

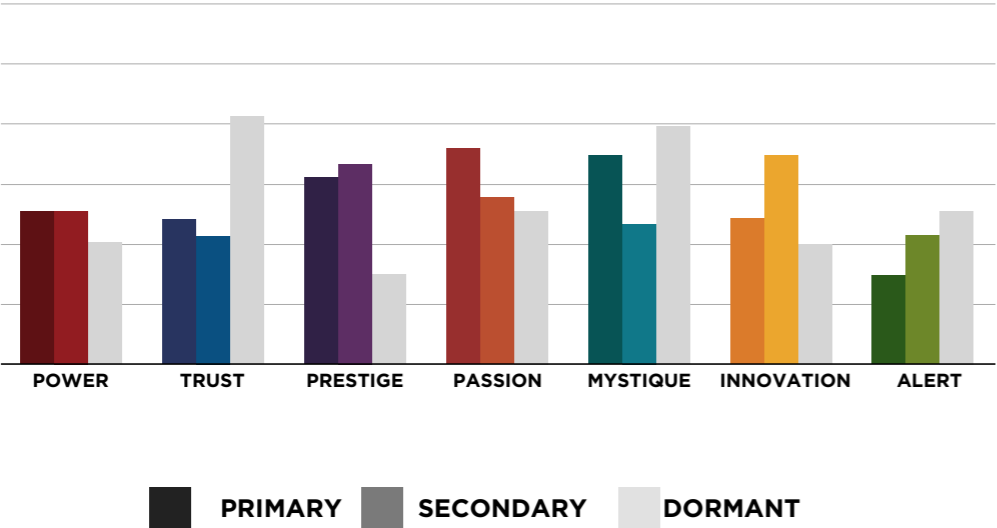
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
HOMESTREET ON 6/18/15

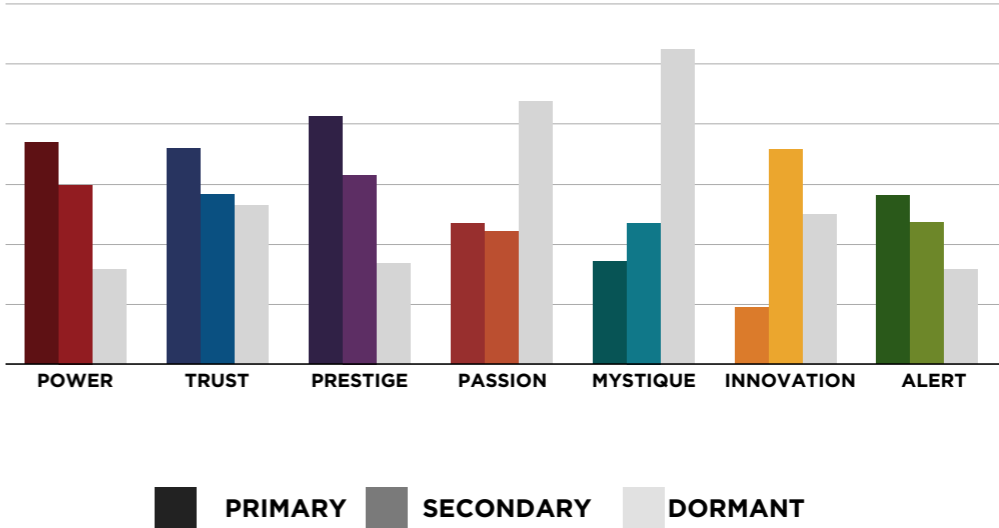


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**HOMESTREET RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

