

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
IBM 2014 ON 05/14/14



HOW TO HAVE A HIGH-PERFORMING TEAM

INTRODUCING OUR NEW ANTHEM TRAINING PROGRAM

An “Anthem” is a very short phrase, only two or three words. It’s the tagline for your personality.

This program gives you the perfect words to describe why you are different, and what you do best.

WHAT IT IS:

In less than an hour, we guarantee every participant will have an immediate shorthand to summarize how his personality is primed to add value to the team, and to customers and clients.

WHY YOU NEED IT:

Once you create your Anthem, you’ll have a strong and persuasive phrase to confidently describe how you are most likely to add value. This short phrase goes a long way toward a positive impression.

WHY YOUR TEAM NEEDS THIS:

Once you understand how each person on your team adds value, your whole team becomes more valuable.

DISCOVER THE HIGHEST VALUE OF EVERYONE IN YOUR GROUP!



OPTIMIZE YOUR TEAM WITH OUR HIGH-PERFORMANCE TRAINING

We offer a range of training for teams and leaders. To learn how we can help everyone on your team reach their highest value, contact us today: Start@HowToFascinate.com

A FEW OF THE FASCINATING PHOTOS YOU SHARED DURING SALLY'S PRESENTATION



Photo credit: @ScoreMoreSales



Photo credit: @lightwellinc



Photo credit: @AmyTennison

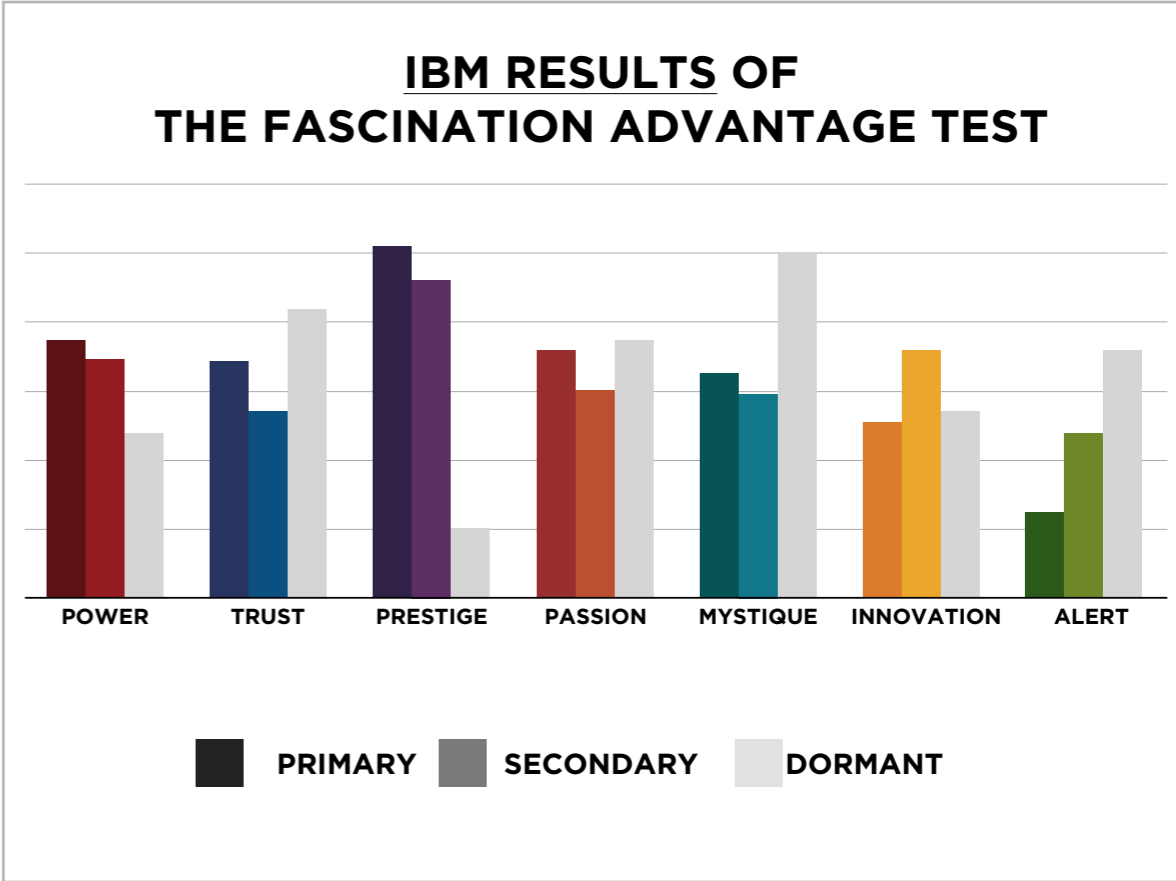
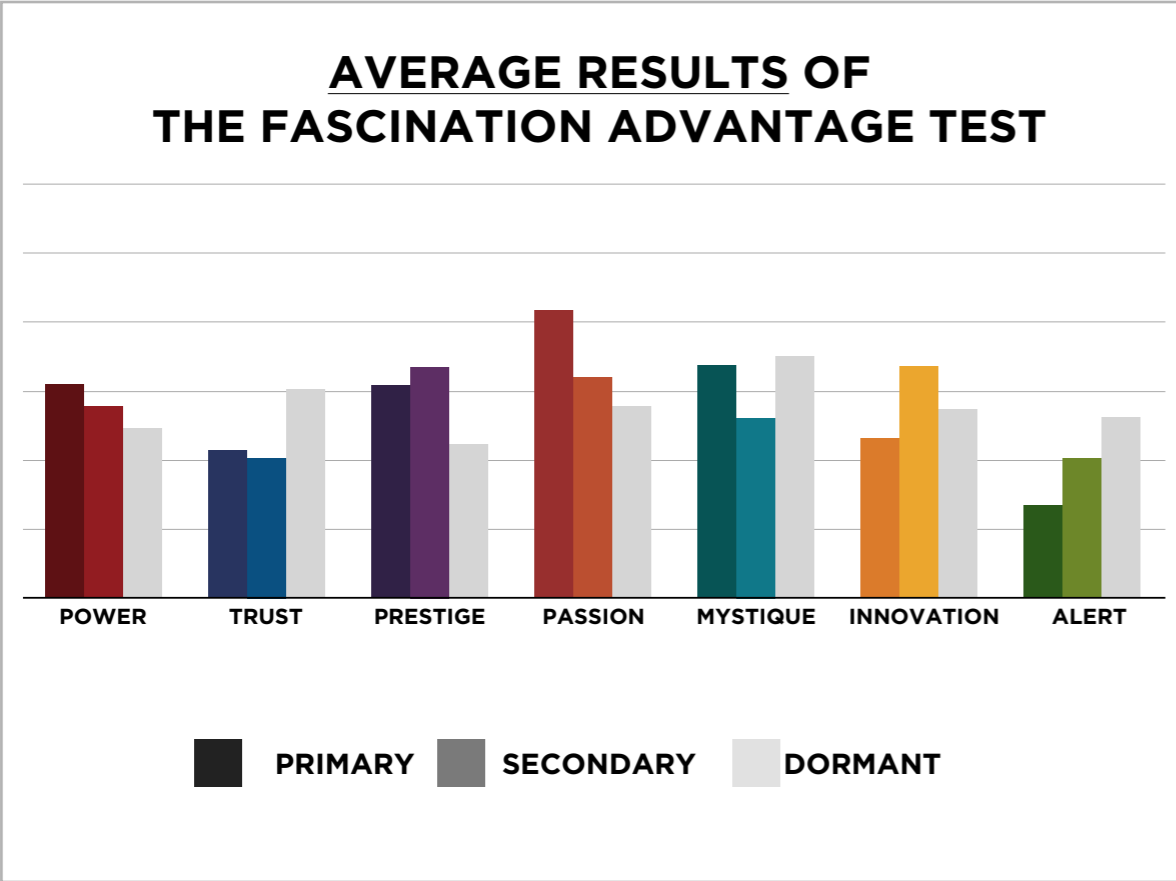


Photo credit: @ambarmstrong



Photo credit: @MariaWinans

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 250,000 PEOPLE.



