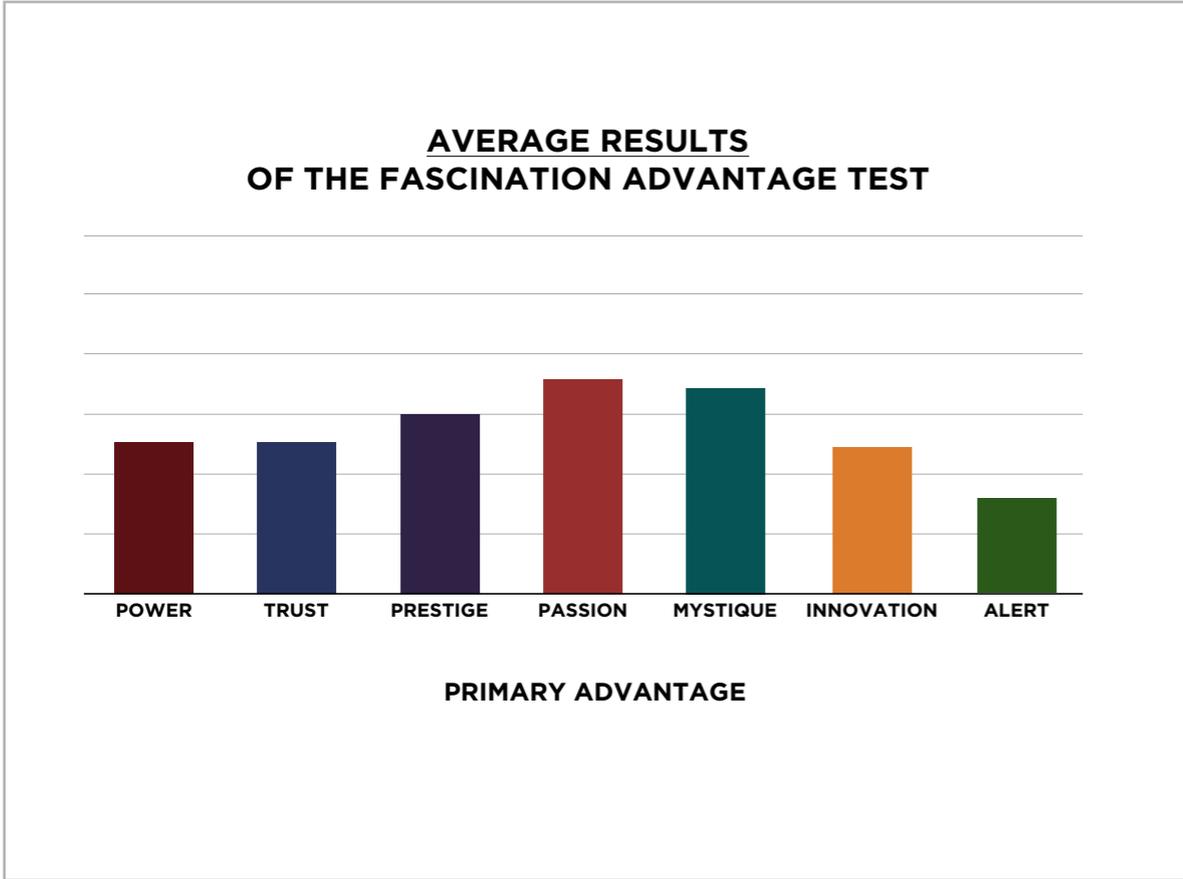
FROM SALLY HOGSHEAD'S PRESENTATION TO  
FAST CASUAL EXECUTIVE SUMMIT ON 10/09/16