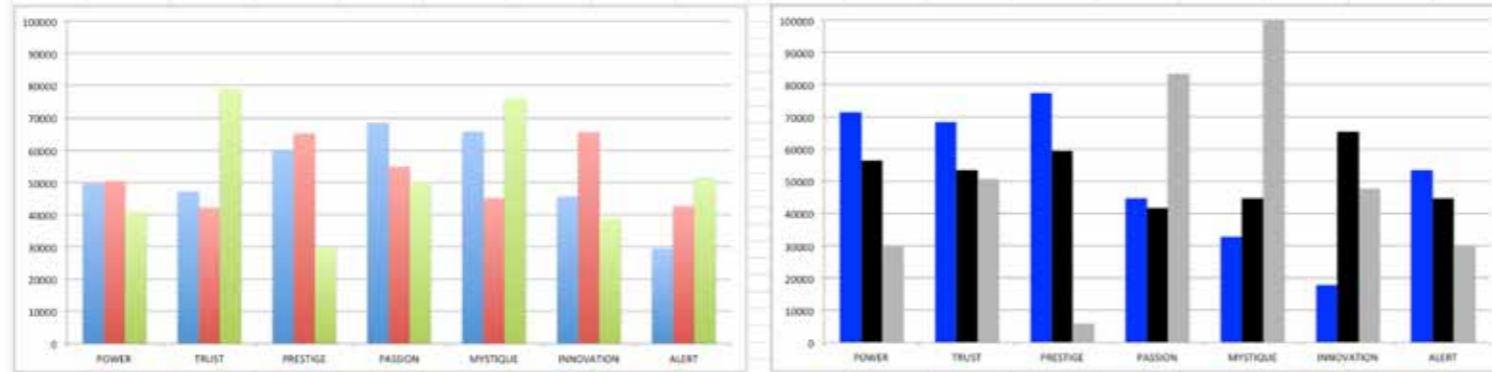


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

| Primary    | Secondary  | Archetype           | Sum | Percent | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|---------------------|-----|---------|------------|---------|-------|----------|-------|----------|-------|
| Power      | Prestige   | The Maestro         | 11  | 8.9%    | INNOVATION | 1       | 1     | 2        | 1     | 1        | 1     |
| Alert      | Trust      | The Mediator        | 9   | 7.3%    | PASSION    | 7       |       |          | 1     | 2        | 5     |
| Prestige   | Innovation | The Avant-Garde     | 8   | 6.5%    | POWER      | 3       |       | 11       | 4     | 3        | 3     |
| Prestige   | Passion    | The Connoisseur     | 8   | 6.5%    | PRESTIGE   | 8       | 8     | 6        | 1     | 2        | 1     |
| Passion    | Innovation | The Catalyst        | 7   | 5.7%    | TRUST      | 1       | 5     | 3        | 5     | 6        | 3     |
| Prestige   | Power      | The Victor          | 6   | 4.9%    | MYSTIQUE   | 2       |       | 4        | 3     |          | 2     |
| Trust      | Mystique   | The Anchor          | 6   | 4.9%    | ALERT      | 1       |       | 5        | 2     | 9        |       |
| Alert      | Power      | The Ace             | 5   | 4.1%    |            |         |       |          |       |          |       |
| Passion    | Alert      | The Orchestrator    | 5   | 4.1%    | INNOVATION |         | 0.8%  | 0.8%     | 1.6%  | 0.8%     | 0.8%  |
| Trust      | Passion    | The Authentic       | 5   | 4.1%    | PASSION    | 5.7%    |       |          | 0.8%  | 1.6%     | 4.1%  |
| Trust      | Prestige   | The Diplomat        | 5   | 4.1%    | POWER      | 2.4%    |       | 8.9%     | 3.3%  | 2.4%     | 2.4%  |
| Mystique   | Power      | The Veiled Strength | 4   | 3.3%    | PRESTIGE   | 6.5%    | 6.5%  | 4.9%     | 0.8%  | 1.6%     | 0.8%  |
| Power      | Trust      | The Guardian        | 4   | 3.3%    | TRUST      | 0.8%    | 4.1%  | 2.4%     | 4.1%  | 4.9%     | 2.4%  |
| Mystique   | Trust      | The Wise Owl        | 3   | 2.4%    | MYSTIQUE   | 1.6%    |       | 3.3%     | 2.4%  |          | 1.6%  |
| Power      | Alert      | The Defender        | 3   | 2.4%    | ALERT      | 0.8%    |       | 4.1%     | 1.6%  | 7.3%     | 0.8%  |
| Power      | Innovation | The Change Agent    | 3   | 2.4%    |            |         |       |          |       |          |       |
| Power      | Mystique   | The Mastermind      | 3   | 2.4%    |            |         |       |          |       |          |       |
| Trust      | Alert      | The Good Citizen    | 3   | 2.4%    |            |         |       |          |       |          |       |
| Trust      | Power      | The Gravitas        | 3   | 2.4%    |            |         |       |          |       |          |       |
| Alert      | Prestige   | The Editor-in-Chief | 2   | 1.6%    |            |         |       |          |       |          |       |
| Innovation | Prestige   | The Trendsetter     | 2   | 1.6%    |            |         |       |          |       |          |       |
| Mystique   | Alert      | The Archer          | 2   | 1.6%    |            |         |       |          |       |          |       |
| Mystique   | Innovation | The Secret Weapon   | 2   | 1.6%    |            |         |       |          |       |          |       |
| Passion    | Mystique   | The Intrigue        | 2   | 1.6%    |            |         |       |          |       |          |       |
| Prestige   | Mystique   | The Architect       | 2   | 1.6%    |            |         |       |          |       |          |       |
| Alert      | Innovation | The Composer        | 1   | 0.8%    |            |         |       |          |       |          |       |
| Alert      | Mystique   | The Detective       | 1   | 0.8%    |            |         |       |          |       |          |       |
| Innovation | Alert      | The Quick-Start     | 1   | 0.8%    |            |         |       |          |       |          |       |

