

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
INTERACTIVE DAY SAN DIEGO ON 05/12/17

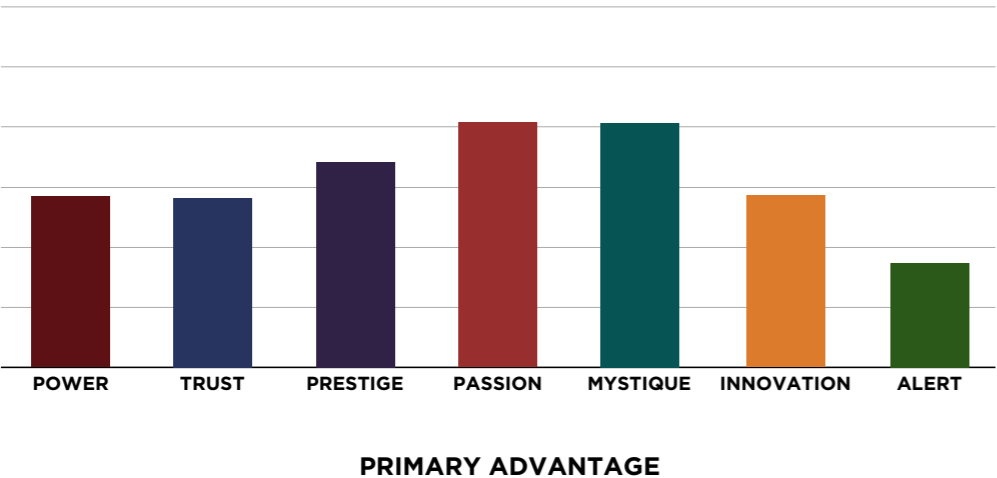
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CLICK HERE TO  
CREATE YOUR  
CODE TO SHARE  
WITH YOUR  
COMMUNITY



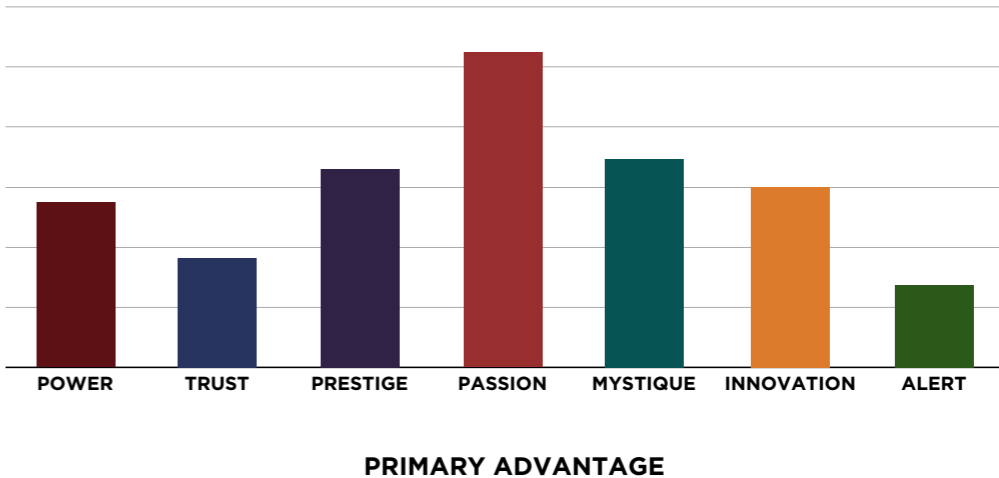
**THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.**

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**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**INTERACTIVE DAY SAN DIEGO RESULTS OF THE  
FASCINATION ADVANTAGE TEST**

