

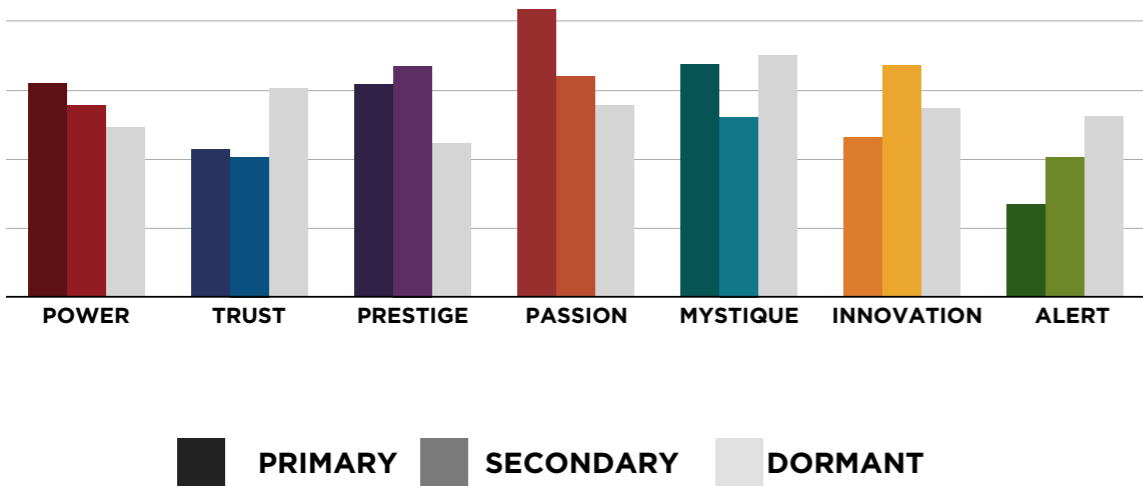
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
FORTUNE LEADERSHIP SUMMIT ON 05/13/14

