

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
GREYSTONE SALES MEETING ON 08/24/17

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## 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**

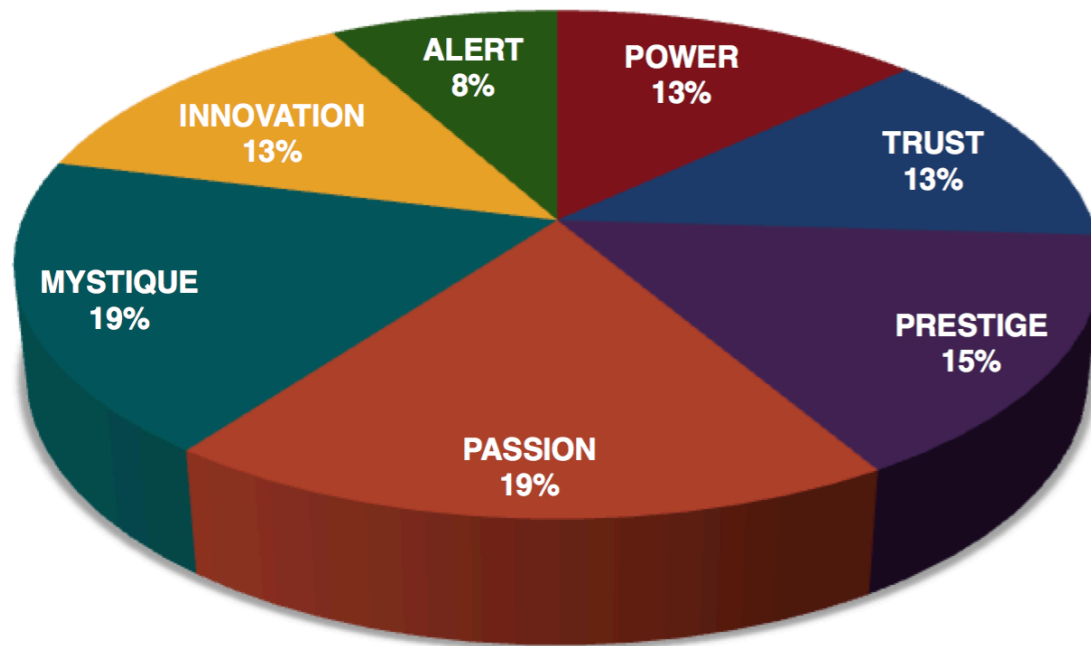
SOLO INTELLECT  
BEHIND THE SCENES

**ALERT**

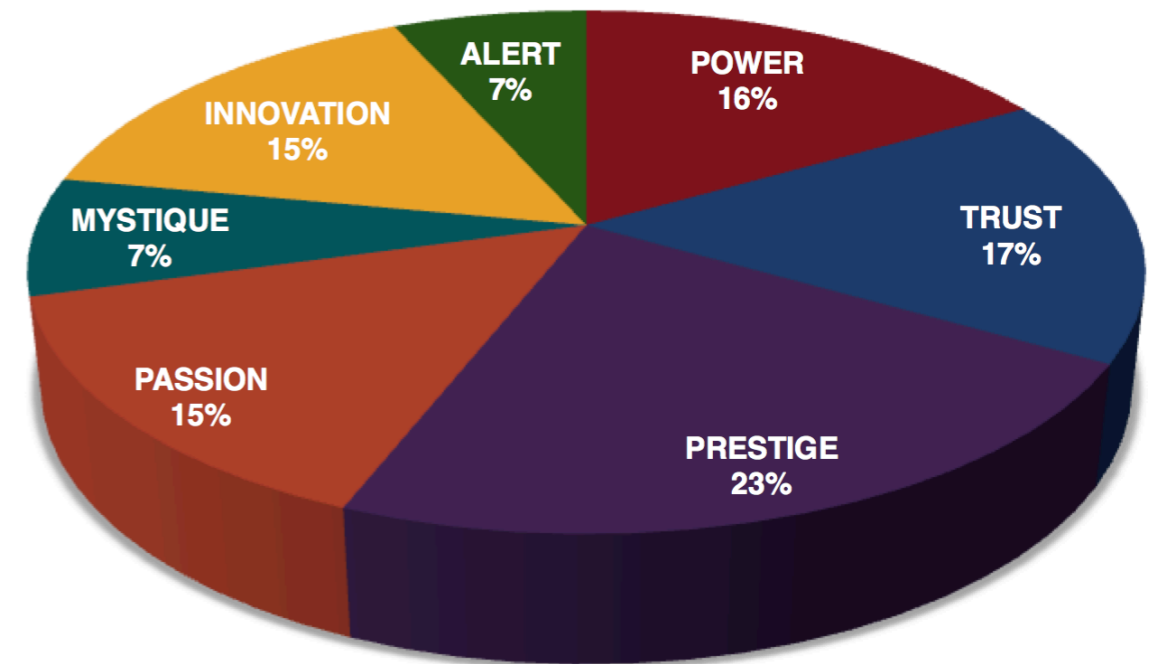
PRECISE DETAIL MANAGER

# GREYSTONE SALES