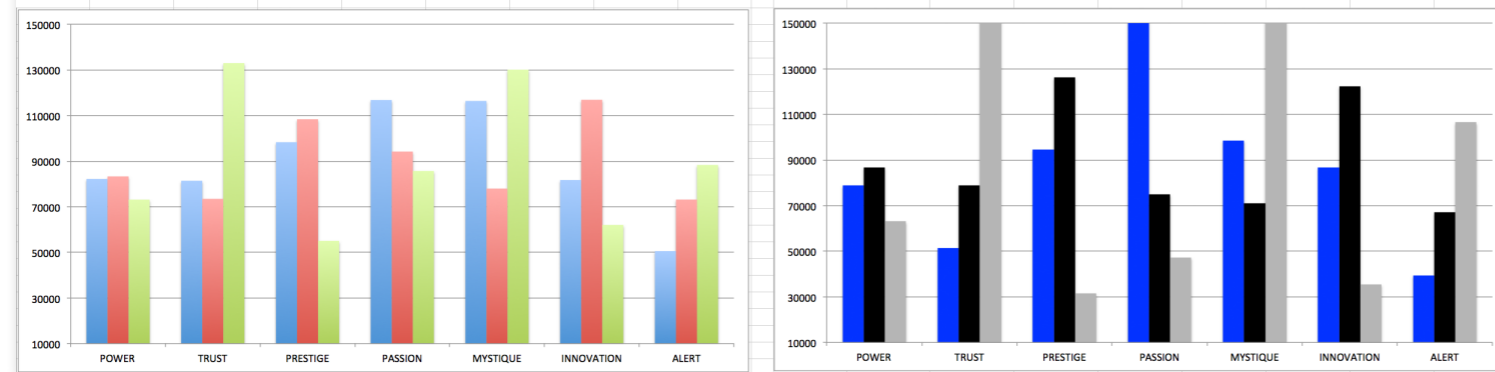


# THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	14	8.81%	INNOVATION		8	5	4		2	3
Power	Prestige	The Maestro	12	7.55%	PASSION	14		6	9	3	8	5
Passion	Prestige	The Talent	9	5.66%	POWER				12	2	4	2
Innovation	Passion	The Rockstar	8	5.03%	PRESTIGE	6	6	4		2	4	2
Mystique	Trust	The Wise Owl	8	5.03%	TRUST	2	2	1	5			3
Passion	Mystique	The Intrigue	8	5.03%	MYSTIQUE	7	2	4		8		4
Mystique	Innovation	The Secret Weapon	7	4.40%	ALERT		1	2	2	5		
Passion	Power	The Peoples Champion	6	3.77%								
Prestige	Innovation	The Avant-Garde	6	3.77%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Passion	The Connoisseur	6	3.77%	INNOVATION		5.0%	3.1%	2.5%		1.3%	1.9%
Alert	Trust	The Mediator	5	3.14%	PASSION	8.8%		3.8%	5.7%	1.9%	5.0%	3.1%
Innovation	Power	The Maverick Leader	5	3.14%	POWER				7.5%	1.3%	2.5%	1.3%
Passion	Alert	The Orchestrator	5	3.14%	PRESTIGE	3.8%	3.8%	2.5%		1.3%	2.5%	1.3%
Trust	Prestige	The Diplomat	5	3.14%	TRUST	1.3%	1.3%	0.6%	3.1%			1.9%
Innovation	Prestige	The Trendsetter	4	2.52%	MYSTIQUE	4.4%	1.3%	2.5%		5.0%		2.5%
Mystique	Alert	The Archer	4	2.52%	ALERT		0.6%	1.3%	1.3%	3.1%		
Mystique	Power	The Veiled Strength	4	2.52%								
Power	Mystique	The Mastermind	4	2.52%								
Prestige	Mystique	The Architect	4	2.52%								
Prestige	Power	The Victor	4	2.52%								
Innovation	Alert	The Quick-Start	3	1.89%								
Passion	Trust	The Beloved	3	1.89%								
Trust	Alert	The Good Citizen	3	1.89%								
Alert	Power	The Ace	2	1.26%								
Alert	Prestige	The Editor-in-Chief	2	1.26%								
Innovation	Mystique	The Provocateur	2	1.26%								
Mystique	Passion	The Subtle Touch	2	1.26%								
Power	Innovation	The Change Agent	2	1.26%								
Power	Trust	The Guardian	2	1.26%								