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

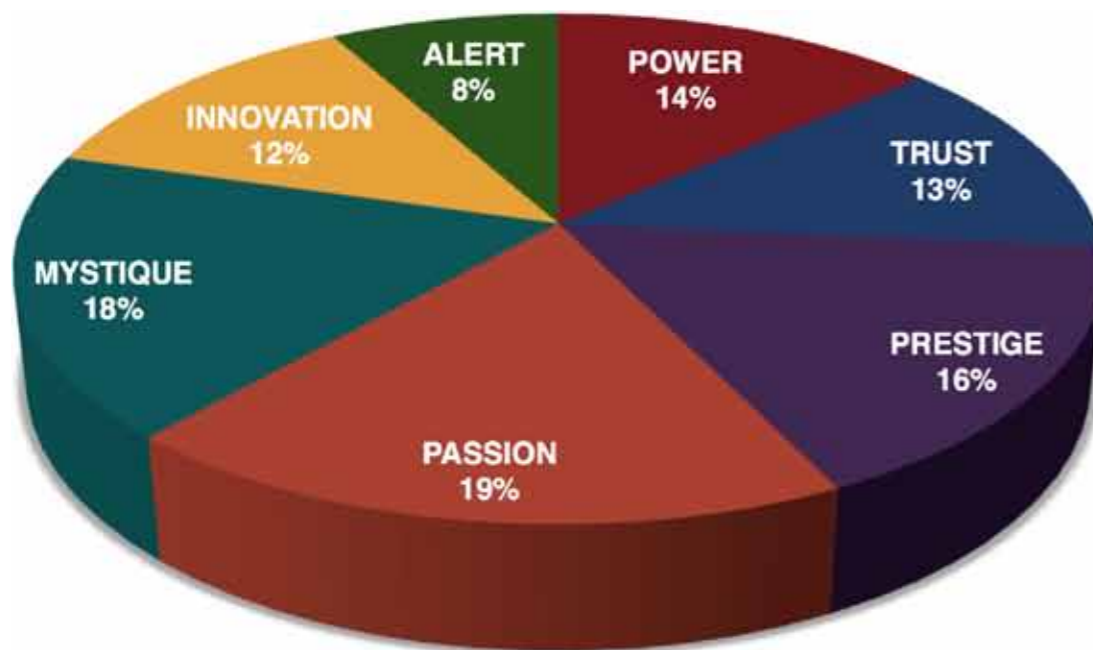
| AVERAGE POPULATION |           |          |       |       |          |         |          | Homestreet |       |        |         |           |         |       |       |          |         |          |            |       |        |
|--------------------|-----------|----------|-------|-------|----------|---------|----------|------------|-------|--------|---------|-----------|---------|-------|-------|----------|---------|----------|------------|-------|--------|
| Primary            | Secondary | Dominant | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total  | Primary | Secondary | Dormant | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | INNOVATION | ALERT | Total  |
| Primary            | Secondary | Dominant | 49606 | 47160 | 59911    | 68508   | 65829    | 45606      | 29521 | 366141 | Primary | Secondary | Dormant | 24    | 23    | 26       | 15      | 11       | 6          | 18    | 123    |
| Primary            | Secondary | Dominant | 50434 | 42171 | 65220    | 54903   | 45216    | 65575      | 42622 | 366141 | Primary | Secondary | Dormant | 19    | 18    | 20       | 14      | 15       | 22         | 15    | 123    |
| Primary            | Secondary | Dominant | 40940 | 79008 | 29886    | 50060   | 76014    | 38790      | 51443 | 366141 | Primary | Secondary | Dormant | 10    | 17    | 2        | 28      | 40       | 16         | 10    | 123    |
| Primary            | Secondary | Dominant | 13.5% | 12.9% | 16.4%    | 18.7%   | 18.0%    | 12.5%      | 8.1%  | 100.0% | Primary | Secondary | Dormant | 19.5% | 18.7% | 21.1%    | 12.2%   | 8.9%     | 4.9%       | 14.6% | 100.0% |
| Primary            | Secondary | Dominant | 13.8% | 11.5% | 17.8%    | 15.0%   | 12.3%    | 17.9%      | 11.6% | 100.0% | Primary | Secondary | Dormant | 15.4% | 14.6% | 16.3%    | 11.4%   | 12.2%    | 17.9%      | 12.2% | 100.0% |
| Primary            | Secondary | Dominant | 11.2% | 21.6% | 8.2%     | 13.7%   | 20.8%    | 10.6%      | 14.1% | 100.0% | Primary | Secondary | Dormant | 8.1%  | 13.8% | 1.6%     | 22.8%   | 32.5%    | 13.0%      | 8.1%  | 100.0% |



