

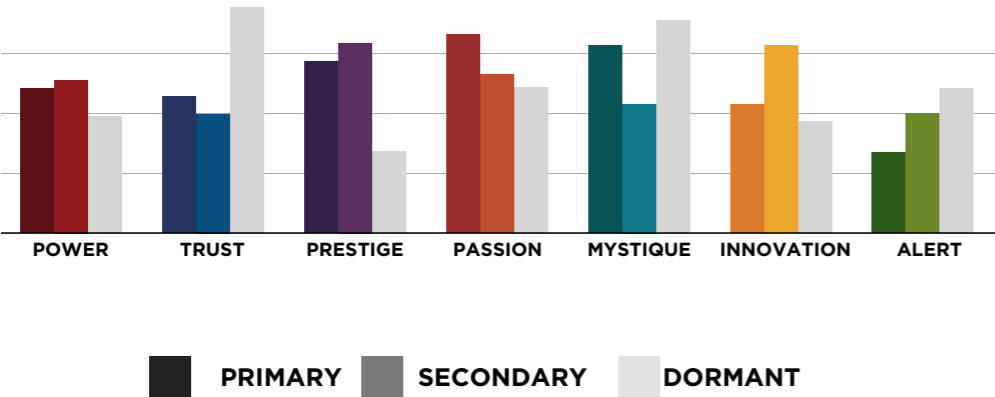
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
IRI SUMMIT 2015 ON 4/22/15

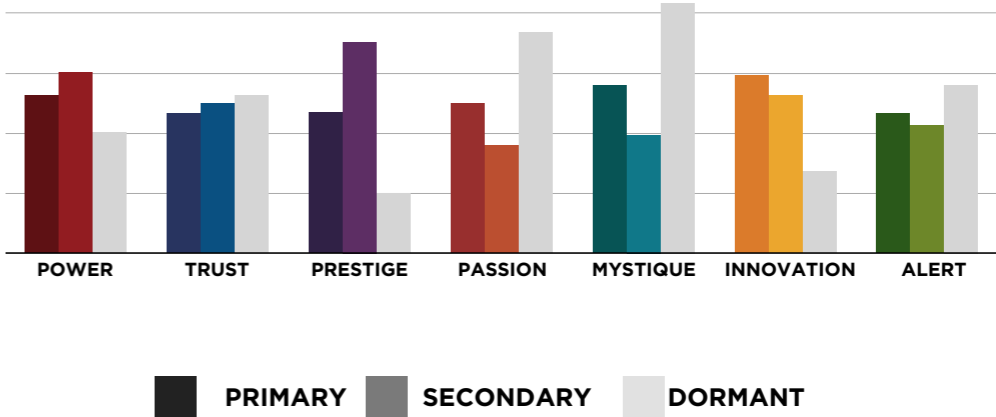


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**IRI SUMMIT 2015 RESULTS
OF THE FASCINATION ADVANTAGE TEST**

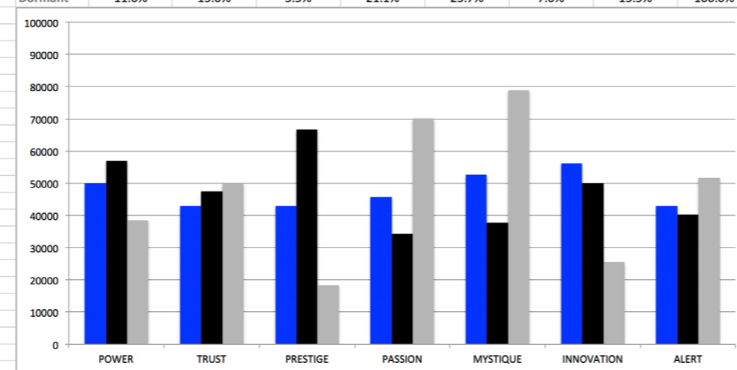
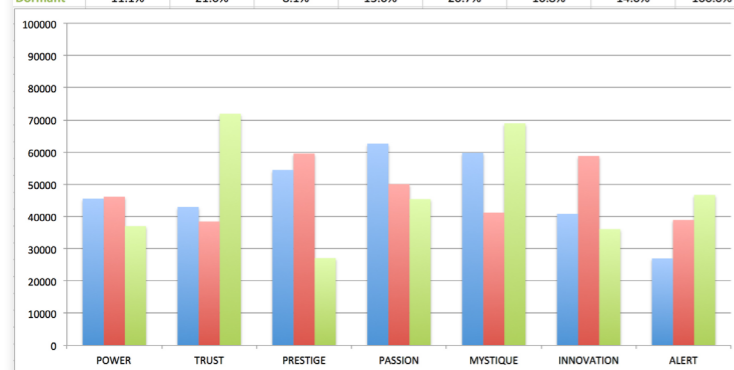