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

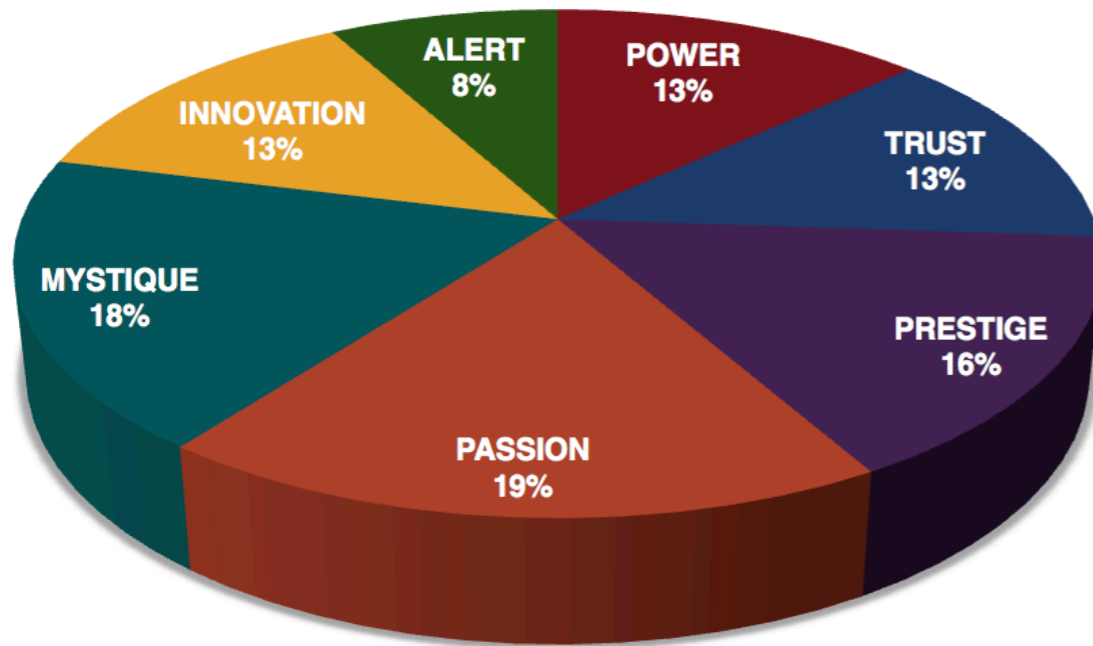
AVERAGE POPULATION										Interactive Day San Diego									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	82210	81418	98332	116822	116419	81736	50565	627502	Primary	20	13	24	45	25	22	10	159		
Secondary	83328	73485	108397	94212	77983	116919	73178	627502	Secondary	22	20	32	19	18	31	17	159		
Dormant	73157	133016	55072	85702	130141	62054	88360	627502	Dormant	16	42	8	12	45	9	27	159		



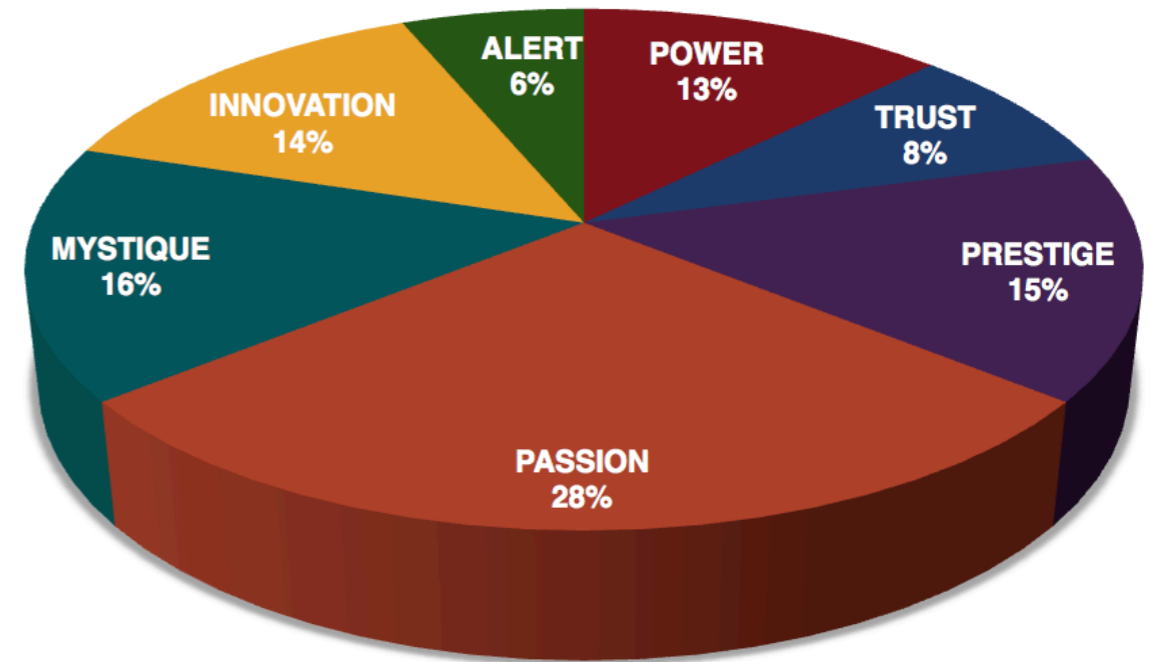
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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



