

AN INSIDER'S *look* AT THE RESEARCH

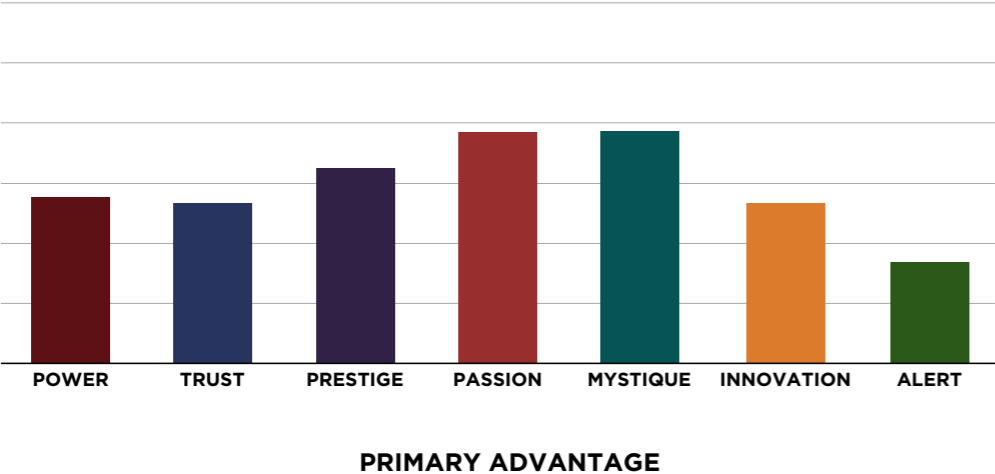
FROM SALLY HOGSHEAD'S PRESENTATION TO
FOREVERMARK FORUM ON 03/07/17

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FOREVERMARK-EXPRESS

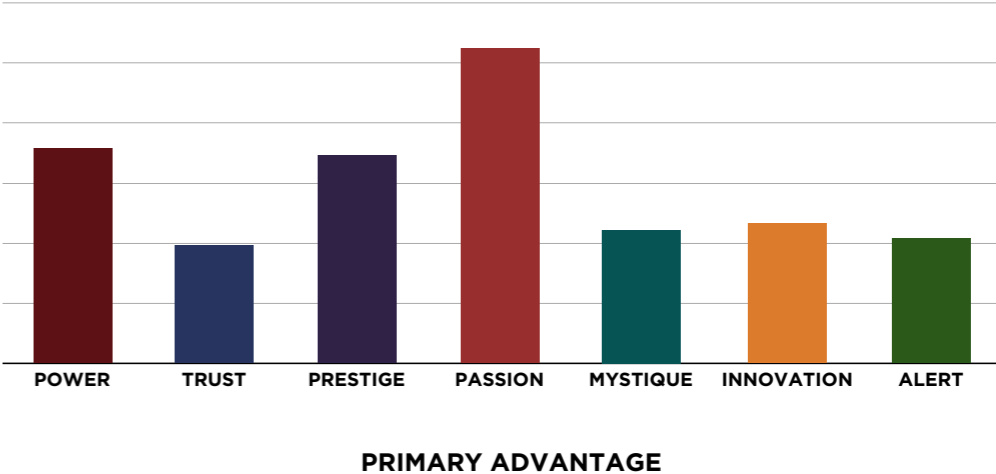


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**FOREVERMARK FORUM RESULTS
OF THE FASCINATION ADVANTAGE TEST**

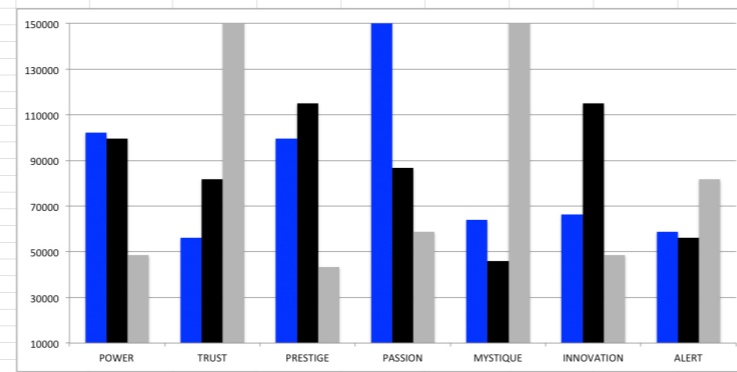
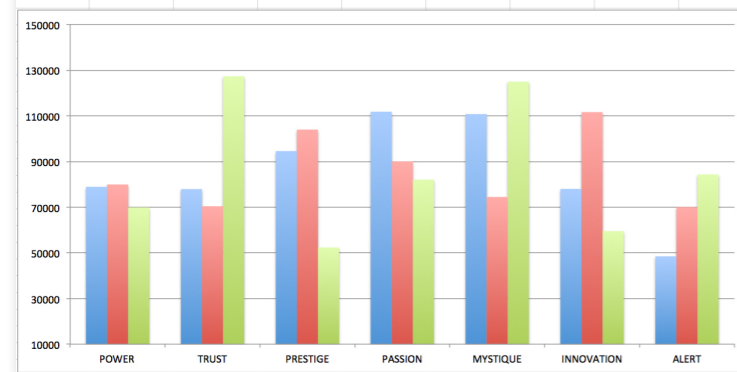


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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	25	10.64%	INNOVATION		12	5	4			5
Power	Prestige	The Maestro	20	8.51%	PASSION	25		8	5	7	10	5
Prestige	Power	The Victor	13	5.53%	POWER	3	5		20	8	2	2
Innovation	Passion	The Rockstar	12	5.11%	PRESTIGE	10	10	13		2	1	3
Passion	Mystique	The Intrigue	10	4.26%	TRUST		2	5	7		3	5
Prestige	Innovation	The Avant-Garde	10	4.26%	MYSTIQUE	5	3	4	5	6		2
Prestige	Passion	The Connoisseur	10	4.26%	ALERT	2	2	4	4	9	2	
Alert	Trust	The Mediator	9	3.83%								
Passion	Power	The Peoples Champion	8	3.40%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Trust	The Guardian	8	3.40%	INNOVATION		5.1%	2.1%	1.7%			2.1%
Passion	Trust	The Beloved	7	2.98%	PASSION	10.6%		3.4%	2.1%	3.0%	4.3%	2.1%
Trust	Prestige	The Diplomat	7	2.98%	POWER	1.3%	2.1%		8.5%	3.4%	0.9%	0.9%
Mystique	Trust	The Wise Owl	6	2.55%	PRESTIGE	4.3%	4.3%	5.5%		0.9%	0.4%	1.3%