MEETING'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



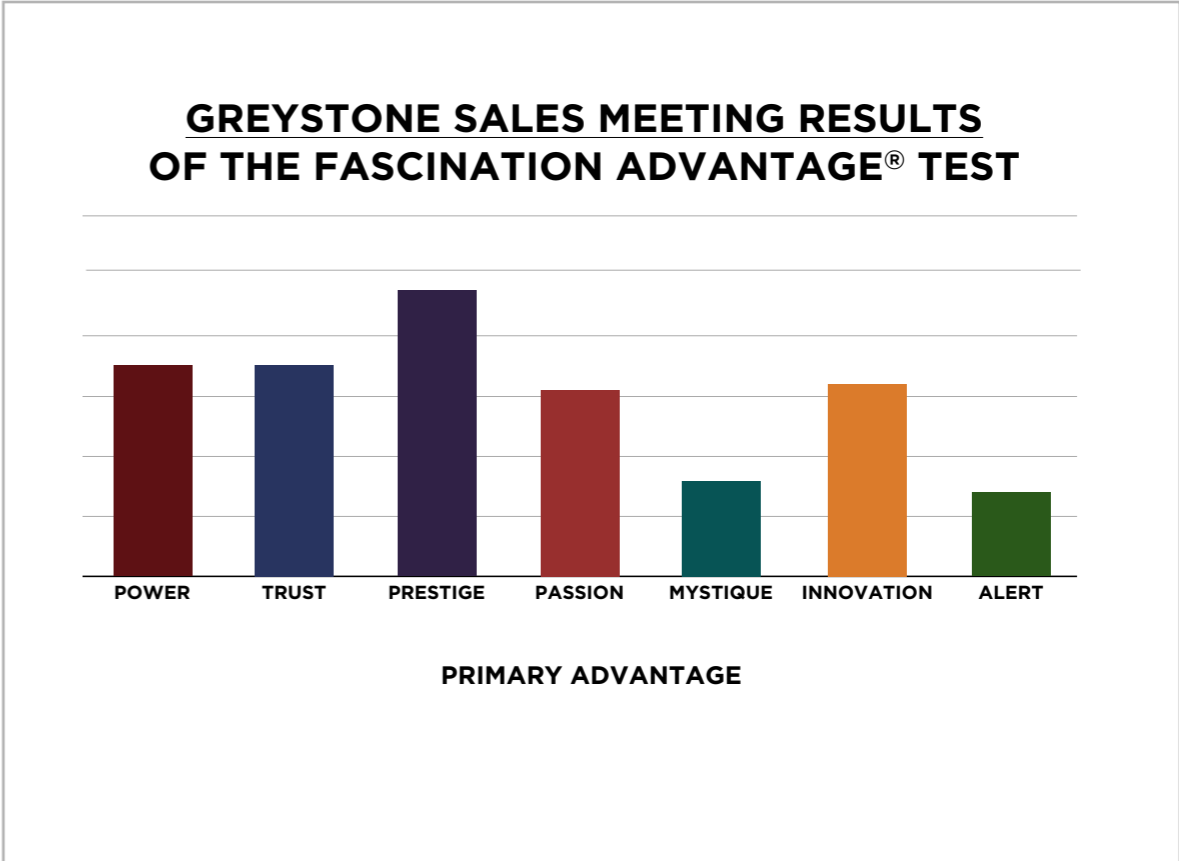
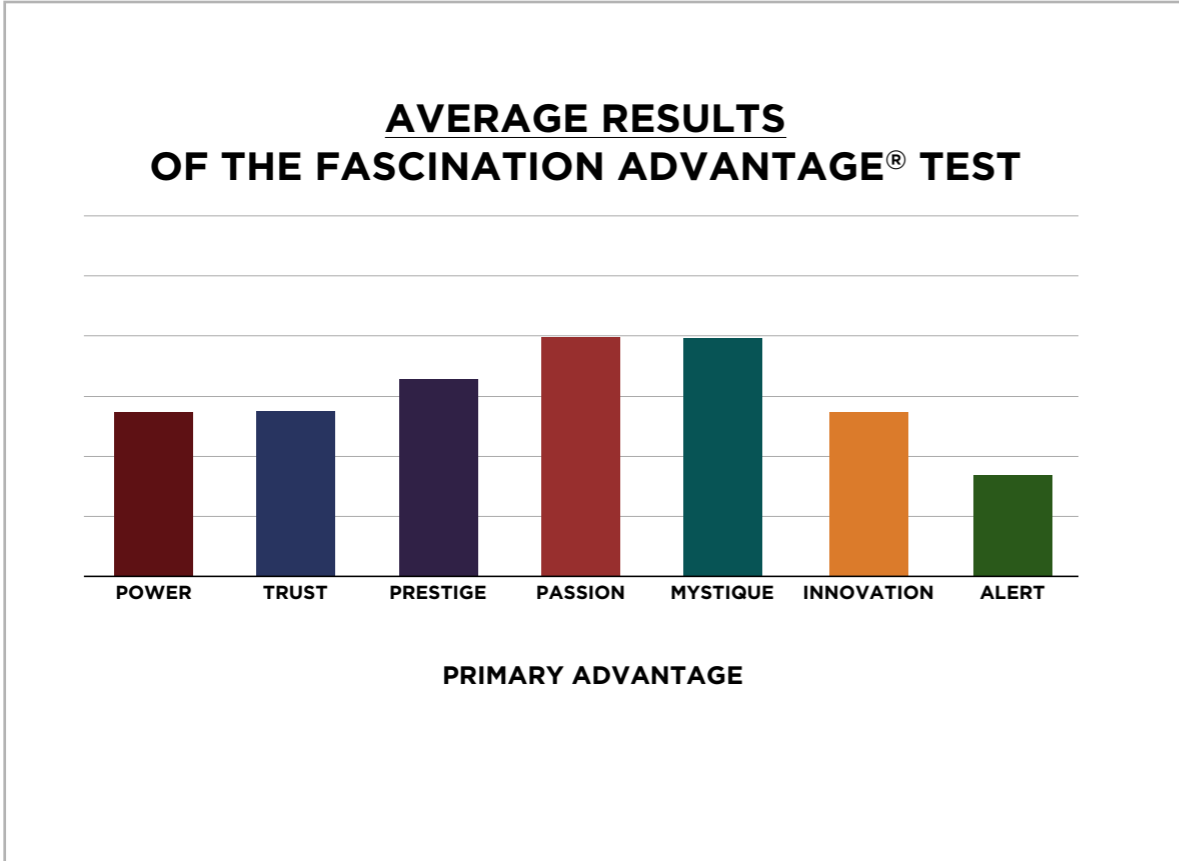
RESULTS FROM GREYSTONE SALES MEETING FOR THE FASCINATION ADVANTAGE® TEST