**BONUS GIFT:**  
GET YOUR FREE  
*FAST16-EXPRESS*  
CODE TO SHARE!



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

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

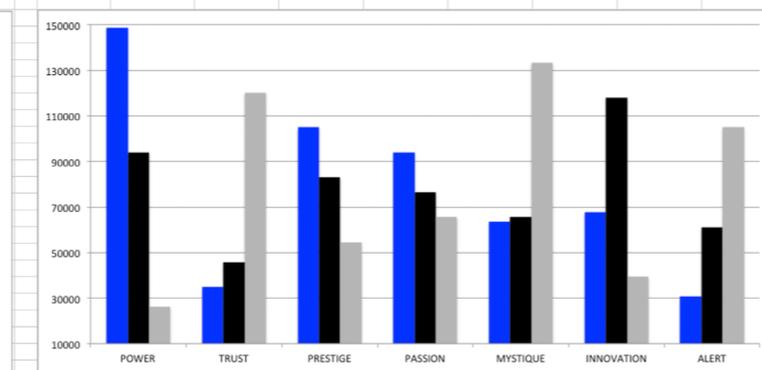
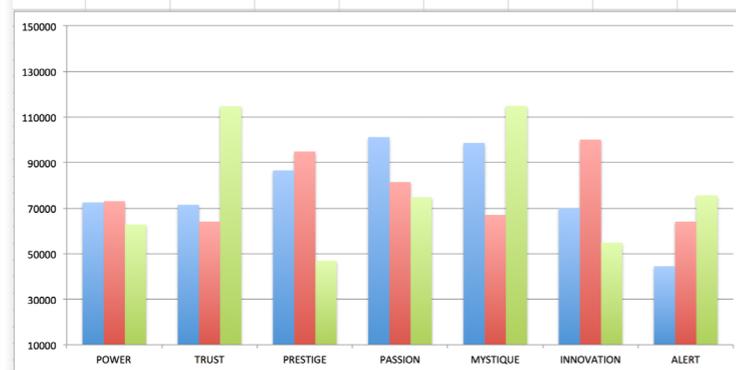
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	25	10.04%	INNOVATION	7	10	3	2	6	3
Passion	Innovation	The Catalyst	19	7.63%	PASSION	19	5	5	4	7	3
Prestige	Innovation	The Avant-Garde	13	5.22%	POWER	10	9	25	9	4	11
Prestige	Passion	The Connoisseur	12	4.82%	PRESTIGE	13	11	3	3	7	2
Power	Alert	The Defender	11	4.42%	TRUST	2	2	2	4	4	3
Prestige	Power	The Victor	11	4.42%	MYSTIQUE	9	2	3	1	2	6
Innovation	Power	The Maverick Leader	10	4.02%	ALERT	1	3	6	2	2	2
Power	Innovation	The Change Agent	10	4.02%							
Mystique	Innovation	The Secret Weapon	9	3.61%	INNOVATION	2.8%	4.0%	1.2%	0.8%	2.4%	1.2%
Power	Passion	The Ringleader	9	3.61%	PASSION	7.6%	2.0%	2.0%	1.6%	2.8%	1.2%
Power	Trust	The Guardian	9	3.61%	POWER	4.0%	3.6%	10.0%	3.6%	1.6%	4.4%
Mystique	Power	The Veiled Strength	8	3.21%	PRESTIGE	5.2%	4.8%	4.4%	1.2%	2.8%	0.8%
Innovation	Passion	The Rockstar	7	2.81%	TRUST	0.8%	0.8%	1.2%	0.8%	1.6%	1.2%
Passion	Mystique	The Intrigue	7	2.81%	MYSTIQUE	3.6%	0.8%	3.2%	1.2%	0.4%	2.4%
Prestige	Mystique	The Architect	7	2.81%	ALERT	0.4%	1.2%	2.4%	0.8%	0.8%	2.4%
Alert	Power	The Ace	6	2.41%							
Innovation	Mystique	The Provocateur	6	2.41%							
Mystique	Alert	The Archer	6	2.41%							
Passion	Power	The Peoples Champion	5	2.01%							
Passion	Prestige	The Talent	5	2.01%							
Passion	Trust	The Beloved	4	1.61%							
Power	Mystique	The Mastermind	4	1.61%							
Trust	Mystique	The Anchor	4	1.61%							
Alert	Passion	The Coordinator	3	1.20%							
Innovation	Alert	The Quick-Start	3	1.20%							
Innovation	Prestige	The Trendsetter	3	1.20%							
Mystique	Prestige	The Royal Guard	3	1.20%							
Passion	Alert	The Orchestrator	3	1.20%							
Prestige	Trust	The Blue Chip	3	1.20%							
Trust	Alert	The Good Citizen	3	1.20%							

