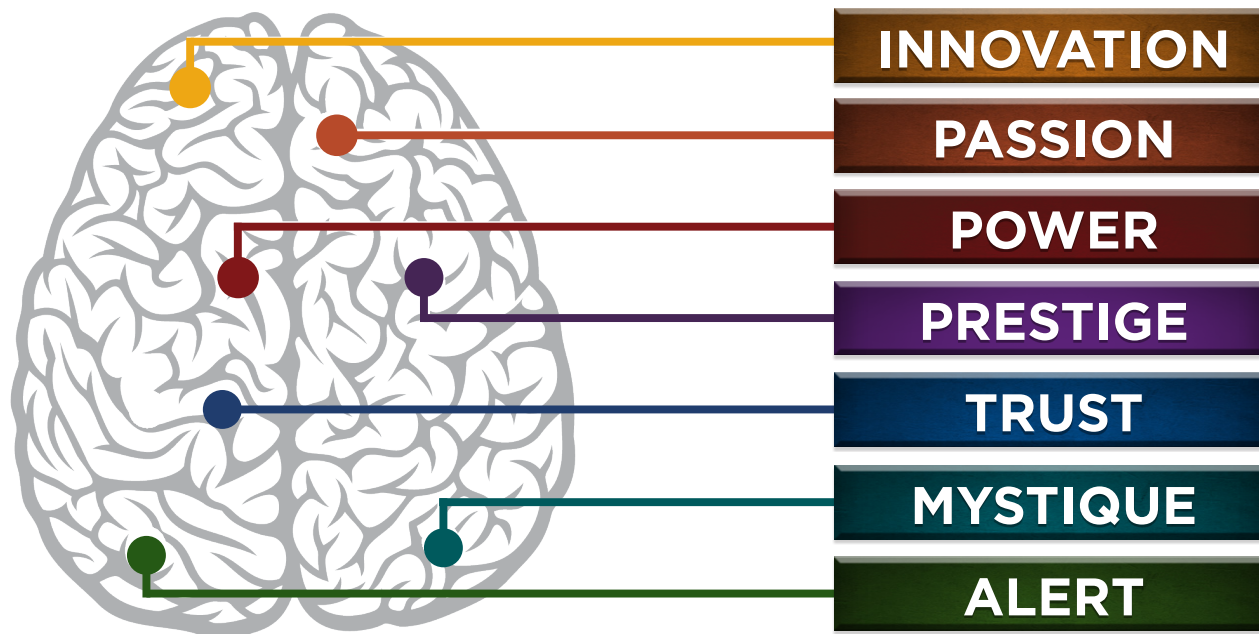




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

HOW ADVANTAGES WORK TOGETHER

PERSONALITY DECODER



PART OF THE **FASCINATION ADVANTAGE®** SYSTEM

INNOVATION

HOW INNOVATION PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

INNOVATION
PERSONALITY + **INNOVATION**
PERSONALITY

Working with fellow Innovation types will be invigorating for you. But be sure to stay on track and on budget.

INNOVATION
PERSONALITY + **PASSION**
PERSONALITY

You feed off energetic Passion types, and they share your zest for the creative process. Be careful to remain focused on objectives.

INNOVATION
PERSONALITY + **POWER**
PERSONALITY

Teaming up with Power types can be stimulating for you, but be careful that their strong personalities don't stifle your creativity.

INNOVATION
PERSONALITY + **PRESTIGE**
PERSONALITY

You can thrive when working with Prestige personalities because they implement your ideas with an energetic force.

INNOVATION
PERSONALITY + **TRUST**
PERSONALITY

Trust types can seem stuck or traditional for you. They prefer tested methods. Yet together, you can combine consistency with out-of-the-box thinking.

INNOVATION
PERSONALITY + **MYSTIQUE**
PERSONALITY

Like Mystique types, you are constantly thinking of solutions. The difference is, yours might feel surprising or even challenging.

INNOVATION
PERSONALITY + **ALERT**
PERSONALITY

You may find their attitude tiring, but the natural cautiousness of Alert types helps you consider your ideas more carefully.

PASSION

HOW PASSION PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

PASSION
PERSONALITY

+

INNOVATION
PERSONALITY

You share a creative spirit with Innovation personality types, inspiring each other to develop new ideas.

PASSION
PERSONALITY

+

PASSION
PERSONALITY

You quickly bond with other Passion personalities—just be careful to stay focused on company objectives.

PASSION
PERSONALITY

+

POWER
PERSONALITY

You share an energetic approach to your job, and steered in the right direction, can make a highly productive team.