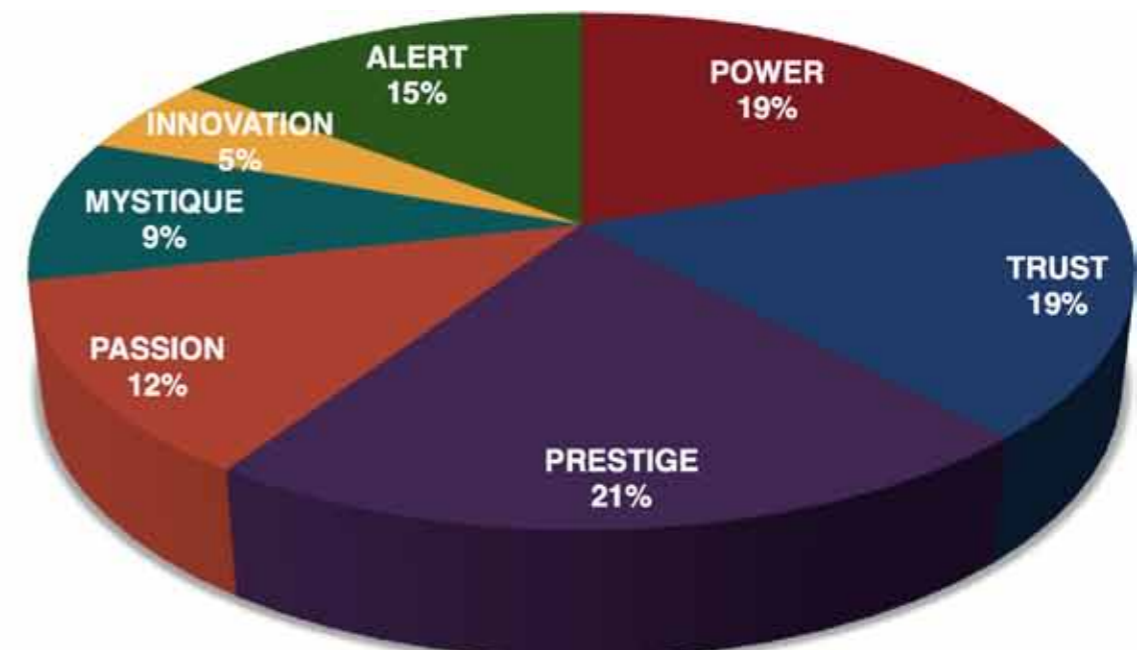
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

---

**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**HOMESTREET RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONALITY ARCHETYPES