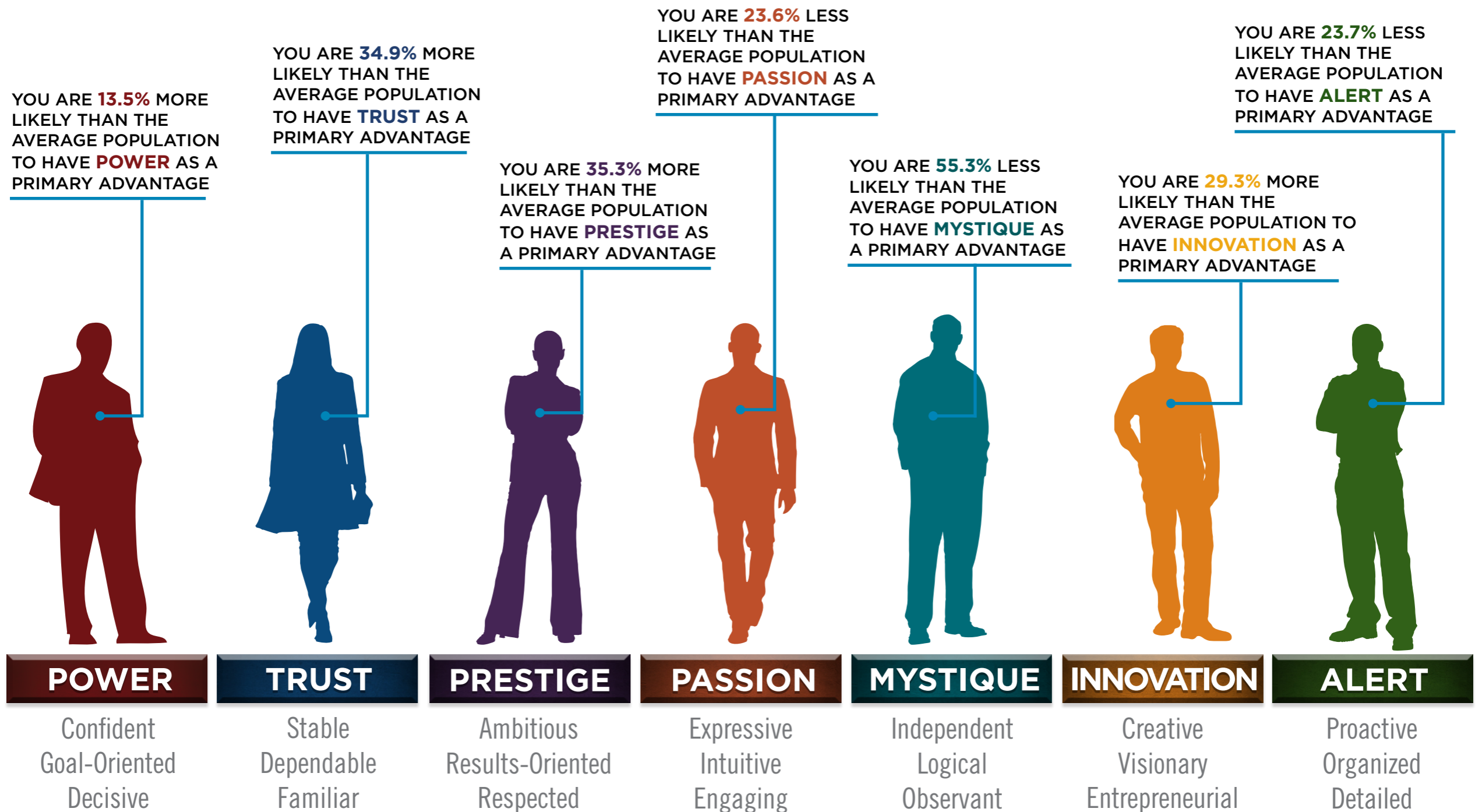
Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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