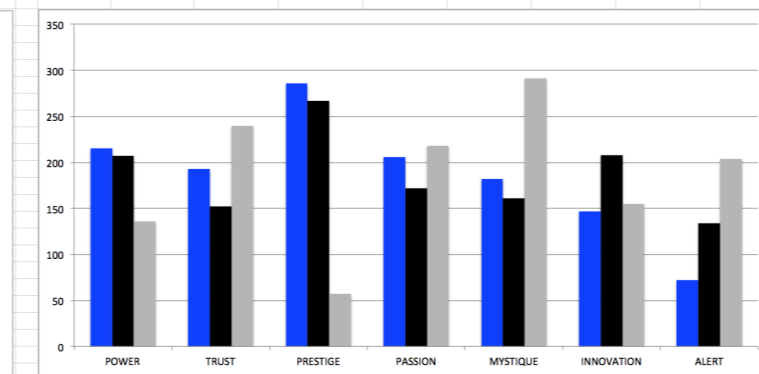
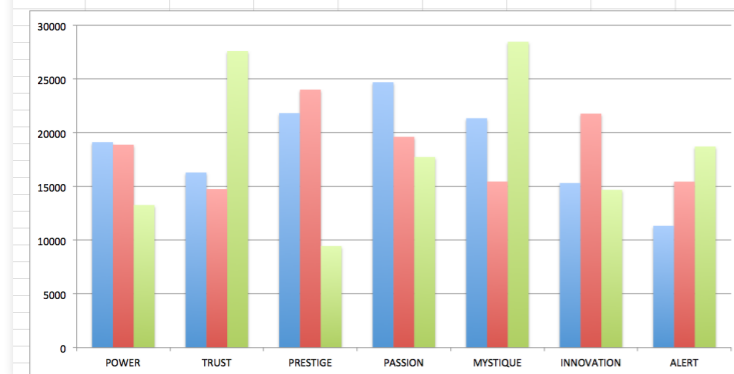
Based on 1,301 participants who took the Fascination Advantage assessment

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 250,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	103	7.92%	INNOVATION	33	43	37	6	17	11
Prestige	Power	The Victor	78	6.00%	PASSION	59	27	34	20	39	27
Prestige	Passion	The Connoisseur	67	5.15%	POWER	31	23	103	35	19	4
Passion	Innovation	The Catalyst	59	4.53%	PRESTIGE	51	67	78	26	35	29
Trust	Prestige	The Diplomat	54	4.15%	TRUST	15	23	19	54	44	38
Prestige	Innovation	The Avant-Garde	51	3.92%	MYSTIQUE	49	20	23	28	37	25
Mystique	Innovation	The Secret Weapon	49	3.77%	ALERT	3	6	17	11	28	7
Trust	Mystique	The Anchor	44	3.38%							
Innovation	Power	The Maverick Leader	43	3.31%	INNOVATION	2.5%	3.3%	2.8%	0.5%	1.3%	0.8%
Passion	Mystique	The Intrigue	39	3.00%	PASSION	4.5%	2.1%	2.6%	1.5%	3.0%	2.1%
Trust	Alert	The Good Citizen	38	2.92%	POWER	2.4%	1.8%	7.9%	2.7%	1.5%	0.3%
Innovation	Prestige	The Trendsetter	37	2.84%	PRESTIGE	3.9%	5.1%	6.0%	2.0%	2.7%	2.2%
Mystique	Trust	The Wise Owl	37	2.84%	TRUST	1.2%	1.8%	1.5%	4.2%	3.4%	2.9%
Power	Trust	The Guardian	35	2.69%	MYSTIQUE	3.8%	1.5%	1.8%	2.2%	2.8%	1.9%
Prestige	Mystique	The Architect	35	2.69%	ALERT	0.2%	0.5%	1.3%	0.8%	2.2%	0.5%
Passion	Prestige	The Talent	34	2.61%							
Innovation	Passion	The Rockstar	33	2.54%							
Power	Innovation	The Change Agent	31	2.38%							
Prestige	Alert	The Scholar	29	2.23%							
Alert	Trust	The Mediator	28	2.15%							
Mystique	Prestige	The Royal Guard	28	2.15%							
Passion	Alert	The Orchestrator	27	2.08%							
Passion	Power	The Peoples Champion	27	2.08%							
Prestige	Trust	The Blue Chip	26	2.00%							
Mystique	Alert	The Archer	25	1.92%							
Mystique	Power	The Veiled Strength	23	1.77%							
Power	Passion	The Ringleader	23	1.77%							
Trust	Passion	The Authentic	23	1.77%							
Mystique	Passion	The Subtle Touch	20	1.54%							
Passion	Trust	The Beloved	20	1.54%							
Power	Mystique	The Mastermind	19	1.46%							