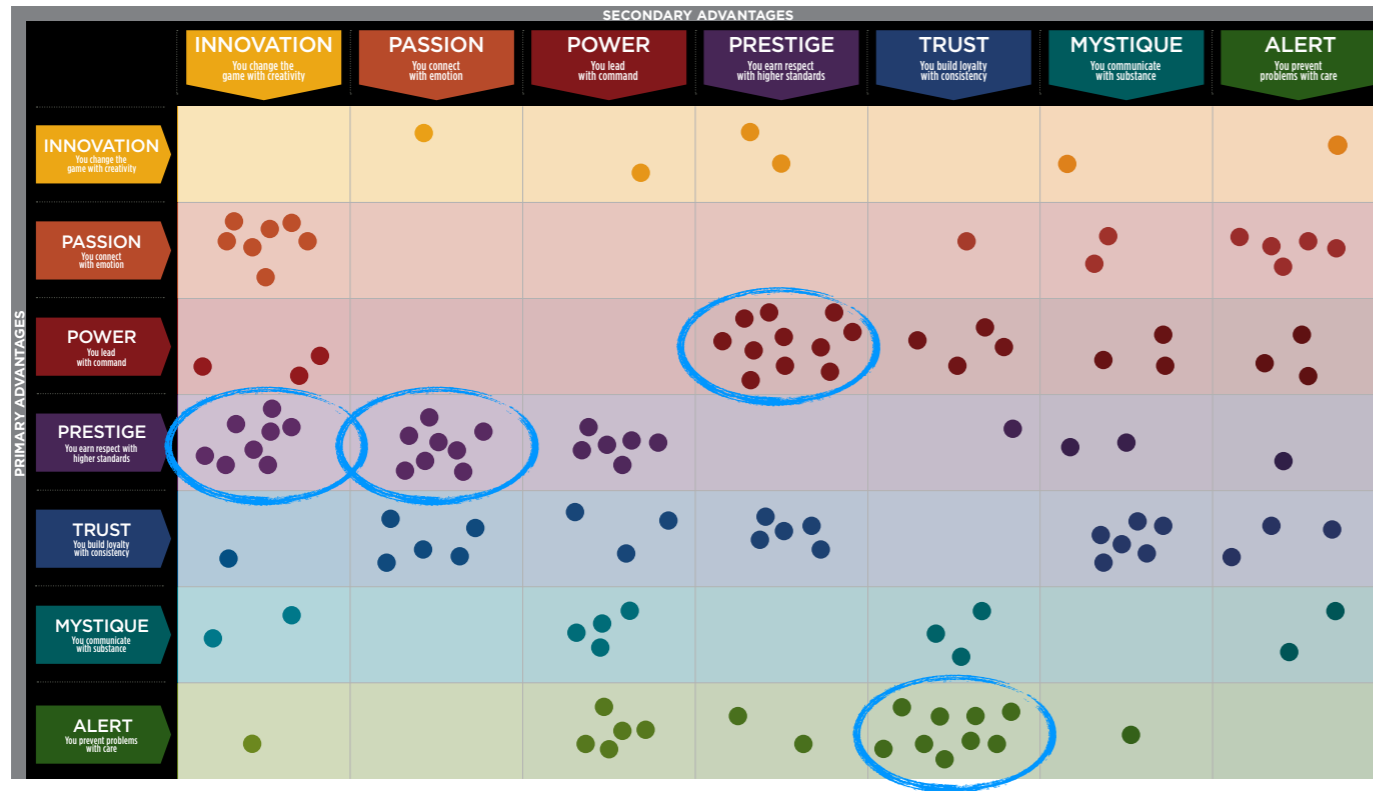
CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
 © 2014 HOW TO FASCINATE. ALL RIGHTS RESERVED.

