

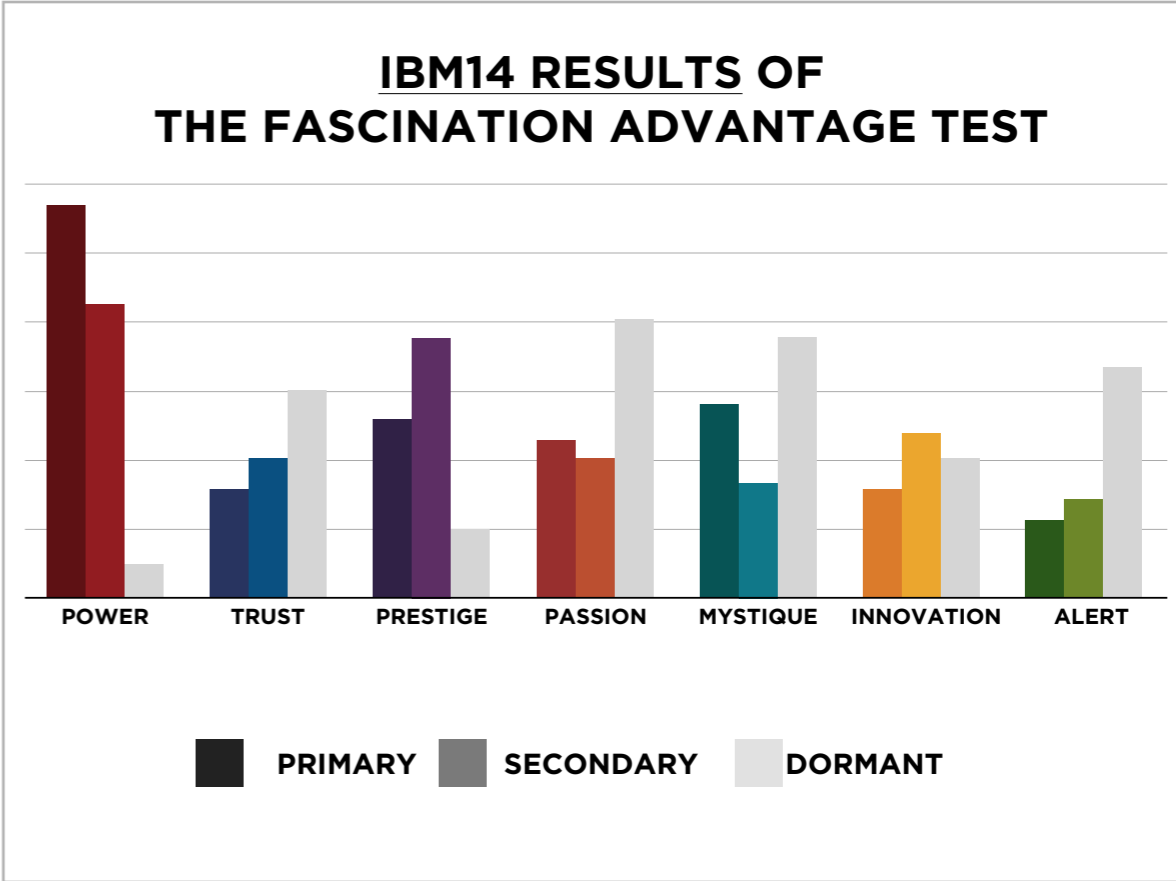
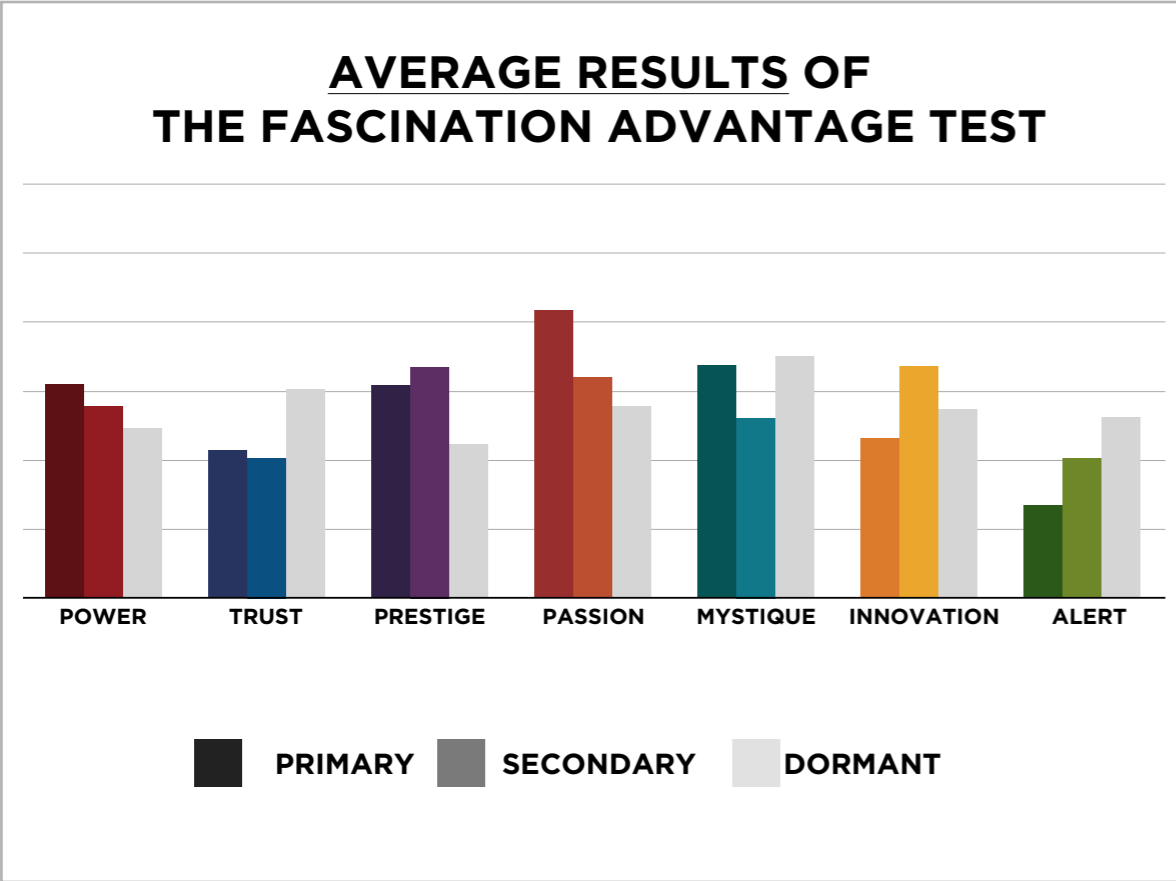
# AN INSIDER'S *look* AT THE RESEARCH