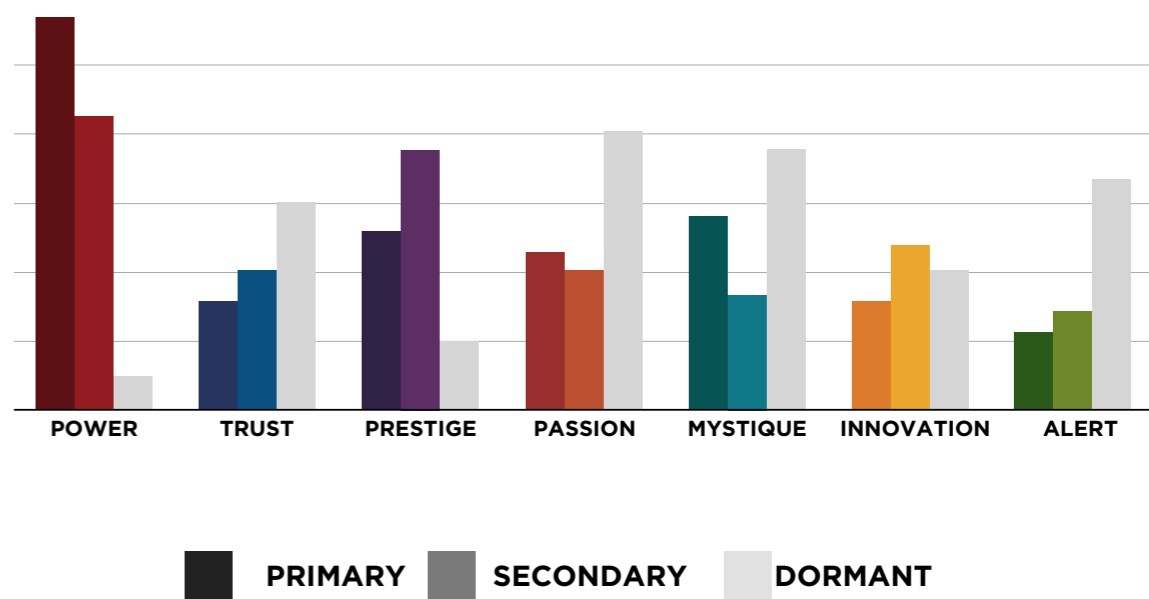


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



FLS RESULTS OF THE FASCINATION ADVANTAGE TEST

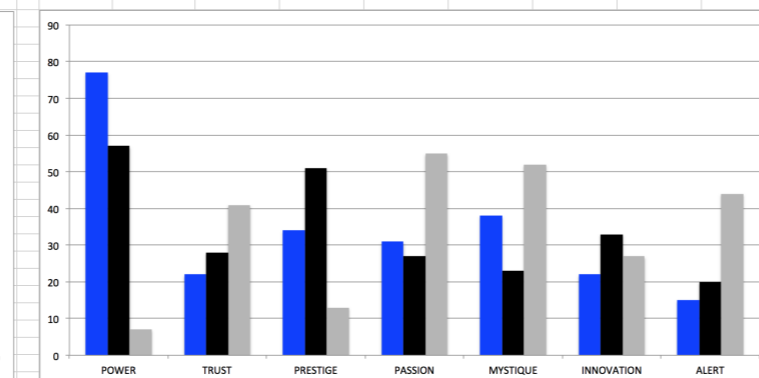
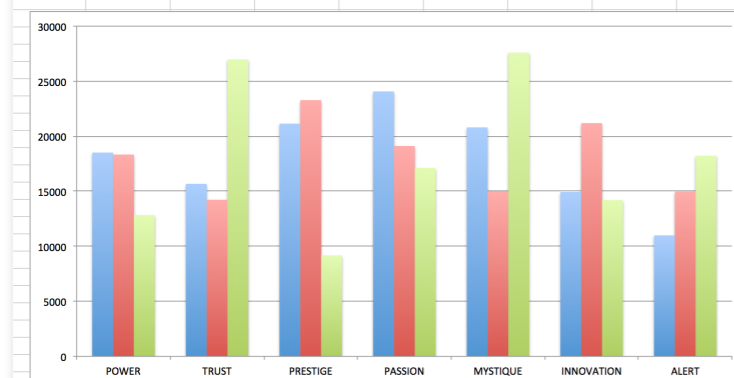


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Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	33	13.81%	INNOVATION	3	6	6	1	2	4
Mystique	Power	The Veiled Strength	16	6.69%	PASSION	8	8	3	3	5	4
Power	Trust	The Guardian	16	6.69%	POWER	11	8	33	16	8	1
Prestige	Power	The Victor	15	6.28%	PRESTIGE	7	8	15	1	1	2
Power	Innovation	The Change Agent	11	4.60%	TRUST	2	6	5	6	6	3
Passion	Innovation	The Catalyst	8	3.35%	MYSTIQUE	7	3	16	4	6	6
Passion	Power	The Peoples Champion	8	3.35%	ALERT	3	6	2	3	1	6
Power	Mystique	The Mastermind	8	3.35%							
Power	Passion	The Ringleader	8	3.35%	INNOVATION	1.3%	2.5%	2.5%	0.4%	0.8%	1.7%
Prestige	Passion	The Connoisseur	8	3.35%	PASSION	3.3%	3.3%	1.3%	1.3%	2.1%	1.7%
Mystique	Innovation	The Secret Weapon	7	2.93%	POWER	4.6%	3.3%	13.8%	6.7%	3.3%	0.4%
Prestige	Innovation	The Avant-Garde	7	2.93%	PRESTIGE	2.9%	3.3%	6.3%	0.4%	0.4%	0.8%
Alert	Power	The Ace	6	2.51%	TRUST	0.8%	2.5%	2.1%	2.5%	2.5%	1.3%
Innovation	Power	The Maverick Leader	6	2.51%	MYSTIQUE	2.9%	1.3%	6.7%	0.8%	1.7%	2.5%
Innovation	Prestige	The Trendsetter	6	2.51%	ALERT	1.3%	2.5%	0.8%	1.3%	0.4%	6
Mystique	Alert	The Archer	6	2.51%							
Trust	Mystique	The Anchor	6	2.51%							
Trust	Power	The Gravitas	6	2.51%							
Passion	Mystique	The Intrigue	5	2.09%							
Trust	Prestige	The Diplomat	5	2.09%							
Innovation	Alert	The Quick-Start	4	1.67%							
Mystique	Trust	The Wise Owl	4	1.67%							
Passion	Alert	The Orchestrator	4	1.67%							
Alert	Passion	The Coordinator	3	1.26%							
Alert	Trust	The Mediator	3	1.26%							
Innovation	Passion	The Rockstar	3	1.26%							
Mystique	Passion	The Subtle Touch	3	1.26%							
Passion	Prestige	The Talent	3	1.26%							
Passion	Trust	The Beloved	3	1.26%							
Trust	Alert	The Good Citizen	3	1.26%							
Alert	Prestige	The Editor-in-Chief	2	0.84%							
Innovation	Mystique	The Provocateur	2	0.84%							