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

AVERAGE POPULATION										Fast Casual Executive Summit									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	72454	71433	86568	101088	98585	69933	44424	544485	Primary	68	16	48	43	29	31	14	249		
Secondary	73094	64044	94820	81431	66990	100049	64057	544485	Secondary	43	21	38	35	30	54	28	249		
Dormant	62847	114741	46858	74778	114818	54848	75595	544485	Dormant	12	55	25	30	61	18	48	249		

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.3%	13.1%	15.9%	18.6%	18.1%	12.8%	8.2%	100.0%
Secondary	13.4%	11.8%	17.4%	15.0%	12.3%	18.4%	11.8%	100.0%
Dormant	11.5%	21.1%	8.6%	13.7%	21.1%	10.1%	13.9%	100.0%



I WANT TO...

# BUILD A MORE ENGAGED TEAM

## 5 STEPS TO A MORE ENGAGED TEAM

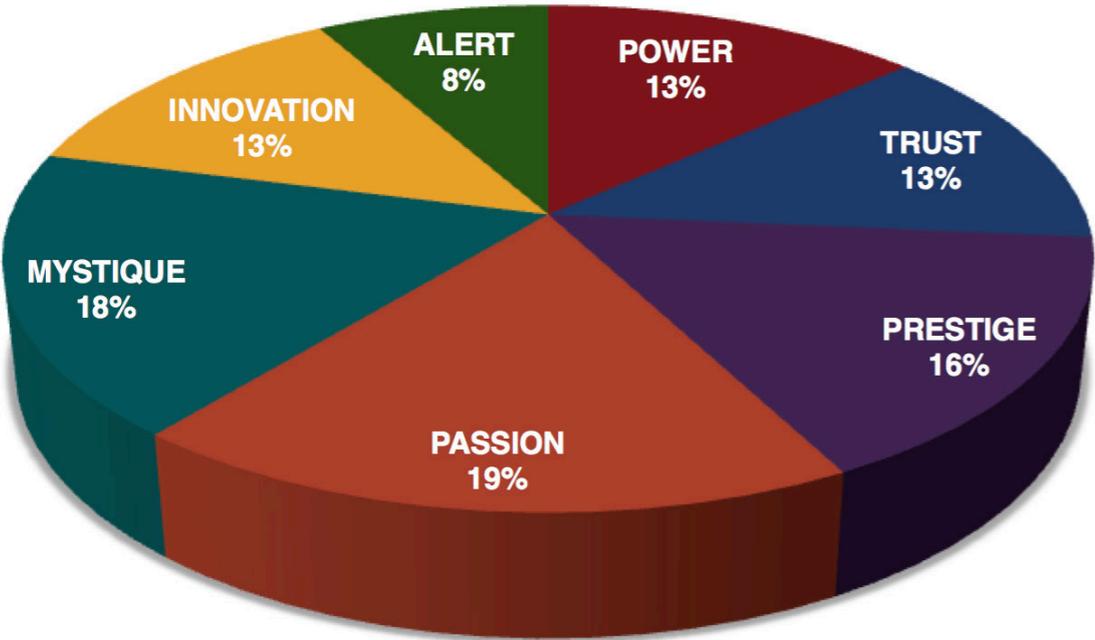
- 1 DISCOVER HOW THE WORLD SEES YOU:**  
Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value. **Click here** or send this link [HowToFascinate.com/you](https://HowToFascinate.com/you) to have your team take the Fascination Advantage® assessment.
- 2 LEARN YOUR TEAM'S PATTERNS:**  
With a “Heat Map” of your team’s top Advantages, you’ll see your team’s patterns of communication. **Click here** to use the blank Heat Map on page 9 to complete this.
- 3 ANTHEM EXERCISE:**  
Have your team use the **One-Hour Personal Brand™ Kit** so each member can create an Anthem to immediately identify how they are most likely to add value. Schedule a meeting to share results.
- 4 ONLINE TRAINING:**  
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Academy™ Online: [FascinationAcademy.com](https://FascinationAcademy.com)
- 5 ONSITE TRAINING:**  
Create a deeper understanding of core Fascinate principles in an interactive onsite environment with one of our **Fascinate Certified Advisors**. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.