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



**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 200,000 PEOPLE.**

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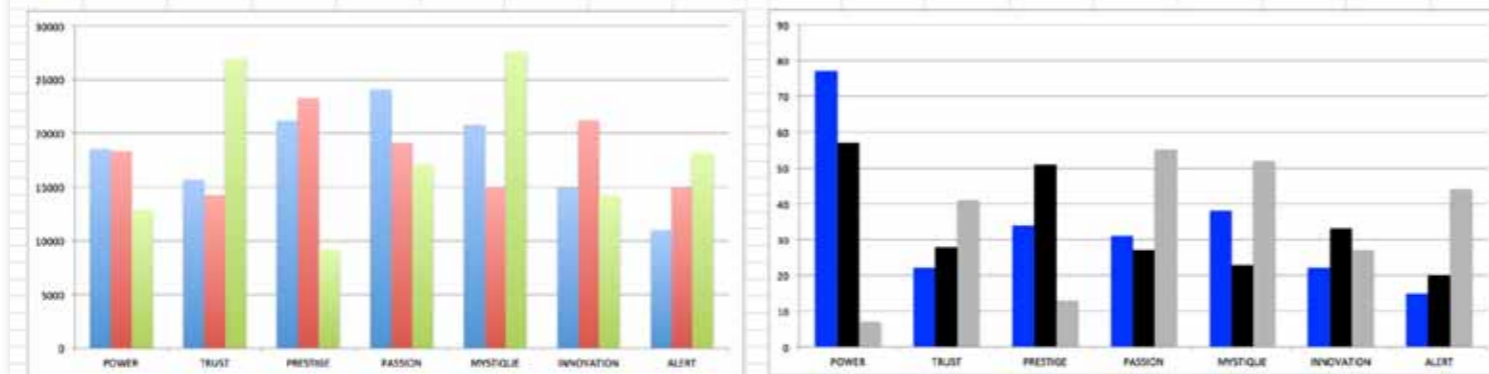