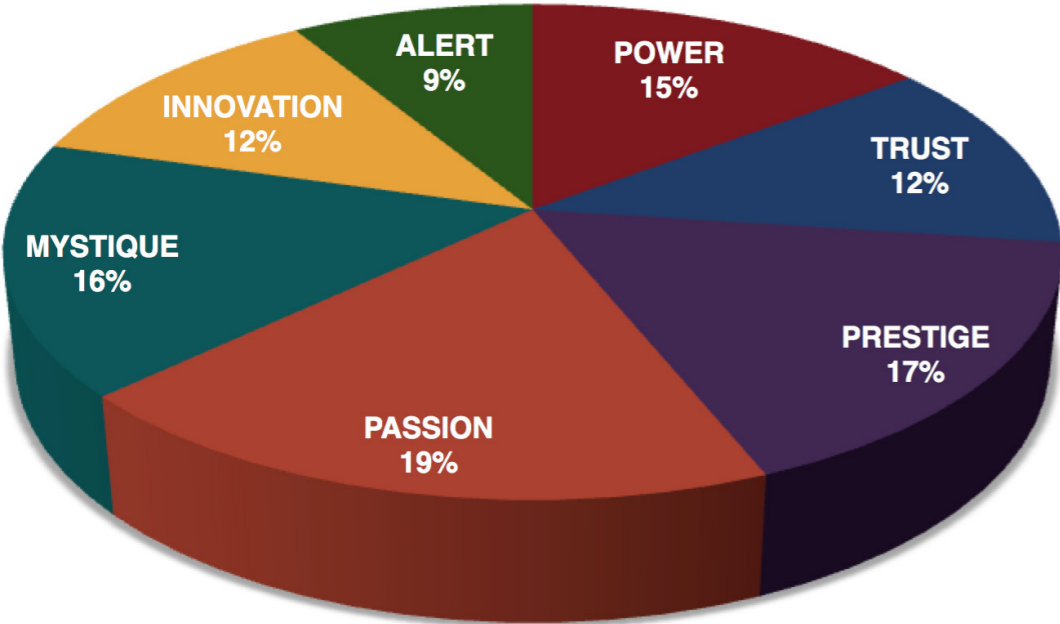
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									FLS								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	18512	15671	21139	24066	20800	14930	10993	126111	Primary	77	22	34	31	38	22	15	239
Secondary	18332	14228	23276	19111	15011	21186	14967	126111	Secondary	57	28	51	27	23	33	20	239
Dormant	12846	26971	9175	17109	27593	14195	18222	126111	Dormant	7	41	13	55	52	27	44	239