PASSION
PERSONALITY

+

PRESTIGE
PERSONALITY

You'll enjoy working with Prestige personalities when they help you stay focused on a goal, and improve your quality of deliverables.

PASSION
PERSONALITY

+

TRUST
PERSONALITY

A Trust personality will help you build consistent messages and develop loyal relationships.

PASSION
PERSONALITY

+

MYSTIQUE
PERSONALITY

It may take time to build rapport with Mystique personalities, but their rational communication is a useful balance to your spontaneity.

PASSION
PERSONALITY

+

ALERT
PERSONALITY

You might resist having someone watch over your impulsive nature, but partnering with the Alert Advantage can help you watch the details and stay on schedule.

POWER

HOW POWER PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

POWER
PERSONALITY

+

INNOVATION
PERSONALITY

You may find the Innovation type disruptive at times, because they want to explore. Yet their perspective can bring ingenuity to your outcome.

POWER
PERSONALITY

+

PASSION
PERSONALITY

You form an energetic team with Passion personalities. Together you motivate the team to reach higher goals.

POWER
PERSONALITY

+

POWER
PERSONALITY

Join with other Power types to exponentially increase your momentum as you feed off each other's energy...so long as you don't get in a struggle.

POWER
PERSONALITY

+

PRESTIGE
PERSONALITY

You share a strong self-motivation with Prestige types. Together you can go after serious goals.

POWER
PERSONALITY

+

TRUST
PERSONALITY

Trust personalities can help you build ongoing and dependable loyalty with clients, suppliers, and staff.

POWER
PERSONALITY

+

MYSTIQUE
PERSONALITY

Your strong opinions may overshadow Mystique personalities. Be careful to listen when they make observations.

POWER
PERSONALITY

+

ALERT
PERSONALITY

You have a lot of energy and momentum; working with an Alert personality will help you fine-tune execution.

PRESTIGE

HOW PRESTIGE PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

PRESTIGE
PERSONALITY

+

INNOVATION
PERSONALITY

Working with Innovation types can be very productive when they inspire better results through creativity.

PRESTIGE
PERSONALITY

+

PASSION
PERSONALITY

You generally find it easy to bond with Passion personalities. Together, you can build a team spirit to achieve results for the group.

PRESTIGE
PERSONALITY

+

POWER
PERSONALITY

A natural combination. Join with a energetic Power leader to achieve big goals together.

PRESTIGE
PERSONALITY

+

PRESTIGE
PERSONALITY

Cooperating with other Prestige personalities may feel like a perfect fit. Too much, however, can make your organization brittle and overly competitive.

PRESTIGE
PERSONALITY

+

TRUST
PERSONALITY

While you can become frustrated with the consistency of Trust, these partners will add stability.

PRESTIGE
PERSONALITY

+

MYSTIQUE
PERSONALITY

Be careful not to overshadow Mystique personalities. They're astute thinkers who can help you achieve your objectives.

PRESTIGE
PERSONALITY

+

ALERT
PERSONALITY

You share your attention to detail with Alert personalities. They help you stay grounded in pursuit of a goal.

TRUST

HOW TRUST PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

TRUST
PERSONALITY

+

INNOVATION
PERSONALITY

To change and innovate, work with a person who uses Innovation. They help you see new approaches.

TRUST
PERSONALITY

+

PASSION
PERSONALITY

While you might initially find the Passion types to be overly enthusiastic, on a team you can feed off their positive outlook to support the group.

TRUST
PERSONALITY

+

POWER
PERSONALITY

Power leaders tend to take command more quickly than you. Join with them as long as they do not try to dominate you.

TRUST
PERSONALITY

+

PRESTIGE
PERSONALITY

By partnering with a Prestige type you can raise standards of the team and exceed, rather than just meet, objectives.

TRUST
PERSONALITY

+

TRUST
PERSONALITY

Working with other consistent Trust types will feel natural to you. Just be careful you don't get stuck in a rut together.

TRUST
PERSONALITY

+

MYSTIQUE
PERSONALITY

Like the Mystique personalities, you are not showy or aggressive, and prefer facts to emotion.

TRUST
PERSONALITY

+

ALERT
PERSONALITY

Working with an Alert personality will help you motor through difficult projects and avoid issues along the way.

MYSTIQUE

HOW MYSTIQUE PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

MYSTIQUE
PERSONALITY

+

INNOVATION
PERSONALITY

Put someone with personality type Innovation on your team. Their creativity can help you discover new approaches.

MYSTIQUE
PERSONALITY

+

PASSION
PERSONALITY

The Passion Advantage is valuable to you because it sparks warmth and enthusiasm within the team and with clients.