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	33	13.81%	INNOVATION	3	6	6	1	2	4
Mystique	Power	The Veiled Strength	16	6.69%	PASSION	8	8	3	3	5	4
Power	Trust	The Guardian	16	6.69%	POWER	11	8	33	16	8	1
Prestige	Power	The Victor	15	6.28%	PRESTIGE	7	8	15	1	1	2
Power	Innovation	The Change Agent	11	4.60%	TRUST	2	6	5	6	6	3
Passion	Innovation	The Catalyst	8	3.35%	MYSTIQUE	7	3	16	4	6	6
Passion	Power	The Peoples Champion	8	3.35%	ALERT	3	6	2	3	1	6
Power	Mystique	The Mastermind	8	3.35%							
Power	Passion	The Ringleader	8	3.35%	INNOVATION	1.3%	2.5%	2.5%	0.4%	0.8%	1.7%
Prestige	Passion	The Connoisseur	8	3.35%	PASSION	3.3%	3.3%	1.3%	1.3%	2.1%	1.7%
Mystique	Innovation	The Secret Weapon	7	2.93%	POWER	4.6%	3.3%	13.8%	6.7%	3.3%	0.4%
Prestige	Innovation	The Avant-Garde	7	2.93%	PRESTIGE	2.9%	3.3%	6.3%	0.4%	0.4%	0.8%
Alert	Power	The Ace	6	2.51%	TRUST	0.8%	2.5%	2.1%	2.5%	2.5%	1.3%
Innovation	Power	The Maverick Leader	6	2.51%	MYSTIQUE	2.9%	1.3%	6.7%	0.8%	1.7%	2.5%
Innovation	Prestige	The Trendsetter	6	2.51%	ALERT	1.3%	2.5%	0.8%	1.3%	0.4%	6
Mystique	Alert	The Archer	6	2.51%							
Trust	Mystique	The Anchor	6	2.51%							
Trust	Power	The Gravitas	6	2.51%							
Passion	Mystique	The Intrigue	5	2.09%							
Trust	Prestige	The Diplomat	5	2.09%							
Innovation	Alert	The Quick-Start	4	1.67%							
Mystique	Trust	The Wise Owl	4	1.67%							
Passion	Alert	The Orchestrator	4	1.67%							
Alert	Passion	The Coordinator	3	1.26%							
Alert	Trust	The Mediator	3	1.26%							
Innovation	Passion	The Rockstar	3	1.26%							
Mystique	Passion	The Subtle Touch	3	1.26%							
Passion	Prestige	The Talent	3	1.26%							
Passion	Trust	The Beloved	3	1.26%							
Trust	Alert	The Good Citizen	3	1.26%							
Alert	Prestige	The Editor-in-Chief	2	0.84%							
Innovation	Mystique	The Provocateur	2	0.84%							