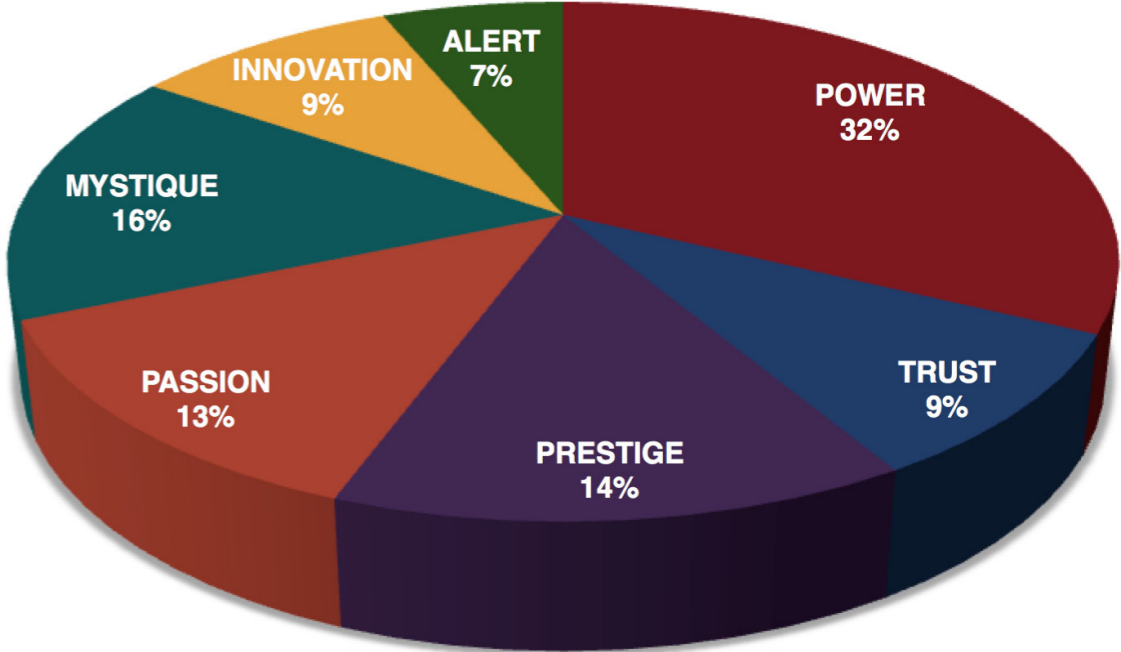


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



FLS RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

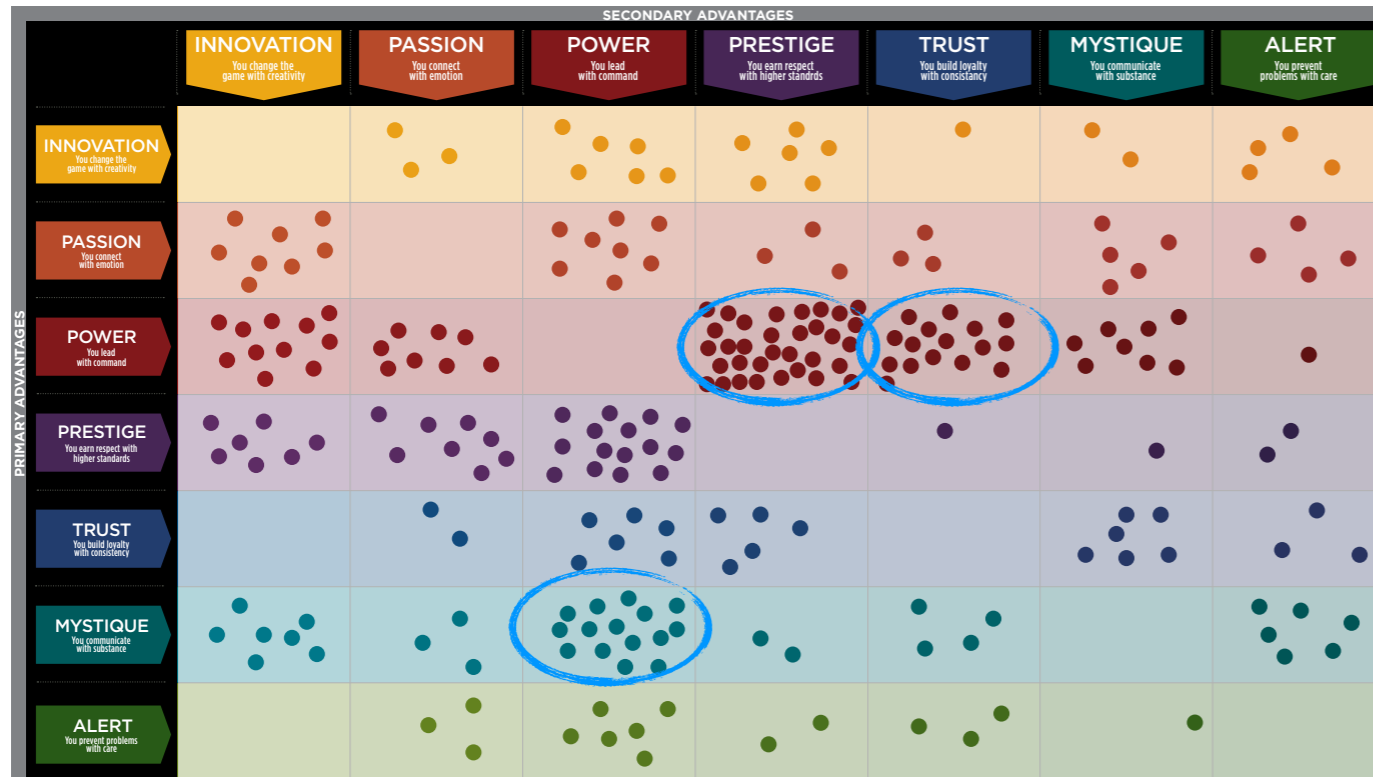
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