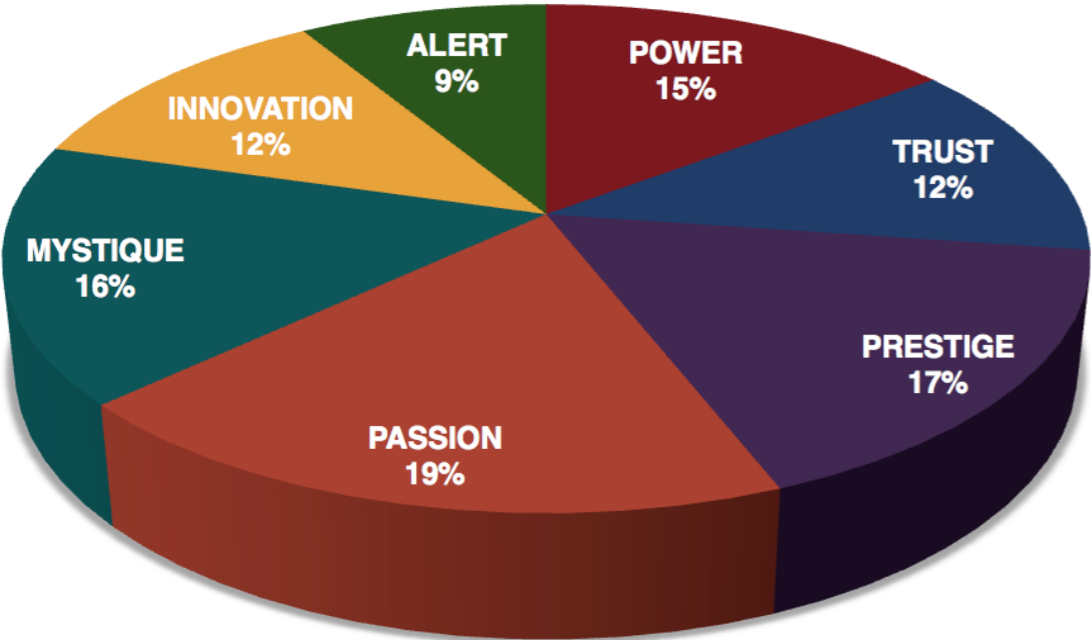
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION								IBM													
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	Secondary	Dormant	19131	16306	21835	24708	21360	15329	11348	130017	Primary	Secondary	Dormant	215	193	286	206	182	147	72	1301
			18895	14760	24024	19632	15463	21788	15455	130017				207	152	267	172	161	208	134	1301
			13280	27618	9463	17752	28482	14692	18730	130017				136	240	57	218	291	155	204	1301