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

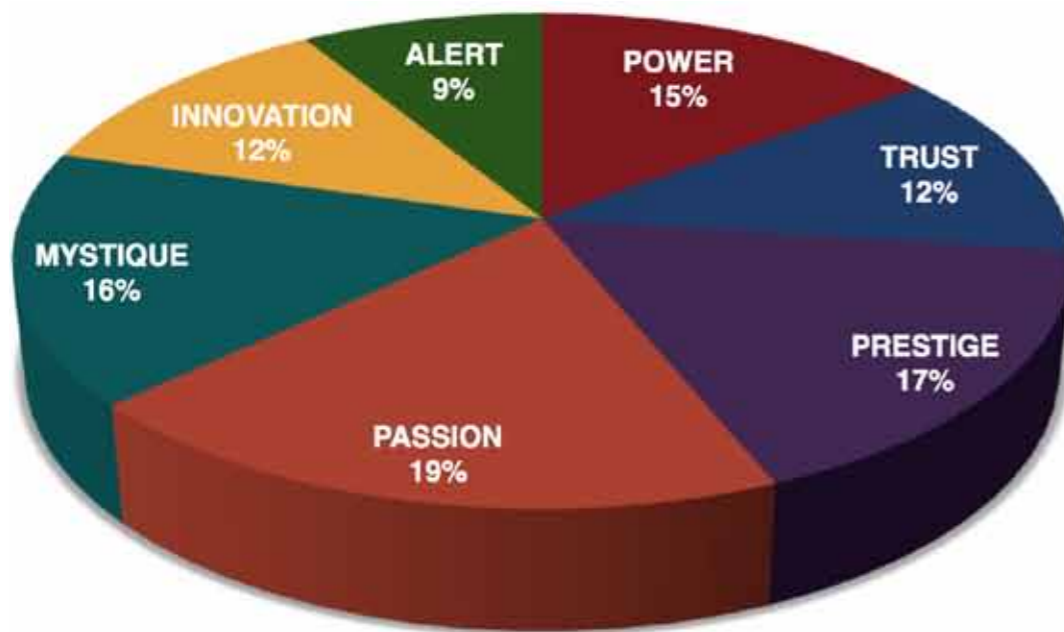
AVERAGE POPULATION								IBM													
Primary	Secondary	Democrat	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Democrat	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	Secondary	Democrat	18512	15671	21139	24066	20800	14930	10993	126111	Primary	Secondary	Democrat	77	22	34	31	38	22	15	239
Primary	Secondary	Democrat	18332	14228	23276	19111	15011	21186	14967	126111	Primary	Secondary	Democrat	57	28	51	27	23	33	20	239
Primary	Secondary	Democrat	12845	26973	9375	17109	27593	14195	18222	126111	Primary	Secondary	Democrat	7	41	13	55	52	27	44	239



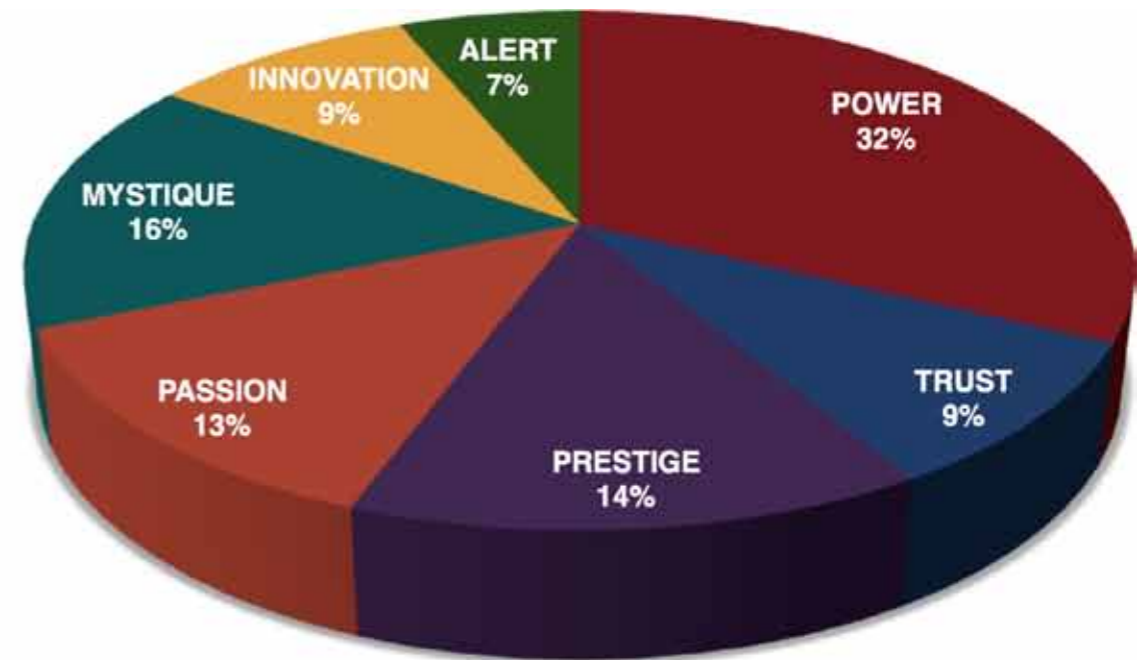
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**IBM14 RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONALITY ARCHETYPES