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# CUSTOMIZED INSIGHT: GREYSTONE SALES MEETING'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



## TRAITS FOR DORMANT ADVANTAGES

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**INNOVATION**

FRUSTRATED BY CHAOS  
OR AMBIGUITY

**PASSION**

PERSUADED BY FACTS, NOT EMOTION

**POWER**

UNLIKELY TO FORCE OPINIONS OR  
“BULLY” TEAMS

**PRESTIGE**

BUILDS CONSENSUS IN GROUPS  
RATHER THAN COMPETITION

**TRUST**

SEEKS TO EXPLORE AND EXPERIMENT,  
DISLIKES RIDGID STRUCTURES

**MYSTIQUE**

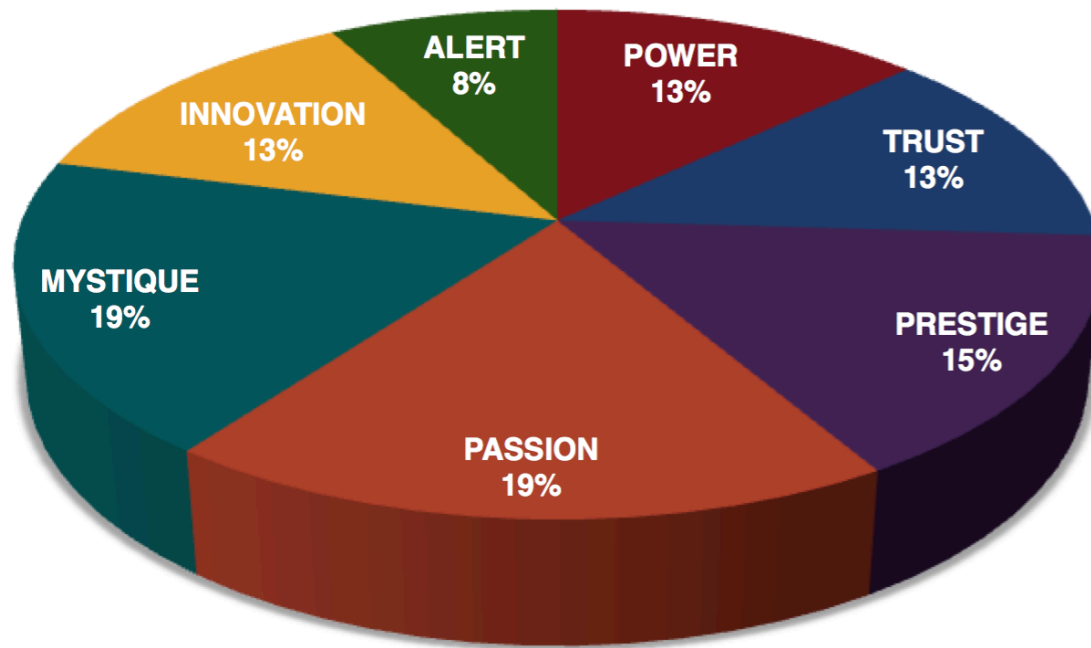
WANTS CLEAR, OPEN,  
CANDID DISCUSSION

**ALERT**

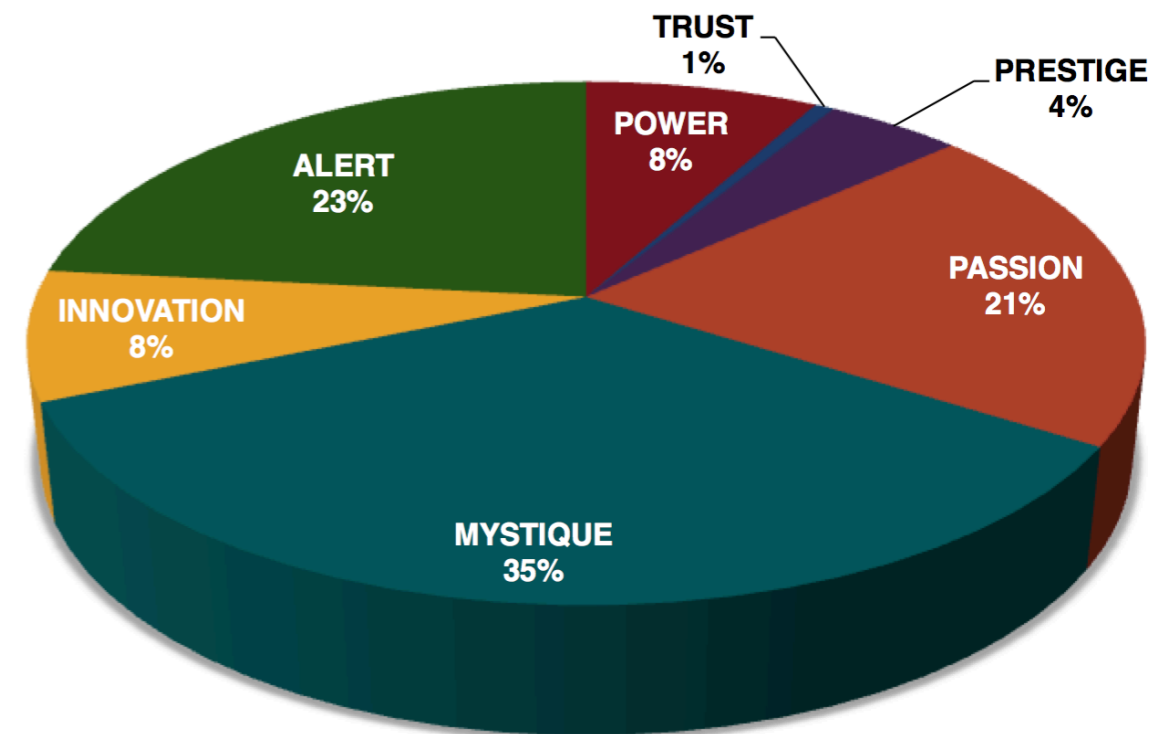
EXHAUSTED BY DETAILS; THRIVES WHEN  
LOOKING AT THE BIGGER PICTURE

# GREYSTONE SALES MEETING'S DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM GREYSTONE SALES MEETING FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

# 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	<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
	PASSION 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
	POWER 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
	PRESTIGE 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
	TRUST 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
	MYSTIQUE 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
	ALERT 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