Innovation	Alert	The Quick-Start	5	2.13%	TRUST		0.9%	2.1%	3.0%		1.3%	2.1%
Innovation	Power	The Maverick Leader	5	2.13%	MYSTIQUE	2.1%	1.3%	1.7%	2.1%	2.6%		0.9%
Mystique	Innovation	The Secret Weapon	5	2.13%	ALERT	0.9%	0.9%	1.7%	1.7%	3.8%	0.9%	
Mystique	Prestige	The Royal Guard	5	2.13%								
Passion	Alert	The Orchestrator	5	2.13%								
Passion	Prestige	The Talent	5	2.13%								
Power	Passion	The Ringleader	5	2.13%								
Trust	Alert	The Good Citizen	5	2.13%								
Trust	Power	The Gravitas	5	2.13%								
Alert	Power	The Ace	4	1.70%								
Alert	Prestige	The Editor-in-Chief	4	1.70%								
Innovation	Prestige	The Trendsetter	4	1.70%								
Mystique	Power	The Veiled Strength	4	1.70%								
Mystique	Passion	The Subtle Touch	3	1.28%								
Power	Innovation	The Change Agent	3	1.28%								
Prestige	Alert	The Scholar	3	1.28%								
Trust	Mystique	The Anchor	3	1.28%								

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

AVERAGE POPULATION										Forevermark Forum									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	78941	77940	94589	111838	110794	78023	48495	600620	Primary	40	22	39	60	25	26	23	235		
Secondary	79957	70424	103993	90039	74482	111654	70071	600620	Secondary	39	32	45	34	18	45	22	235		
Dormant	69893	127361	52362	82092	125019	59537	84356	600620	Dormant	19	61	17	23	64	19	32	235		



I WANT TO...