### SECONDARY FASCINATION ADVANTAGE®

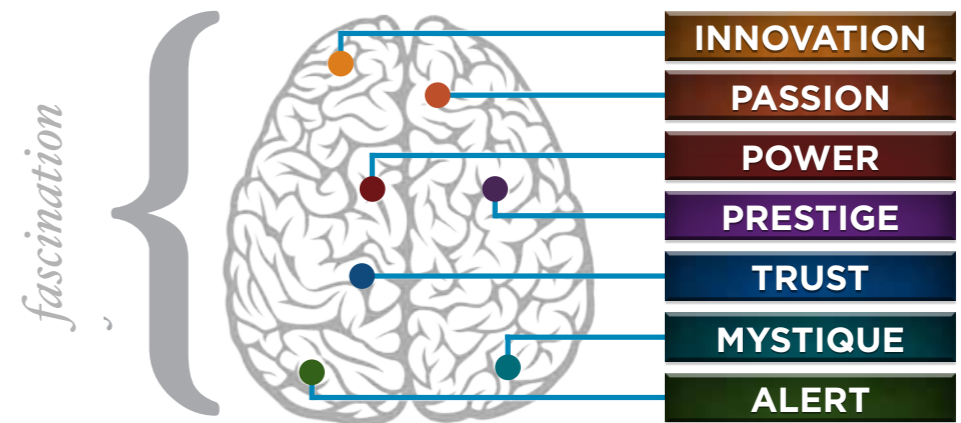
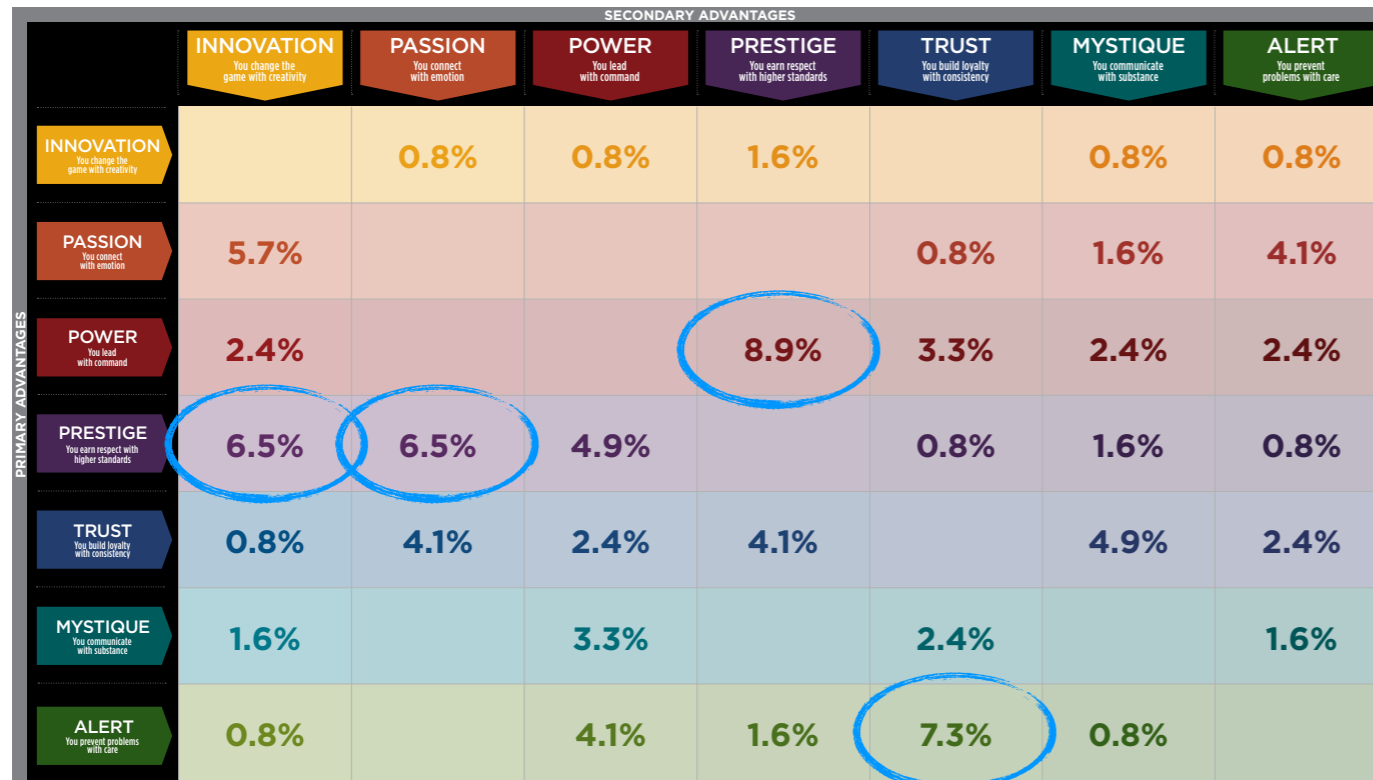
|   | <b>INNOVATION</b><br>You change the game with creativity               | <b>PASSION</b><br>You connect with emotion                          | <b>POWER</b><br>You lead with command                                    | <b>PRESTIGE</b><br>You earn respect with higher standards            | <b>TRUST</b><br>You build loyalty with consistency             | <b>MYSTIQUE</b><br>You communicate with substance                | <b>ALERT</b><br>You prevent problems with care                    |
|---|--|---|--|--|--|--|---|
| <b>INNOVATION</b><br>You change the game with creativity  | <b>THE ANARCHY</b><br>Volatile • Startling<br>Chaotic                  | <b>THE ROCKSTAR</b><br>Bold • Artistic<br>Unorthodox                | <b>THE MAVERICK LEADER</b><br>Pioneering • Irreverent<br>Entrepreneurial | <b>THE TRENDSETTER</b><br>Cutting-Edge • Elite<br>Progressive        | <b>THE ARTISAN</b><br>Deliberate • Thoughtful<br>Flexible      | <b>THE PROVOCATEUR</b><br>Clever • Adept<br>Contemporary         | <b>THE QUICK-START</b><br>Prolific • Thorough<br>Diligent         |
| <b>PASSION</b><br>You connect with emotion                | <b>THE CATALYST</b><br>Out-of-the-Box • Social<br>Energizing           | <b>THE DRAMA</b><br>Theatrical • Emotive<br>Sensitive               | <b>THE PEOPLE'S CHAMPION</b><br>Dynamic • Inclusive<br>Engaging          | <b>THE TALENT</b><br>Expressive • Stylish<br>Emotionally-Intelligent | <b>THE BELOVED</b><br>Nurturing • Loyal<br>Sincere             | <b>THE INTRIGUE</b><br>Discerning • Perceptive<br>Considerate    | <b>THE ORCHESTRATOR</b><br>Attentive • Dedicated<br>Efficient     |
| <b>POWER</b><br>You lead with command                     | <b>THE CHANGE AGENT</b><br>Inventive • Untraditional<br>Self-Propelled | <b>THE RINGLEADER</b><br>Motivating • Spirited<br>Compelling        | <b>THE AGGRESSOR</b><br>Dominant • Overbearing<br>Dogmatic               | <b>THE MAESTRO</b><br>Ambitious • Focused<br>Confident               | <b>THE GUARDIAN</b><br>Prominent • Genuine<br>Sure-Footed      | <b>THE MASTERMIND</b><br>Methodical • Intense<br>Self-Reliant    | <b>THE DEFENDER</b><br>Proactive • Cautionary<br>Strong-Willed    |