⋮ DOTTED STROKE = DOUBLE TROUBLE

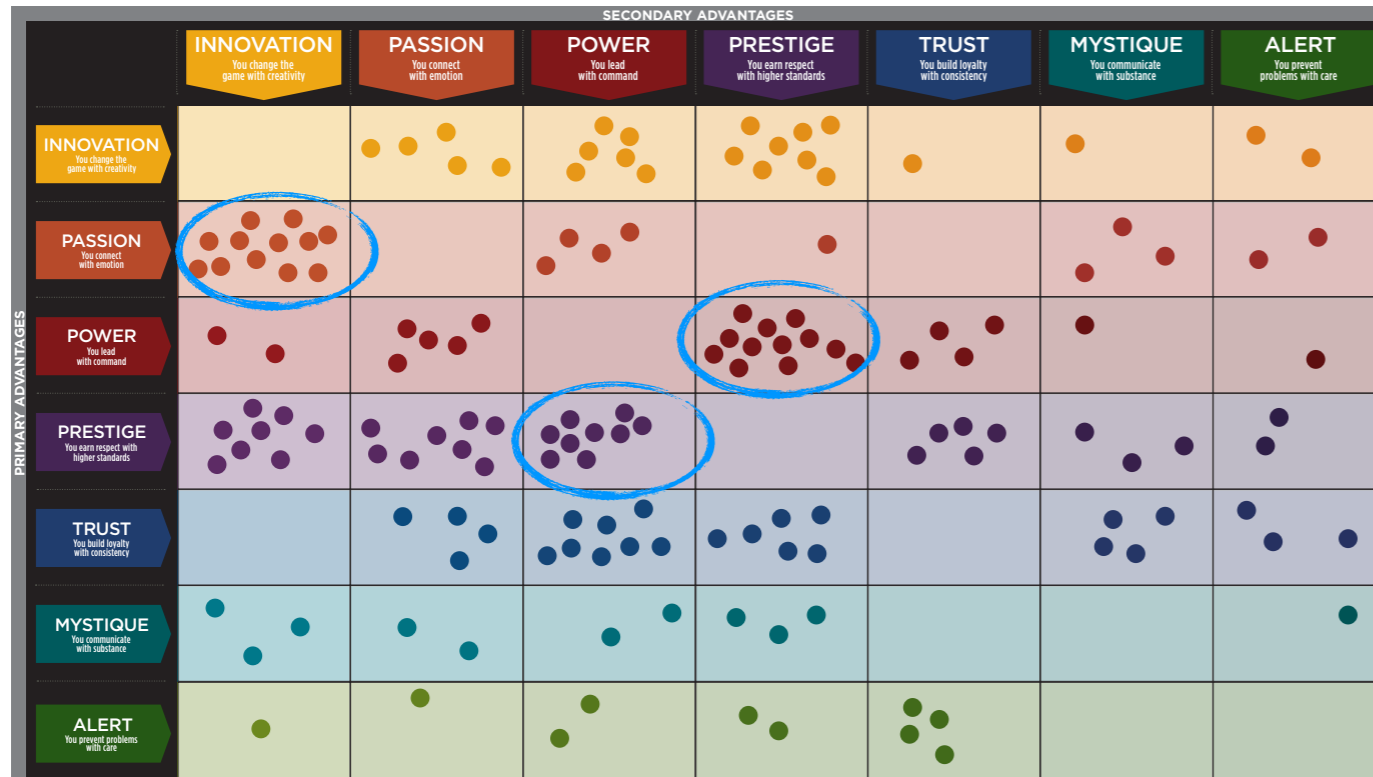
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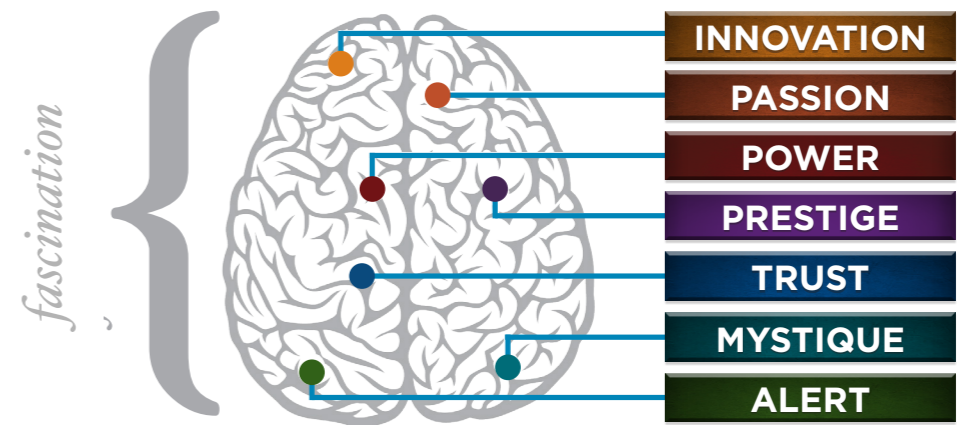
# GREYSTONE SALES MEETING'S "FASCINATION FINGERPRINT"