BUILD A MORE ENGAGED TEAM

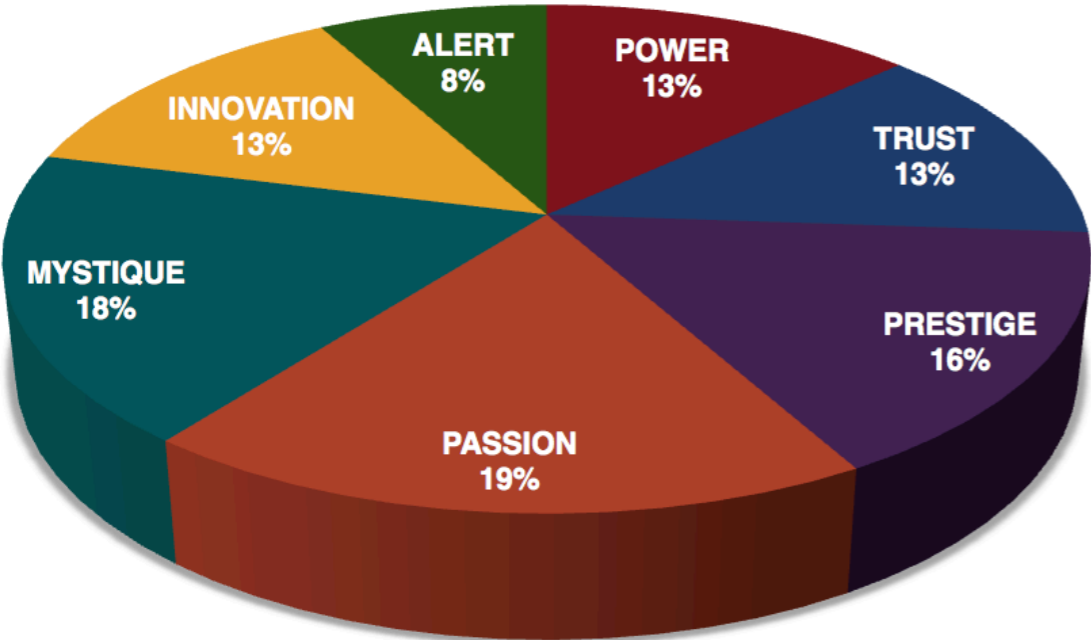
4 STEPS TO A MORE ENGAGED TEAM

- 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 to have your team take the Fascination Advantage® assessment.
- 2 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.
- 3 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
- 4 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.

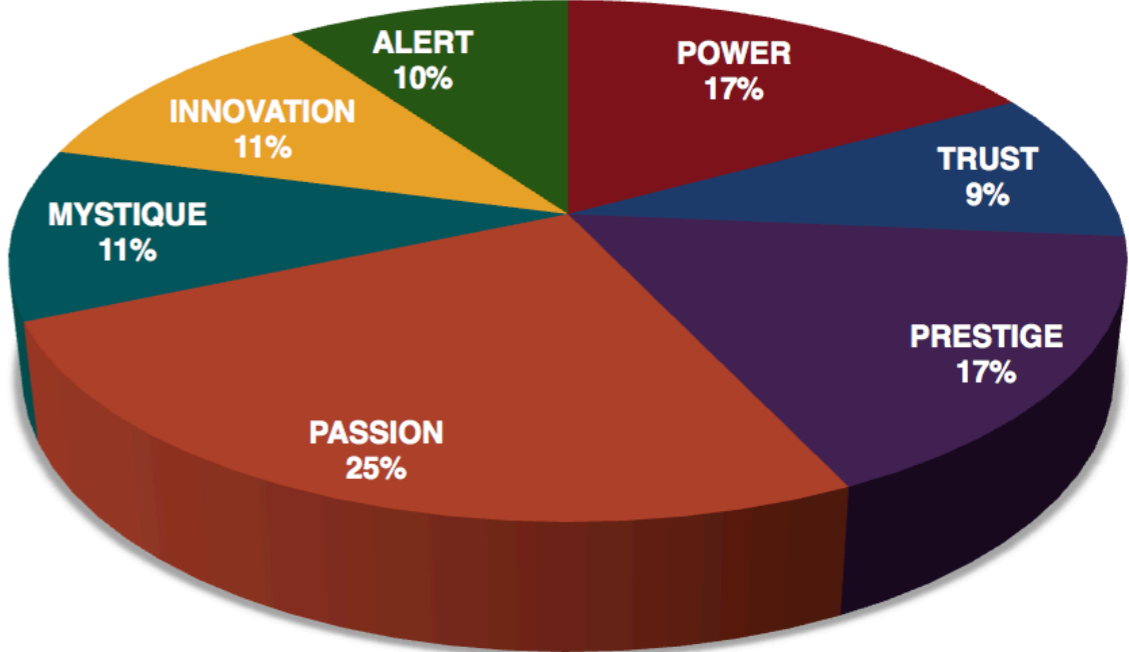


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



FOREVERMARK FORUM RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

HOWTOFASCINATE.COM

		SECONDARY 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
PRIMARY ADVANTAGE	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