| <b>PRESTIGE</b><br>You earn respect with higher standards | <b>THE AVANT-GARDE</b><br>Original • Enterprising<br>Forward-Thinking  | <b>THE CONNOISSEUR</b><br>Insightful • Distinguished<br>In-the-Know | <b>THE VICTOR</b><br>Respected • Competitive<br>Results-Oriented         | <b>THE IMPERIAL</b><br>Arrogant • Cold<br>Superior                   | <b>THE BLUE CHIP</b><br>Classic • Established<br>Best-In-Class | <b>THE ARCHITECT</b><br>Skillful • Restrained<br>Polished        | <b>THE SCHOLAR</b><br>Intellectual • Disciplined<br>Systematic    |
| <b>TRUST</b><br>You build loyalty with consistency        | <b>THE EVOLUTIONARY</b><br>Curious • Adaptable<br>Open-Minded          | <b>THE AUTHENTIC</b><br>Approachable • Dependable<br>Trustworthy    | <b>THE GRAVITAS</b><br>Dignified • Stable<br>Hardworking                 | <b>THE DIPLOMAT</b><br>Levelheaded • Subtle<br>Capable               | <b>THE OLD GUARD</b><br>Predictable • Safe<br>Unmovable        | <b>THE ANCHOR</b><br>Protective • Purposeful<br>Analytical       | <b>THE GOOD CITIZEN</b><br>Principled • Prepared<br>Conscientious |
| <b>MYSTIQUE</b><br>You communicate with substance         | <b>THE SECRET WEAPON</b><br>Nimble • Unassuming<br>Independent         | <b>THE SUBTLE TOUCH</b><br>Tactful • Self-Sufficient<br>Mindful     | <b>THE VEILED STRENGTH</b><br>Realistic • Intentional<br>To-the-Point    | <b>THE ROYAL GUARD</b><br>Elegant • Astute<br>Discreet               | <b>THE WISE OWL</b><br>Observant • Assured<br>Unruffled        | <b>THE DEADBOLT</b><br>Unemotional • Introverted<br>Concentrated | <b>THE ARCHER</b><br>On-Target • Reasoned<br>Pragmatic            |
| <b>ALERT</b><br>You prevent problems with care            | <b>THE COMPOSER</b><br>Strategic • Fine-Tuned<br>Judicious             | <b>THE COORDINATOR</b><br>Constructive • Organized<br>Practical     | <b>THE ACE</b><br>Decisive • Tireless<br>Forthright                      | <b>THE EDITOR-IN-CHIEF</b><br>Productive • Skilled<br>Detailed       | <b>THE MEDIATOR</b><br>Steadfast • Composed<br>Structured      | <b>THE DETECTIVE</b><br>Clear-Cut • Accurate<br>Meticulous       | <b>THE CONTROL FREAK</b><br>Compulsive • Driven<br>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.