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



This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within your 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
INNOVATION You change the game with creativity		3.3%	4.0%	5.3%	0.7%	0.7%	1.3%
PASSION You connect with emotion	8.0%		2.7%	0.7%		2.0%	1.3%
POWER You lead with command	1.3%	3.3%		8.0%	2.7%	0.7%	0.7%
PRESTIGE You earn respect with higher standards	5.3%	4.7%	6.0%		3.3%	2.0%	1.3%
TRUST You build loyalty with consistency		2.7%	5.3%	4.0%		2.7%	2.0%
MYSTIQUE You communicate with substance	2.0%	1.3%	1.3%	2.0%			0.7%
ALERT You prevent problems with care	0.7%	0.7%	1.3%	1.3%	2.7%		



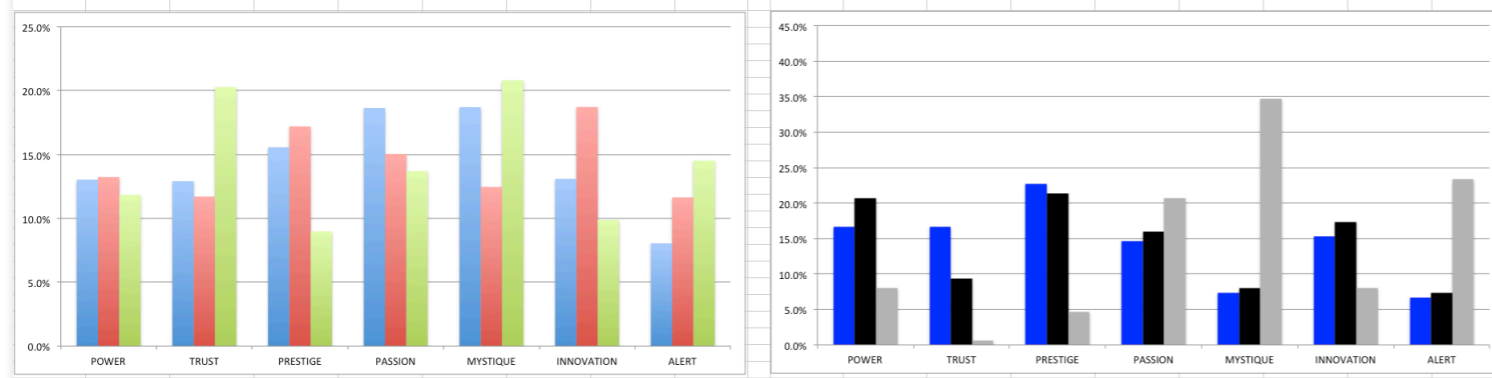
# THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	12	8.00%	INNOVATION		5	6	8	1	1	2
Power	Prestige	The Maestro	12	8.00%	PASSION	12		4	1		3	2
Prestige	Power	The Victor	9	6.00%	POWER	2	5		12	4	1	1
Innovation	Prestige	The Trendsetter	8	5.33%	PRESTIGE	8	7	9		5	3	2
Prestige	Innovation	The Avant-Garde	8	5.33%	TRUST		4	8	6		4	3
Trust	Power	The Gravitas	8	5.33%	MYSTIQUE	3	2	2	3			1
Prestige	Passion	The Connoisseur	7	4.67%	ALERT	1	1	2	2	4		
Innovation	Power	The Maverick Leader	6	4.00%								
Trust	Prestige	The Diplomat	6	4.00%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Innovation	Passion	The Rockstar	5	3.33%	INNOVATION		3.3%	4.0%	5.3%	0.7%	0.7%	1.3%
Power	Passion	The Ringleader	5	3.33%	PASSION	8.0%		2.7%	0.7%		2.0%	1.3%
Prestige	Trust	The Blue Chip	5	3.33%	POWER	1.3%	3.3%		8.0%	2.7%	0.7%	0.7%
Alert	Trust	The Mediator	4	2.67%	PRESTIGE	5.3%	4.7%	6.0%		3.3%	2.0%	1.3%
Passion	Power	The Peoples Champion	4	2.67%	TRUST		2.7%	5.3%	4.0%		2.7%	2.0%
Power	Trust	The Guardian	4	2.67%	MYSTIQUE	2.0%	1.3%	1.3%	2.0%			0.7%
Trust	Mystique	The Anchor	4	2.67%	ALERT	0.7%	0.7%	1.3%	1.3%	2.7%		
Trust	Passion	The Authentic	4	2.67%								
Mystique	Innovation	The Secret Weapon	3	2.00%								
Mystique	Prestige	The Royal Guard	3	2.00%								
Passion	Mystique	The Intrigue	3	2.00%								
Prestige	Mystique	The Architect	3	2.00%								
Trust	Alert	The Good Citizen	3	2.00%								
Alert	Power	The Ace	2	1.33%								
Alert	Prestige	The Editor-in-Chief	2	1.33%								
Innovation	Alert	The Quick-Start	2	1.33%								
Mystique	Passion	The Subtle Touch	2	1.33%								
Mystique	Power	The Veiled Strength	2	1.33%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									Greystone Sales Meeting								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	86232	85435	103014	123381	123802	86648	53248	661760	Primary	25	25	34	22	11	23	10	150
Secondary	87586	77457	113806	99547	82451	123899	77014	661760	Secondary	31	14	32	24	12	26	11	150
Dormant	78305	134237	59429	90655	137717	65393	96024	661760	Dormant	12	1	7	31	52	12	35	150