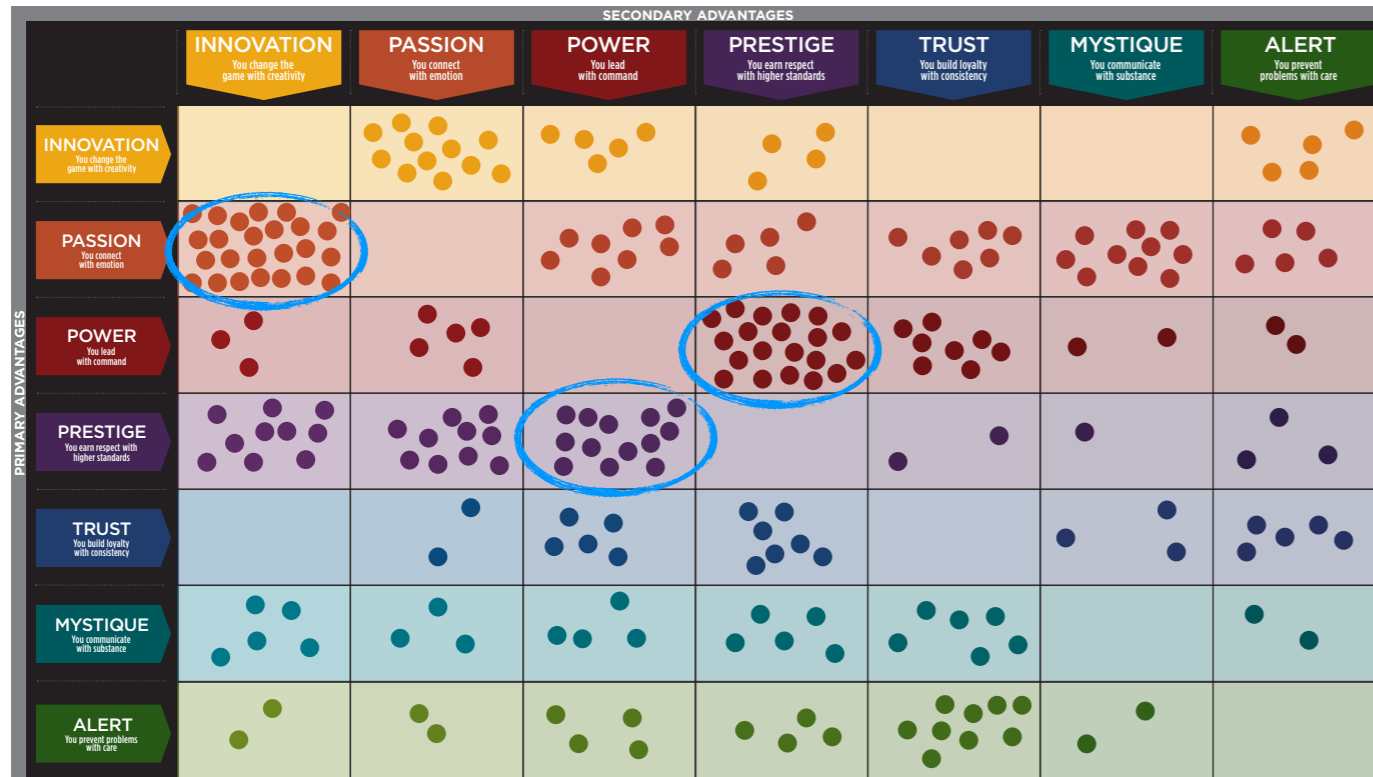
⋮ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