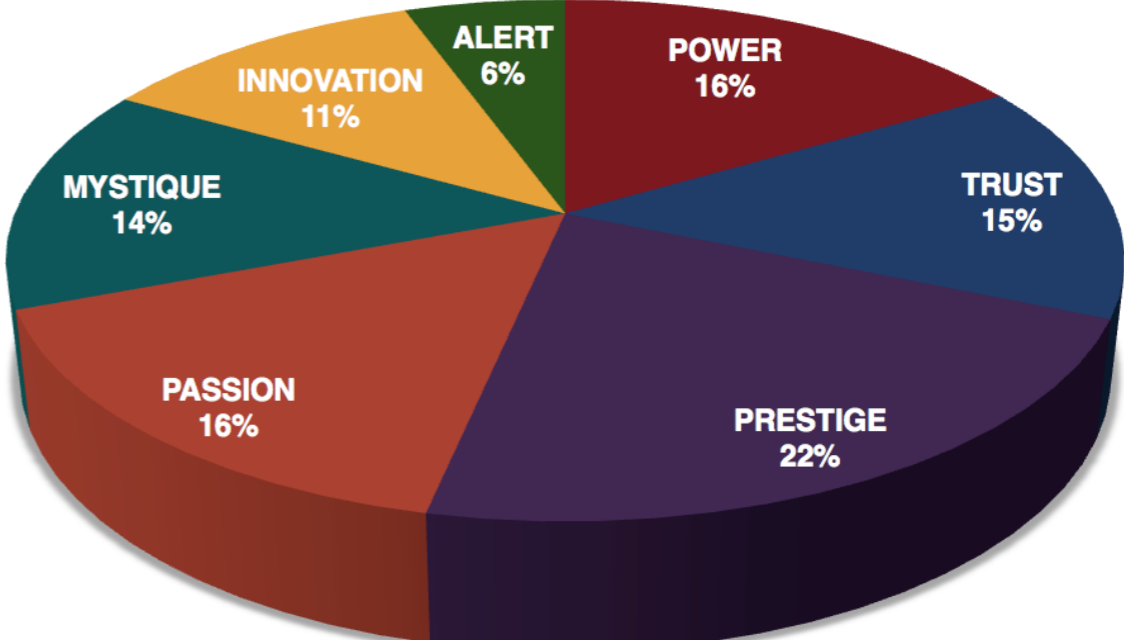


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 250,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