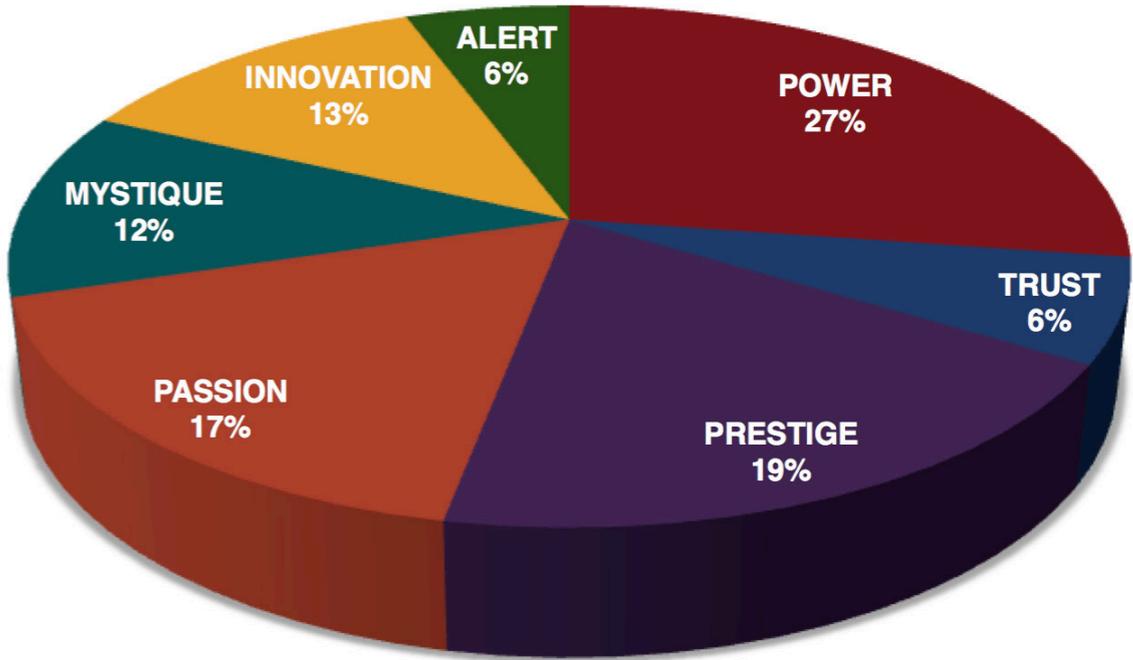
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**FAST CASUAL EXECUTIVE SUMMIT RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONAL BRAND ARCHETYPES

CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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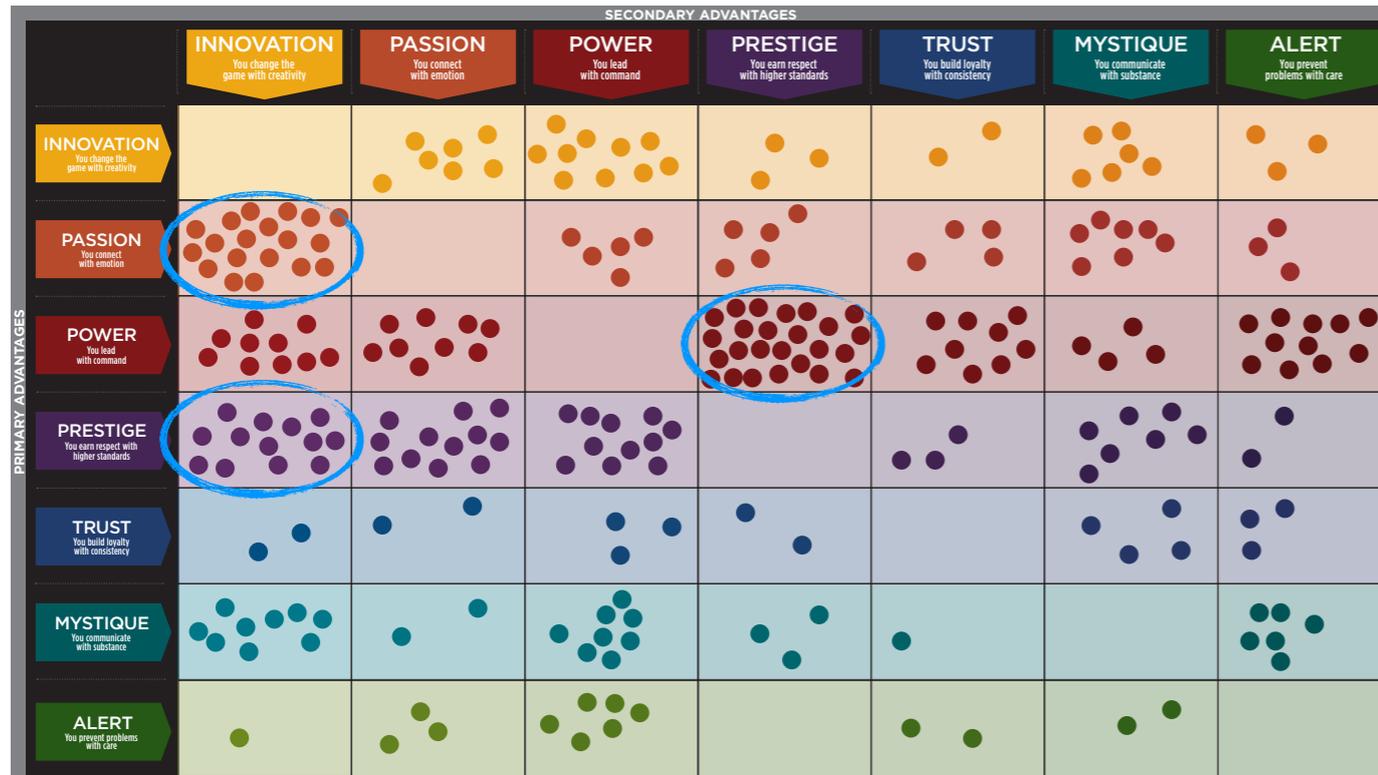
### SECONDARY FASCINATION ADVANTAGE®

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> 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
<b>PASSION</b> 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
<b>POWER</b> 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
<b>PRESTIGE</b> 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
<b>TRUST</b> 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
<b>MYSTIQUE</b> 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
<b>ALERT</b> 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

PRIMARY FASCINATION ADVANTAGE®

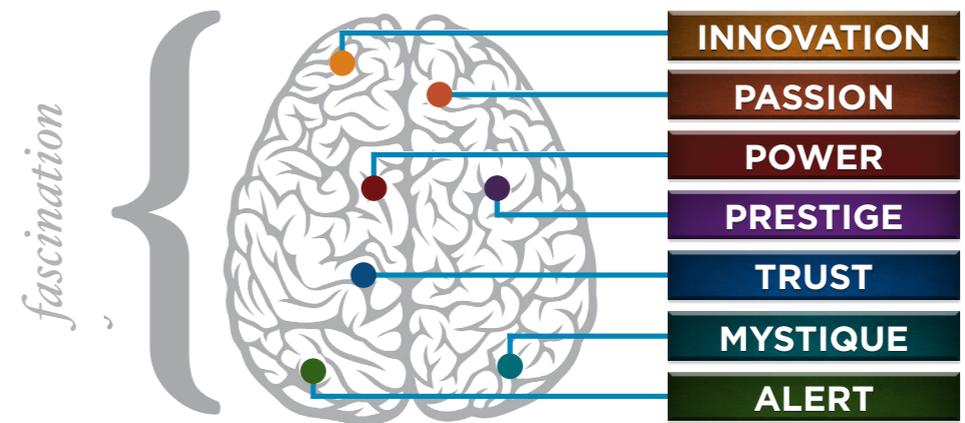
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