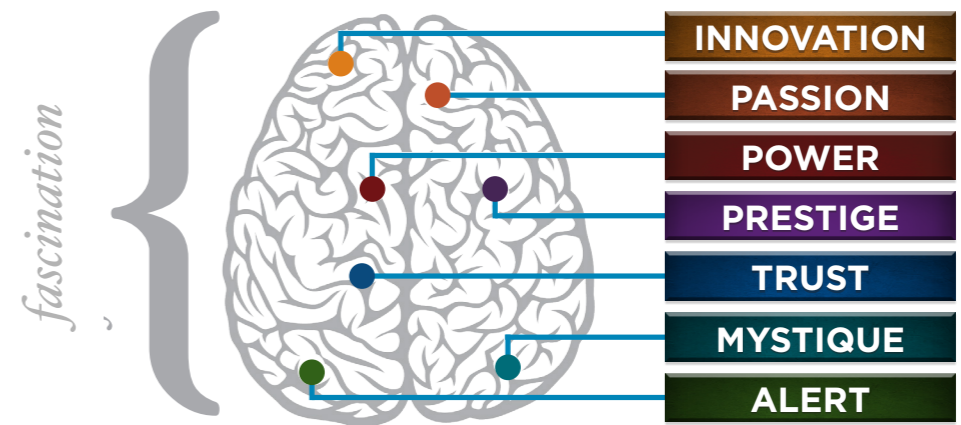
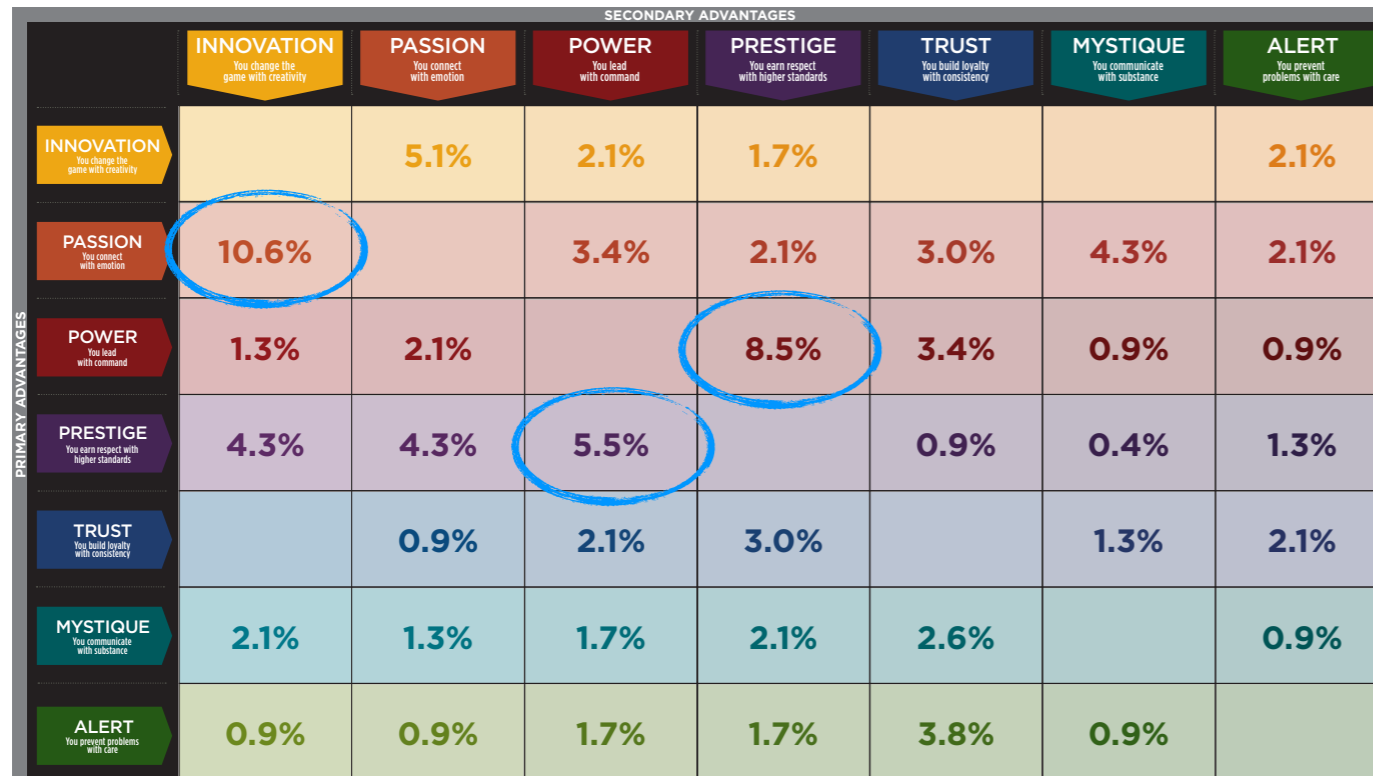
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THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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