IBM RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

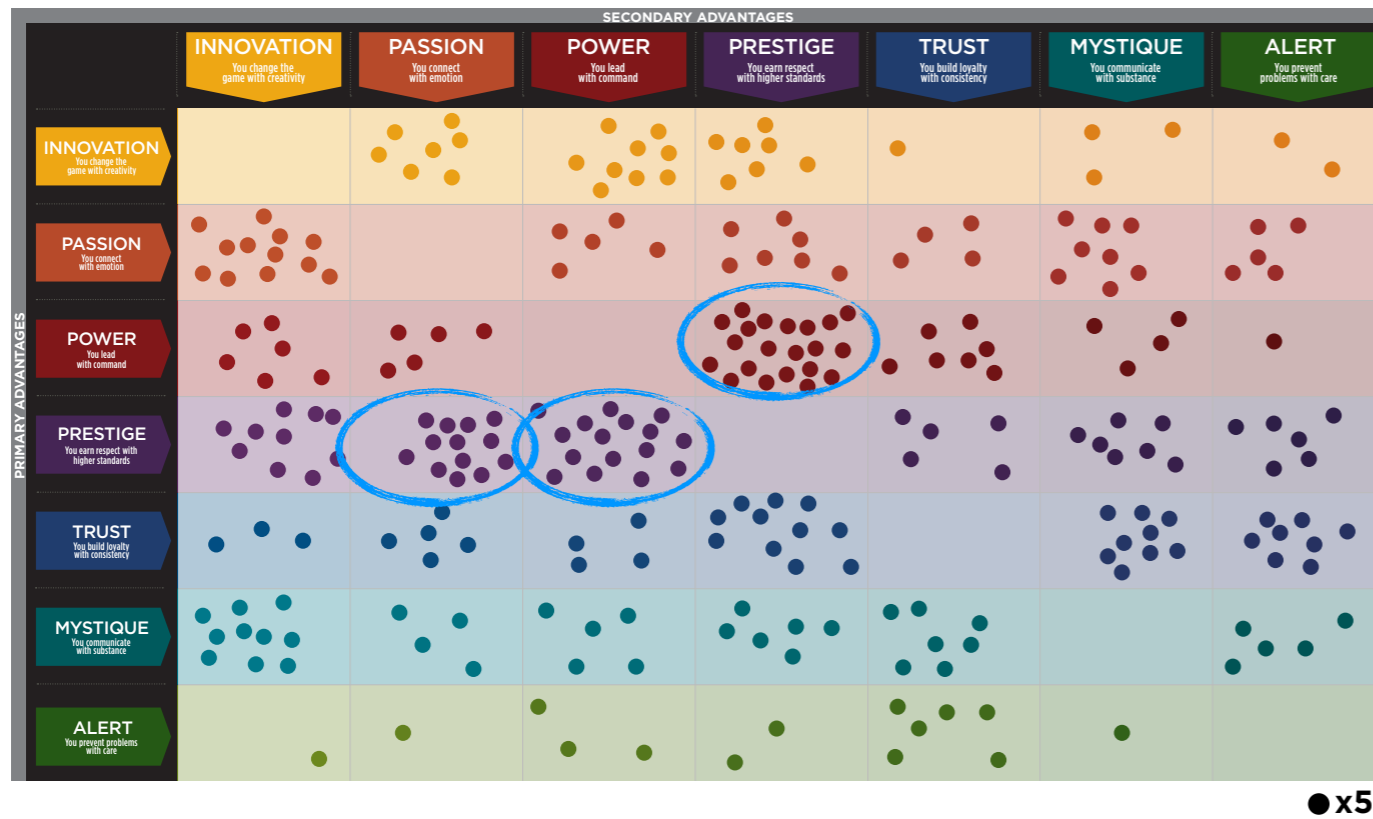
THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@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

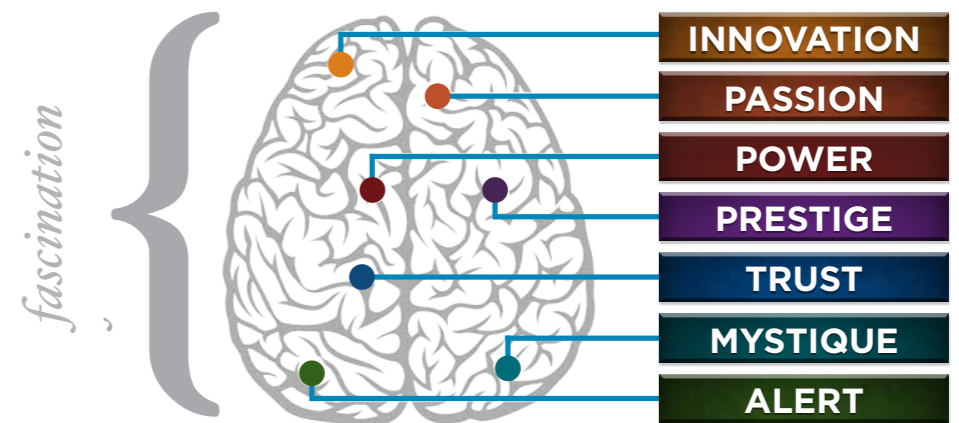
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