These graphs include data on Primary, Secondary and Dormant Advantages.



# 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)

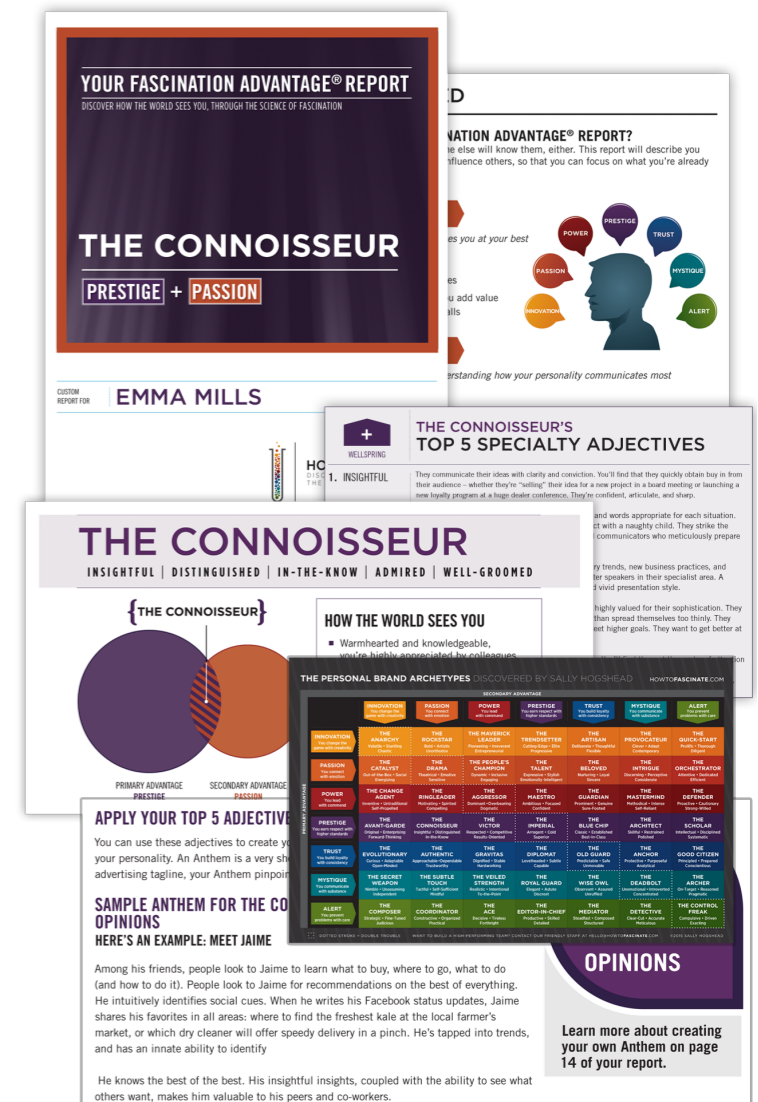
1 VISIT [HowToFascinate.com/YOU](http://HowToFascinate.com/YOU)

2 FOR THE ACCESS CODE, ENTER **GreystoneShare**

3 THIS OFFER EXPIRES ON **09/30/17**

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](mailto:hello@howtofascinate.com).



LET'S START A CONVERSATION.