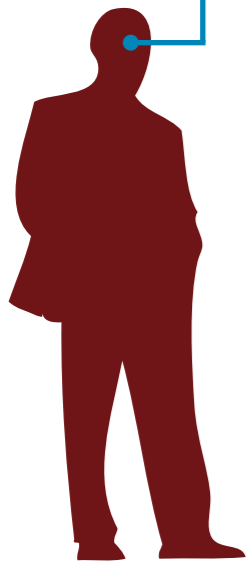




# BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

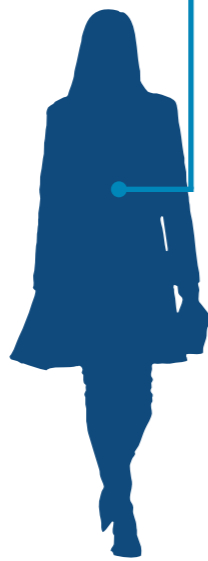
YOU ARE **32.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **51.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **26.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **36.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **45.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **58.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **67.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed

## 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

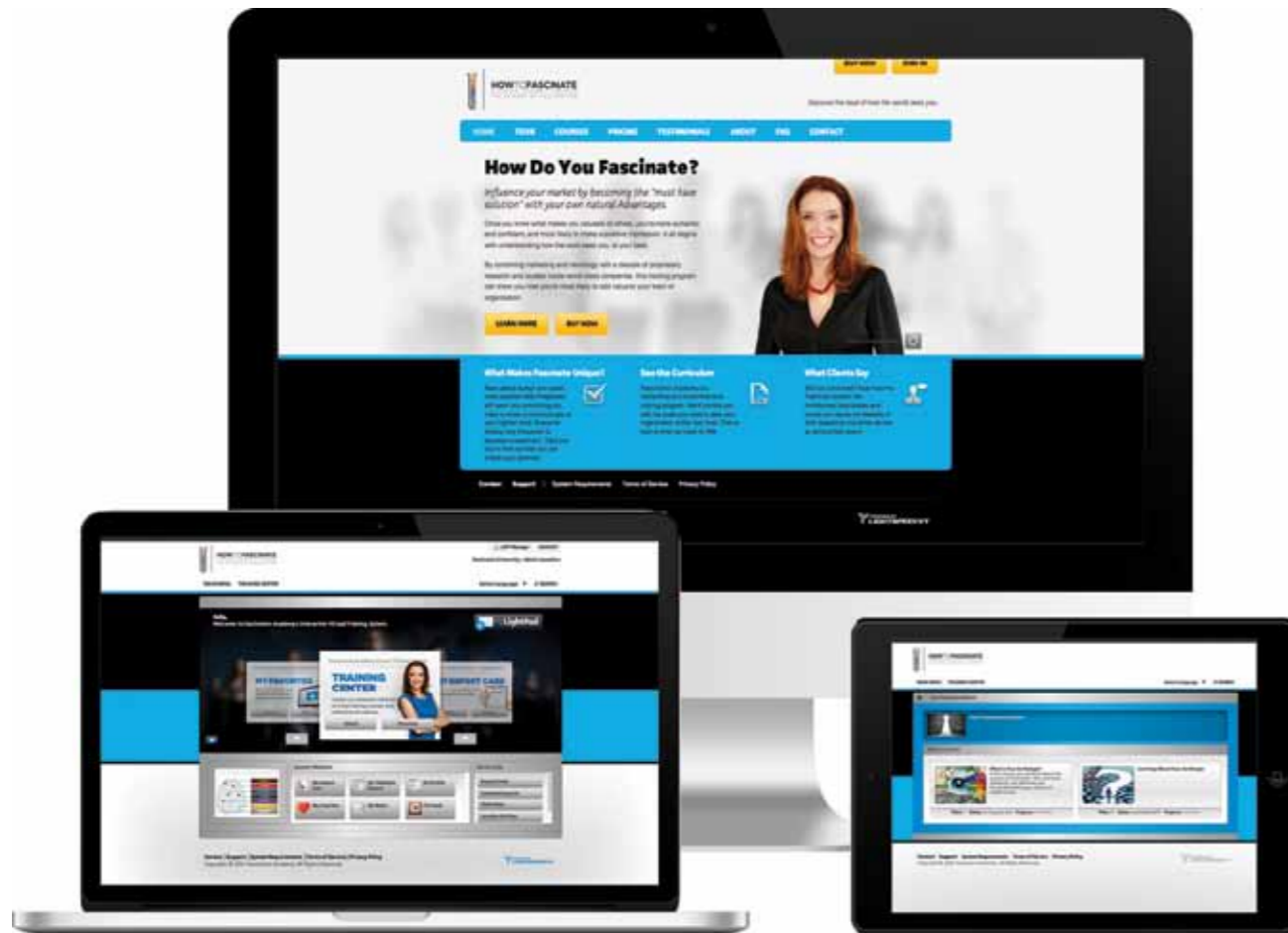
**ALERT**

PRECISE DETAIL MANAGER



# FASCINATION ACADEMY

Virtual training that's as individual as you are.



- + Find the perfect words to **sell and build** relationships
- + Learn how to **immediately communicate** your value to clients and coworkers
- + Combat distraction to **grow your revenue** and create unforgettable customer experiences

**ENROLL IN YOUR SNEAK PEEK NOW!**

Questions? [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)