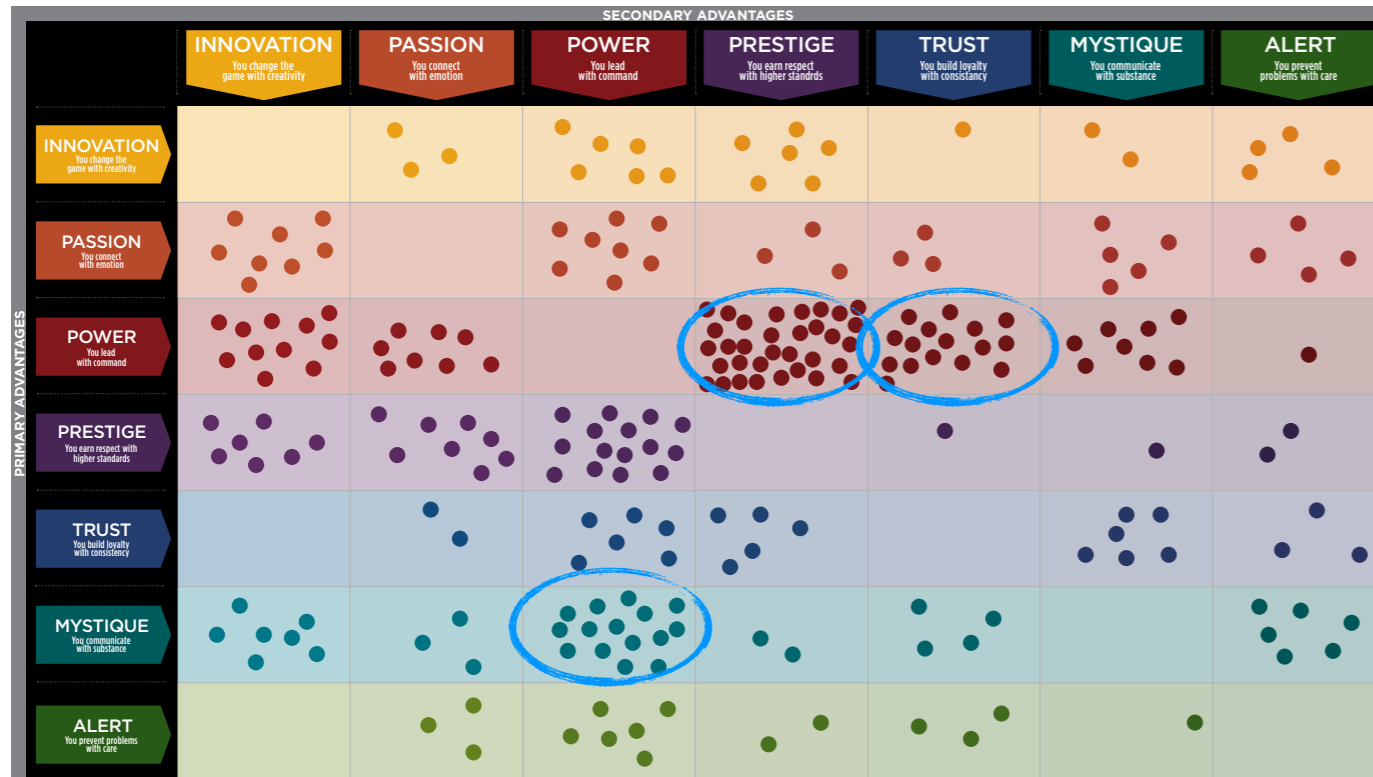
CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> 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
<b>PASSION</b> 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
<b>POWER</b> 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
<b>PRESTIGE</b> 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
<b>TRUST</b> 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
<b>MYSTIQUE</b> 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
<b>ALERT</b> 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