INTERACTIVE DAY SAN DIEGO RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

## THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

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		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



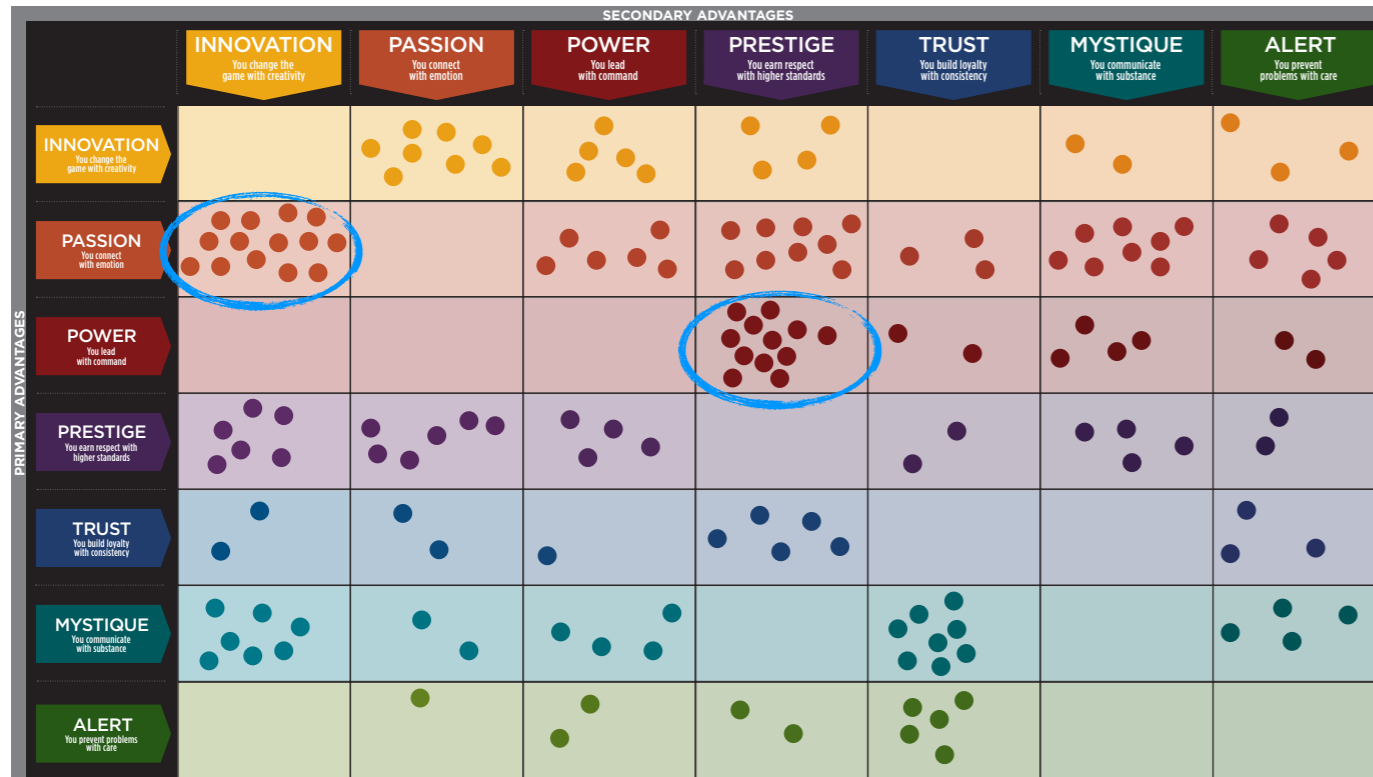
DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)