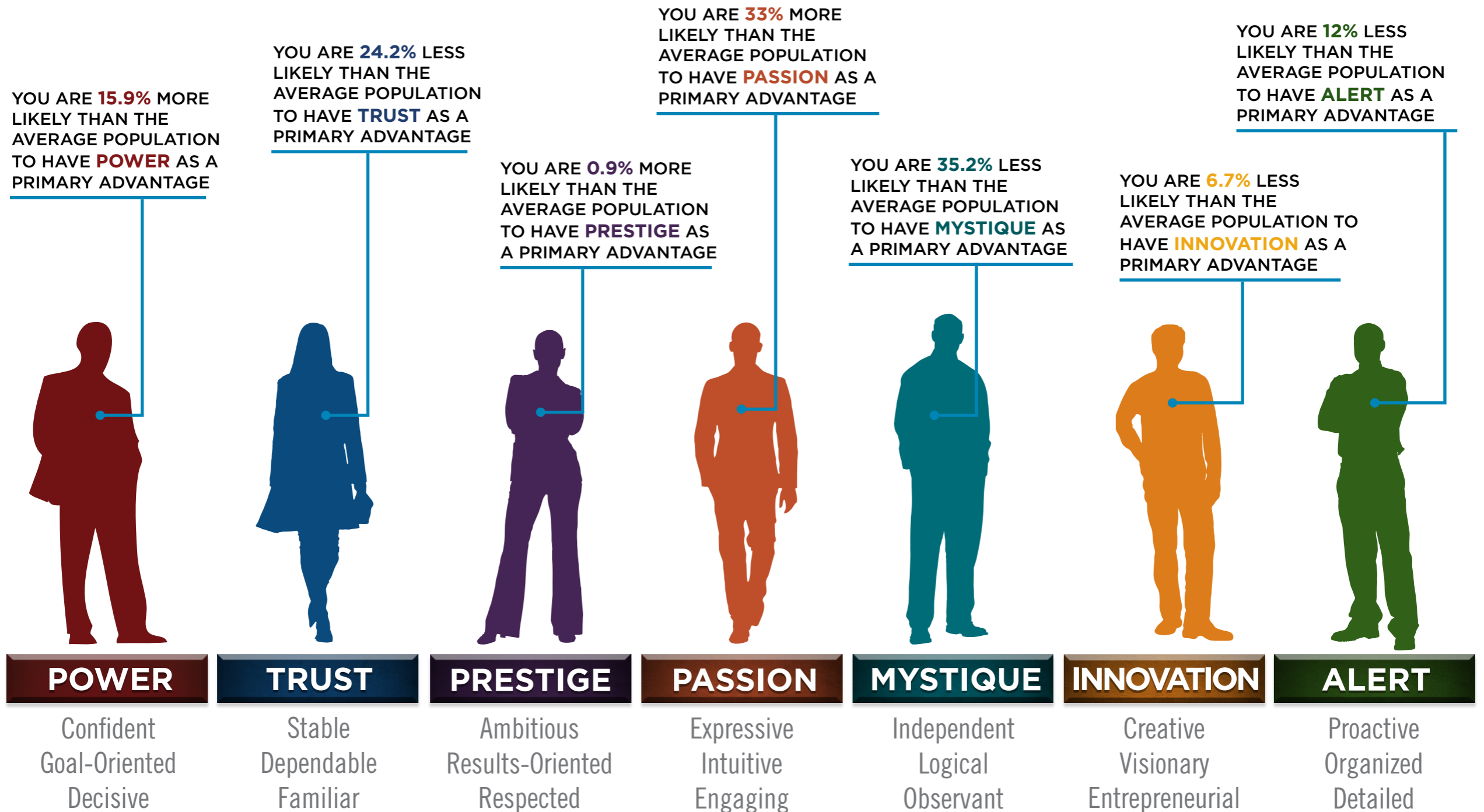


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



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.