	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>		2.5%	3.3%	2.8%	0.5%	1.3%	0.8%
PASSION <small>You connect with emotion</small>	4.5%		2.1%	2.6%	1.5%	3.0%	2.1%
POWER <small>You lead with command</small>	2.4%	1.8%		7.9%	2.7%	1.5%	0.3%
PRESTIGE <small>You earn respect with higher standards</small>	3.9%	5.1%	6.0%		2.0%	2.7%	2.2%
TRUST <small>You build loyalty with consistency</small>	1.2%	1.8%	1.5%	4.2%		3.4%	2.9%
MYSTIQUE <small>You communicate with substance</small>	3.8%	1.3%	1.8%	2.2%	2.8%		1.9%
ALERT <small>You prevent problems with care</small>	0.2%	0.5%	1.3%	0.8%	2.2%	0.5%	

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 1,301 participants who took the Fascination Advantage assessment

I WANT TO BUILD A MORE VALUABLE TEAM

5 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.

2 LEARN YOUR TEAM'S PATTERNS:
With a "Heat Map" of your team's top Advantages, you'll see your team's patterns of communication.

3 ONLINE TRAINING:
Create a deeper understanding of core Fascinate principles in an interactive online environment. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.

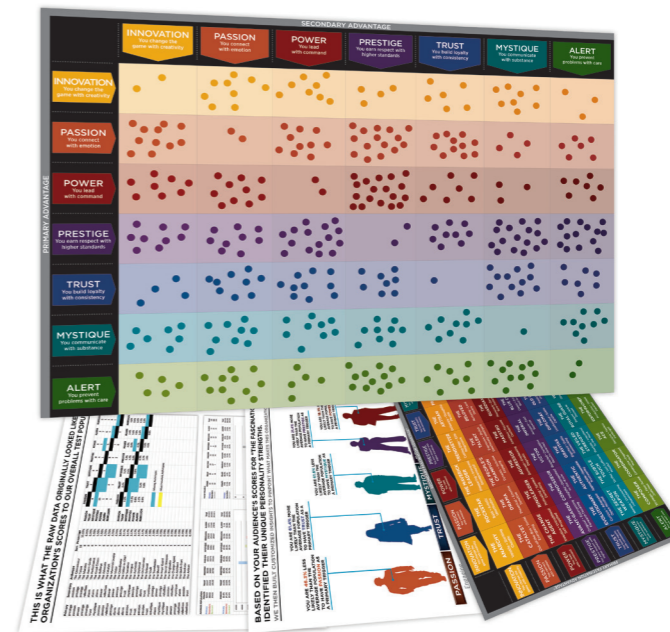
4 ANTHEM WORKSHOP:
Schedule an Anthem Workshop, so each person in the office can create an Anthem to immediately identify how they are most likely to add value.

5 FREE RESOURCES:
Visit our website to access a range of free ways for everyone on the team to apply their Anthem around the office, in meetings, and with clients.



GET STARTED TODAY WITH ONE OF OUR TEAM TRAINING PACKAGES!

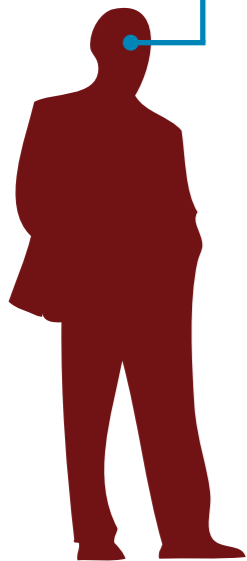
We're ready to help. Email us at Start@HowToFascinate.com or call 855-9SECOND



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.

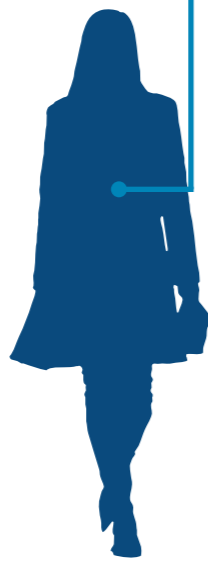
YOU ARE **12.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **20.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **31.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **17.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **14.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **4.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **36.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

7 WAYS HIGH-PERFORMERS ADD VALUE

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