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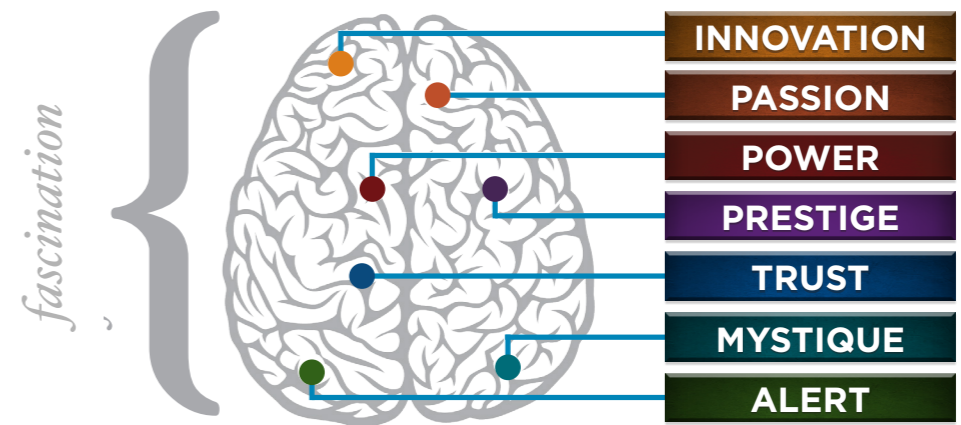
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



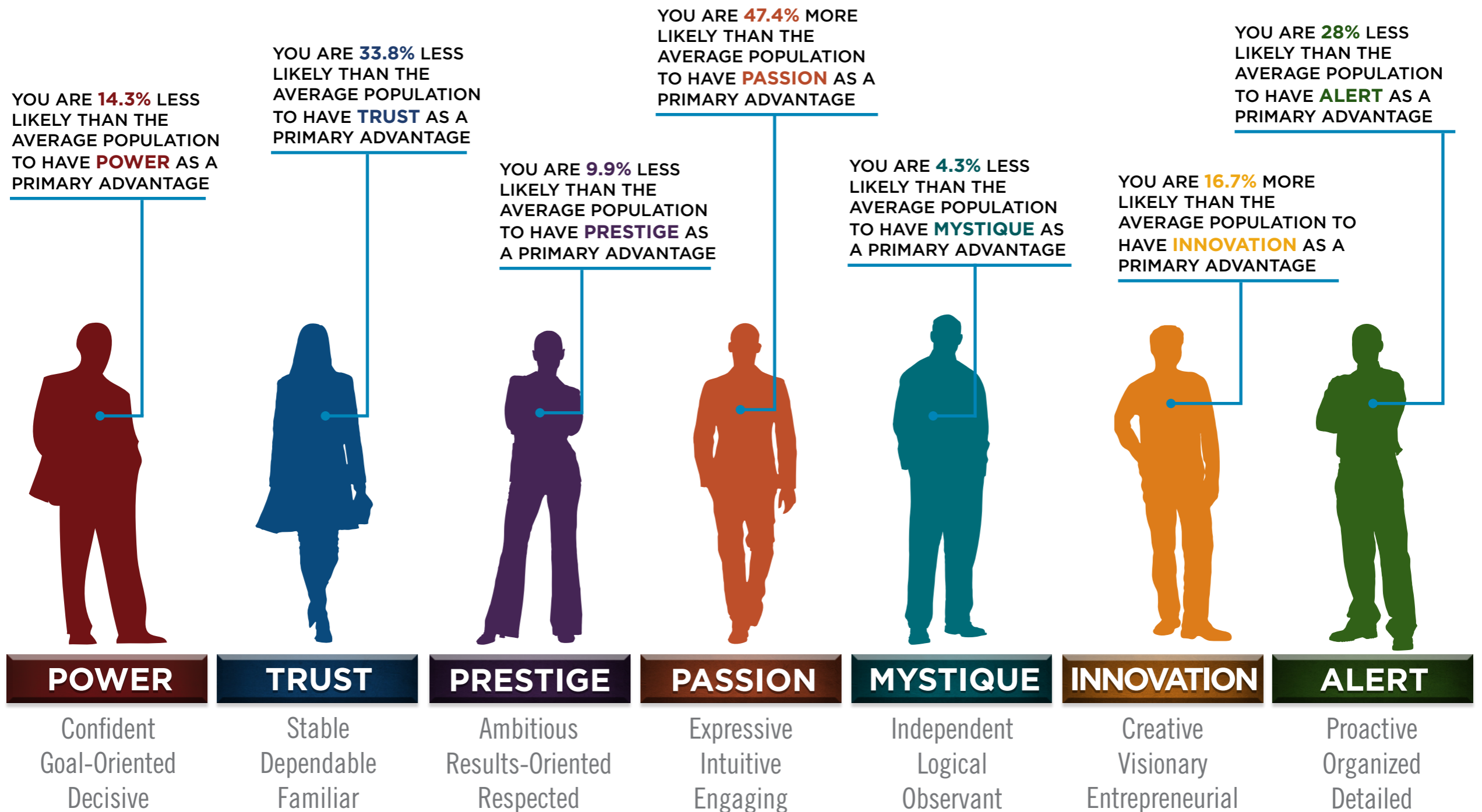
This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.