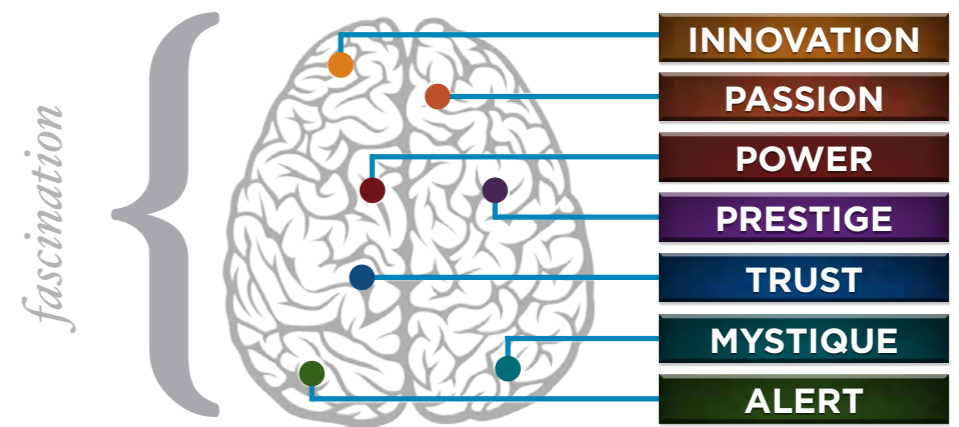
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

PRIMARY ADVANTAGES	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>		1.3%	2.5%	2.5%	0.4%	0.8%	1.7%
PASSION <small>You connect with emotion</small>	3.3%		3.3%	1.3%	1.3%	2.1%	1.7%
POWER <small>You lead with command</small>	4.6%	3.3%		13.8%	6.7%	3.3%	0.4%
PRESTIGE <small>You earn respect with higher standards</small>	2.9%	3.3%	6.3%		0.4%	0.4%	0.8%
TRUST <small>You build loyalty with consistency</small>		0.8%	2.5%	2.1%		2.5%	1.3%
MYSTIQUE <small>You communicate with substance</small>	2.9%	1.3%	6.7%	0.8%	1.7%		2.5%
ALERT <small>You prevent problems with care</small>		1.3%	2.5%	0.8%	1.3%	0.4%	

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 TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

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

YOU ARE **119.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **25.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

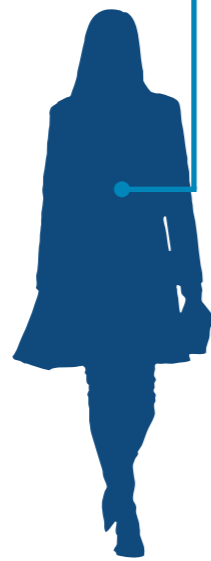
YOU ARE **15.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **32.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **3.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **22.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **28.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**POWER**

**TRUST**

**PRESTIGE**

**PASSION**

**MYSTIQUE**

**INNOVATION**

**ALERT**

Confident  
Goal-Oriented  
Decisive

Stable  
Dependable  
Familiar

Ambitious  
Results-Oriented  
Respected

Expressive  
Intuitive  
Engaging

Independent  
Logical  
Observant

Creative  
Visionary  
Entrepreneurial

Proactive  
Organized  
Detailed

## HOW YOUR CO-WORKERS FASCINATE

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**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



# INTRODUCING “YOUR ANTHEM”

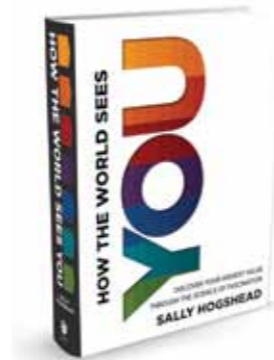
## THE TAGLINE FOR YOUR PERSONALITY

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Understand how others see you, at your best.

It all begins with understanding how the world sees you, at your best.

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