	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

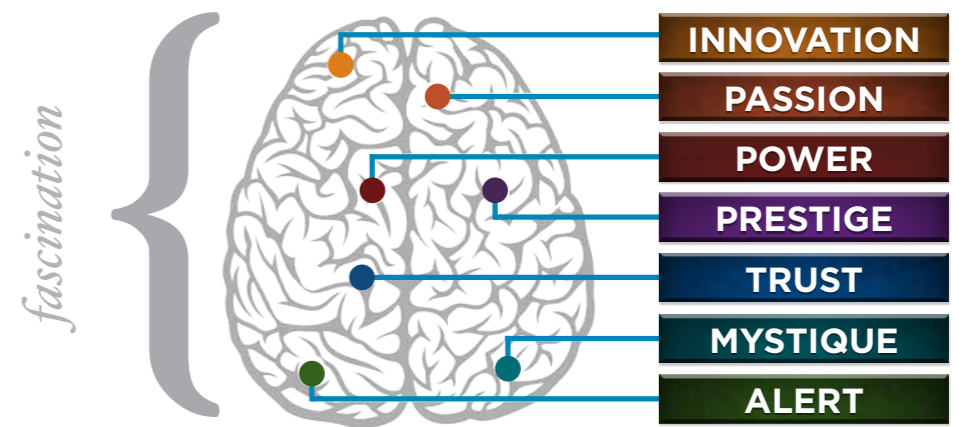
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



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

PRIMARY ADVANTAGES	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>		1.3%	2.5%	2.5%	0.4%	0.8%	1.7%
PASSION <small>You connect with emotion</small>	3.3%		3.3%	1.3%	1.3%	2.1%	1.7%
POWER <small>You lead with command</small>	4.6%	3.3%		13.8%	6.7%	3.3%	0.4%
PRESTIGE <small>You earn respect with higher standards</small>	2.9%	3.3%	6.3%		0.4%	0.4%	0.8%
TRUST <small>You build loyalty with consistency</small>		0.8%	2.5%	2.1%		2.5%	1.3%
MYSTIQUE <small>You communicate with substance</small>	2.9%	1.3%	6.7%	0.8%	1.7%		2.5%
ALERT <small>You prevent problems with care</small>		1.3%	2.5%	0.8%	1.3%	0.4%	



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.

YOU ARE **119.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **25.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

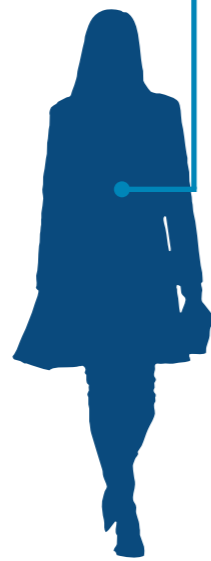
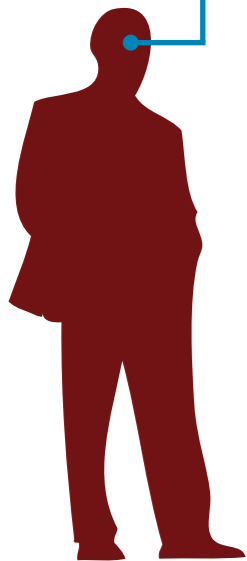
YOU ARE **15.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **32.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **3.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **22.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **28.2%** 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

HOW YOUR CO-WORKERS FASCINATE

INNOVATION

INNOVATIVE 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

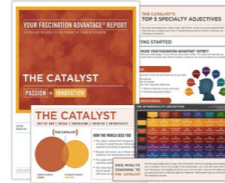
PRECISE DETAIL MANAGER

INTRODUCING "YOUR ANTHEM" THE TAGLINE FOR YOUR PERSONALITY

EXCLUSIVELY FOR FORTUNE LEADERSHIP SUMMIT TEAM-BUILDING PROGRAM WITH SALLY HOGSHEAD



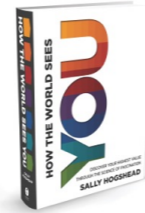
10
Webinar seats



10
Assessments



10 Anthem
Builder kits



10
Books

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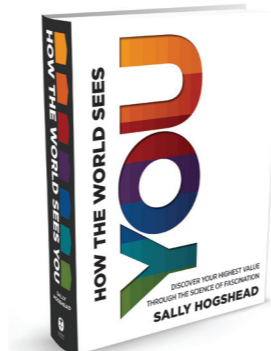
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