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

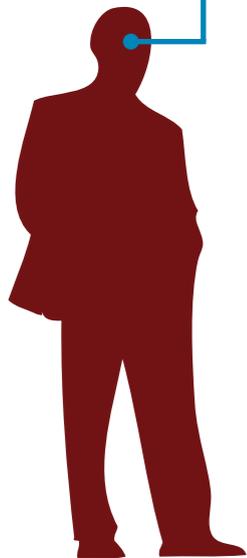
	SECONDARY ADVANTAGES						
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
PRIMARY ADVANTAGES							
INNOVATION You change the game with creativity		2.8%	4.0%	1.2%	0.8%	2.4%	1.2%
PASSION You connect with emotion	7.6%		2.0%	2.0%	1.6%	2.8%	1.2%
POWER You lead with command	4.0%	3.6%		10.0%	3.6%	1.6%	4.4%
PRESTIGE You earn respect with higher standards	5.2%	4.8%	4.4%		1.2%	2.8%	0.8%
TRUST You build loyalty with consistency	0.8%	0.8%	1.2%	0.8%		1.6%	1.2%
MYSTIQUE You communicate with substance	3.6%	0.8%	3.2%	1.2%	0.4%		2.4%
ALERT You prevent problems with care	0.4%	1.2%	2.4%		0.8%	0.8%	



# 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 **86%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **48%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **15.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **10%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **29.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **35.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed

# THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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## SECONDARY ADVANTAGE

<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
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## PRIMARY ADVANTAGE

<b>INNOVATION</b> You change the game with creativity						
<b>PASSION</b> You connect with emotion						
<b>POWER</b> You lead with command						
<b>PRESTIGE</b> You earn respect with higher standards						
<b>TRUST</b> You build loyalty with consistency						
<b>MYSTIQUE</b> You communicate with substance						
<b>ALERT</b> You prevent problems with care						

# FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM

**Click here to share this code for free (normally \$20 each):**

1. Go to [HowToFascinate.com/YOU](http://HowToFascinate.com/YOU)
2. For the access code, enter **FAST16-EXPRESS**

*We want to help you make your next team training or off-site meeting a fantastic success!  
Why? Because the greatest way to empower someone is to show them their highest value.*

1. Invite each team member to take the Fascination Advantage® assessment using your free code until *11/01/16*.
2. Have them bring their primary & secondary Advantage and Archetype results to the meeting. (*Take a screen shot or write it down, or if **upgraded**, print it out.*)
3. Using the 49 Personality Archetype Matrix on page 5, go around and have each person select and discuss one of their top 3 adjectives and how it applies to them — *the adjective describes how they are different*. This is their specialty.
4. Each person gives an example from the past, highlighting how they have applied their natural “specialty” to improve results for the team.

For example, someone might say: *“My adjective is ‘confident.’ When I am are confident, the entire team becomes focused and goal-oriented. That’s how we hit the mark every time.”*

Want to build a culture of engagement? You can do it, and we’re here to help! Email our friendly customer service at [hello@howfascinate.com](mailto:hello@howfascinate.com).

## THE SEVEN LANGUAGES OF FASCINATION

**INNOVATION**

*The LANGUAGE  
of CREATIVITY*

**PASSION**

*The LANGUAGE  
of RELATIONSHIP*

**POWER**

*The LANGUAGE  
of CONFIDENCE*

**PRESTIGE**

*The LANGUAGE  
of EXCELLENCE*

**TRUST**

*The LANGUAGE  
of STABILITY*

**MYSTIQUE**

*The LANGUAGE  
of LISTENING*

**ALERT**

*The LANGUAGE  
of DETAILS*

## 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