		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>
PRIMARY ADVANTAGES	INNOVATION <small>You change the game with creativity</small>							
	PASSION <small>You connect with emotion</small>	8.8%						
	POWER <small>You lead with command</small>				7.5%			
	PRESTIGE <small>You earn respect with higher standards</small>	3.8%	3.8%	2.5%		1.3%	2.5%	1.3%
	TRUST <small>You build loyalty with consistency</small>	1.3%	1.3%	0.6%	3.1%			1.9%
	MYSTIQUE <small>You communicate with substance</small>	4.4%	1.3%	2.5%		5.0%		2.5%
	ALERT <small>You prevent problems with care</small>		0.6%	1.3%	1.3%	3.1%		



# 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.



# DISCOVER YOUR HIGHEST VALUE AND BECOME MORE OF WHO YOU ALREADY ARE

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.

- 1 TO CREATE YOUR CUSTOM CODE, **CLICK HERE.**
- 2 COPY & PASTE THE TEXT BELOW TO SHARE THIS CODE WITH YOUR COMMUNITY.

## A FAST TRACK TO DISCOVERING YOUR HIGHEST VALUE

- Visit **HowToFascinate.com/YOU**
- For the access code, enter **[YOUR CODE HERE]**

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).

**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**

1. **INSIGHTFUL**

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

**HOW THE WORLD SEES YOU**

- Warmhearted and knowledgeable, you're highly appreciated by colleagues.

**THE PERSONAL BRAND ARCHETYPES** DISCOVERED BY SALLY HOGSHEAD

INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
THE ANARCHY	THE ROCKSTAR	THE MAVERICK LEADER	THE TRENDSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CATALYST	THE DESIRABLE	THE PEOPLE'S CHAMPION	THE TALENT	THE REVELED	THE INTRIGUE	THE ORCHESTRATOR
THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
THE AVANT-GARDE	THE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR
THE EVOLUTIONARY	THE AUTHENTIC	THE GRANITE	THE DIPLOMAT	THE OIL GUARD	THE ANCHOR	THE GOOD CITIZEN
THE SECRET WEAPON	THE SUBTLE TOUCH	THE VEILED STRENGTH	THE ROYAL GUARD	THE WISE OWL	THE DEADBOLT	THE ARCHER
THE COORDINATOR	THE ACE	THE EDITOR-IN-CHIEF	THE MEDIATOR	THE DETECTIVE	THE CONTROL	THE PRESIDENT

**OPINIONS**

Learn more about creating your own Anthem on page 14 of your report.



# LET'S START A CONVERSATION.



**THE PERSONAL BRAND ARCHETYPES** DISCOVERED BY SALLY HOGSHEAD HOWTOFASCINATE.COM

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# **SDX** Interactive Day San Diego



## 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