HOW DOES YOUR INNER CIRCLE COMMUNICATE?

We want you to share your code with your inner circle, your most trusted friends and influencers. Why? Once they know what makes them valuable to others, they'll be more authentic and confident, and more likely to make a positive impression.

Click here or copy and paste the below copy to share this code for free (normally \$47 each)

- 1 VISIT HowToFascinate.com/YOU
- 2 FOR THE ACCESS CODE, ENTER **FOREVERMARK-EXPRESS**
- 3 THIS OFFER EXPIRES ON **03/31/17**

When they take the Fascination Advantage® assessment, they will discover their distinct brand of persuasion. It's what they are already doing right. Leverage this information and they can build a brand that people will love.

Have questions? We're here to help! Email our friendly customer service at hello@howtofascinate.com.

YOUR FASCINATION ADVANTAGE® REPORT
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE CONNOISSEUR
PRESTIGE + PASSION

CUSTOM REPORT FOR **EMMA MILLS**

THE CONNOISSEUR'S TOP 5 SPECIALTY ADJECTIVES

- 1. INSIGHTFUL**

They communicate their ideas with clarity and conviction. You'll find that they quickly obtain buy in from their audience – whether they're "selling" their idea for a new project in a board meeting or launching a new loyalty program at a huge dealer conference. They're confident, articulate, and sharp.

THE CONNOISSEUR
INSIGHTFUL | DISTINGUISHED | IN-THE-KNOW | ADMIRER | WELL-GROOMED

HOW THE WORLD SEES YOU

- Warmhearted and knowledgeable, you're highly appreciated by colleagues.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

PRIMARY ADVANTAGE	SECONDARY ADVANTAGE	ARCHETYPE	DESCRIPTION
PRESTIGE	PASSION	THE ANARCHY	Original, Creative, Out-of-the-Box, Social Disruptor
		THE CATALYST	Out-of-the-Box, Social Disruptor
PASSION	PRESTIGE	THE CHANGE AGENT	Innovative, Disruptive, Self-Started
		THE RINGLEADER	Charismatic, Inspiring, Self-Started
PASSION	PRESTIGE	THE CONNOISSEUR	Highly-Organized, Highly-Competitive, Health-Oriented
		THE VICTOR	Highly-Organized, Highly-Competitive, Health-Oriented
PASSION	PRESTIGE	THE AVANT-GARDE	Original, Experimental, Forward-Thinking
		THE CONNOISSEUR	Highly-Organized, Highly-Competitive, Health-Oriented
PASSION	PRESTIGE	THE EVOLUTIONARY	Curious, Adaptable, Open-Minded
		THE AUTHENTIC	Authentic, Approachable, Open-Minded
PASSION	PRESTIGE	THE SECRET WEAPON	Keenly Self-Motivated, Underdog
		THE SUBTLE TOUCH	Keenly Self-Motivated, Underdog
PASSION	PRESTIGE	THE COORDINATOR	Strategic, Fine-Tuned, Reliable
		THE JACE	Strategic, Fine-Tuned, Reliable
PASSION	PRESTIGE	THE EDITOR-IN-CHIEF	Production, Skilled, Detailed
		THE MEDIATOR	Production, Skilled, Detailed
PASSION	PRESTIGE	THE DETECTIVE	Keen-Gut, Astute, Perceptive
		THE CONTROL	Keen-Gut, Astute, Perceptive

APPLY YOUR TOP 5 ADJECTIVES

You can use these adjectives to create your own personality. An Anthem is a very short, punchy advertising tagline, your Anthem pinpointing your brand.

SAMPLE ANTHEM FOR THE CONNOISSEUR

HERE'S AN EXAMPLE: MEET JAIME

Among his friends, people look to Jaime to learn what to buy, where to go, what to do (and how to do it). People look to Jaime for recommendations on the best of everything. He intuitively identifies social cues. When he writes his Facebook status updates, Jaime shares his favorites in all areas: where to find the freshest kale at the local farmer's market, or which dry cleaner will offer speedy delivery in a pinch. He's tapped into trends, and has an innate ability to identify

He knows the best of the best. His insightful insights, coupled with the ability to see what others want, makes him valuable to his peers and co-workers.

OPINIONS

Learn more about creating your own Anthem on page 14 of your report.

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
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

LET'S START A CONVERSATION.