MYSTIQUE
PERSONALITY

+

POWER
PERSONALITY

You can be a formidable team with Power types. Just be careful they don't overshadow you.

MYSTIQUE
PERSONALITY

+

PRESTIGE
PERSONALITY

You'll profit from working with the Prestige Advantage, since they can help you get recognition for your work.

MYSTIQUE
PERSONALITY

+

TRUST
PERSONALITY

Trust types prefer working in the background, like you. Make sure you have a "front man".

MYSTIQUE
PERSONALITY

+

MYSTIQUE
PERSONALITY

In teams with other Mystique types, you tend to work independently and not collaborate closely. Make sure you benefit from each other's ideas and experiences.

MYSTIQUE
PERSONALITY

+

ALERT
PERSONALITY

An Alert personality is focused, like you. Together you will keep your eyes on the practical side of things. Just make sure you are inclusive of others, such as Passion.

ALERT

HOW ALERT PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

ALERT
PERSONALITY

+

INNOVATION
PERSONALITY

Having someone with the Innovation Advantage on your team will keep the ideas flowing. It's up to you to keep them grounded.

ALERT
PERSONALITY

+

PASSION
PERSONALITY

Passion types may seem too "in the moment" for your careful style, but take advantage of their positive spirit to win buy-in for your projects.

ALERT
PERSONALITY

+

POWER
PERSONALITY

Join forces with the Power Advantage to accomplish big tasks on time and within budget.

ALERT
PERSONALITY

+

PRESTIGE
PERSONALITY

Partnering with Prestige personalities will accelerate your performance. Together you'll deliver faster results.

ALERT
PERSONALITY

+

TRUST
PERSONALITY

You share a preference for the tried-and-true with Trust personalities. Be sure to tweak processes to achieve even better results.

ALERT
PERSONALITY

+

MYSTIQUE
PERSONALITY

It's an easy fit for you to work with Mystique personalities, because you both make pragmatic decisions.

ALERT
PERSONALITY

+

ALERT
PERSONALITY

While it seems easy to run projects with other Alert types, don't forget to watch for opportunities as well as risks.

HOW DOES YOUR INNER CIRCLE COMMUNICATE?

We want you to understand how your personality communicates with your inner circle, your most trusted friends and influencers. When they take the Fascination Advantage® assessment, they will discover their distinct brand of persuasion. And you can use this booklet to understand how you work together.

We are offering you a special \$25 discount to use as you like. Pass it on to a friend, family or team member so that they can apply it toward a Fascination Advantage® report. You can use the discount to upgrade your own report. Or, put it towards one of our personal brand or team-building kits. Whatever you like. Use it and pass it on to your heart's content for the rest of the month!

TO RECEIVE YOUR \$25 DISCOUNT:

- 1 VISIT HowToFascinate.com/Store
- 2 AT CHECKOUT, ENTER PROMO CODE: **Birthday17**
- 3 THIS OFFER EXPIRES ON **09/30/17**

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
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 health program at a large-scale conference. They're confident, articulate, and sharp.

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

HOW THE WORLD SEES YOU
Warmhearted and knowledgeable, you're highly respected by colleagues.

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD HOWTOFASCINATE.COM

| INITIATOR | FASCINATION | POWER | PRESTIGE | TRUST | PRESTIGE | ALERT |
|-------------------|-----------------|-----------------|--------------------|-----------------|-----------------|------------------|
| THE INNOVATOR | THE ARTIST | THE WARRIOR | THE TROUBLESHOOTER | THE ARTISAN | THE PRODUCER | THE QUICK START |
| THE FASCINATION | THE CAPTIVATOR | THE CLARIFIER | THE SALT | THE BELIEVER | THE ENTRICULAR | THE ORCHESTRATOR |
| THE CHANGE AGENT | THE CHALLENGER | THE ADVISOR | THE RATED | THE JOURNALS | THE PATTERNED | THE DETOUR |
| THE REVOLUTIONARY | THE AUTHENTIC | THE GRAY | THE JURY | THE OLD | THE ANCHOR | THE GOLD CROWN |
| THE SECRET | THE SUBTLE | THE YIELD | THE REAL | THE REAL | THE REAL | THE REAL |
| THE COORDINATOR | THE COORDINATOR | THE COORDINATOR | THE COORDINATOR | THE COORDINATOR | THE COORDINATOR | THE COORDINATOR |

APPLY YOUR TOP 5 ADJECTIVES
You can use these adjectives to create your personality. An Anthem is a very short advertising tagline, your Anthem pinpoint.

SAMPLE ANTHEM FOR THE CO
OPINIONS
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.

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