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	27	7.11%	INNOVATION	7	21	15	3	9	9
Innovation	Power	The Maverick Leader	21	5.53%	PASSION	15	8	8	5	11	5
Alert	Passion	The Coordinator	19	5.00%	POWER	5	5	27	14	4	2
Trust	Prestige	The Diplomat	17	4.47%	PRESTIGE	15	16	7	6	5	5
Mystique	Innovation	The Secret Weapon	16	4.21%	TRUST	3	2	4	17	10	13
Prestige	Power	The Victor	16	4.21%	MYSTIQUE	16	6	8	6	12	12
Innovation	Prestige	The Trendsetter	15	3.95%	ALERT	3	19	8	3	13	3
Passion	Innovation	The Catalyst	15	3.95%							
Prestige	Innovation	The Avant-Garde	15	3.95%	INNOVATION	1.8%	5.5%	3.9%	0.8%	2.4%	2.4%
Power	Trust	The Guardian	14	3.68%	PASSION	3.9%	2.1%	2.1%	1.3%	2.9%	1.3%
Alert	Trust	The Mediator	13	3.42%	POWER	1.3%	1.3%	7.1%	3.7%	1.1%	0.5%
Trust	Alert	The Good Citizen	13	3.42%	PRESTIGE	3.9%	4.2%	1.8%	1.6%	1.3%	1.3%
Mystique	Alert	The Archer	12	3.16%	TRUST	0.8%	0.5%	1.1%	4.5%	2.6%	3.4%
Mystique	Trust	The Wise Owl	12	3.16%	MYSTIQUE	4.2%	1.6%	2.1%	1.6%	3.2%	3.2%
Passion	Mystique	The Intrigue	11	2.89%	ALERT	0.8%	5.0%	2.1%	0.8%	0.8%	
Trust	Mystique	The Anchor	10	2.63%							
Innovation	Alert	The Quick-Start	9	2.37%							
Innovation	Mystique	The Provocateur	9	2.37%							
Alert	Power	The Ace	8	2.11%							
Mystique	Power	The Veiled Strength	8	2.11%							
Passion	Power	The Peoples Champion	8	2.11%							
Passion	Prestige	The Talent	8	2.11%							
Innovation	Passion	The Rockstar	7	1.84%							
Prestige	Trust	The Blue Chip	7	1.84%							
Mystique	Passion	The Subtle Touch	6	1.58%							
Mystique	Prestige	The Royal Guard	6	1.58%							
Prestige	Mystique	The Architect	6	1.58%							
Passion	Alert	The Orchestrator	5	1.32%							
Passion	Trust	The Beloved	5	1.32%							

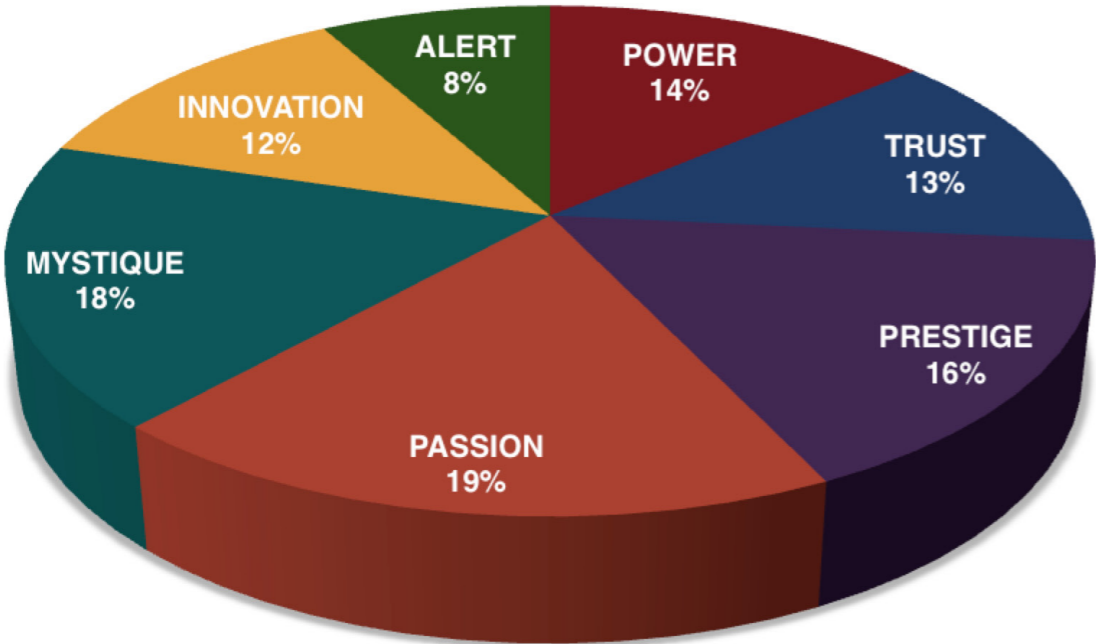
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									IRI2015												
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	45548	42938	54485	62613	59803	40886	27010	333283	Primary	Secondary	Dormant	57	49	49	52	60	64	49	380
Primary	Secondary	Dormant	46178	38456	59555	50080	41228	58800	38986	333283	Secondary	Secondary	Dormant	65	54	76	39	43	57	46	380
Primary	Secondary	Dormant	37059	71914	27098	45437	68925	36110	46740	333283	Dormant	Secondary	Dormant	44	57	21	80	90	29	59	380

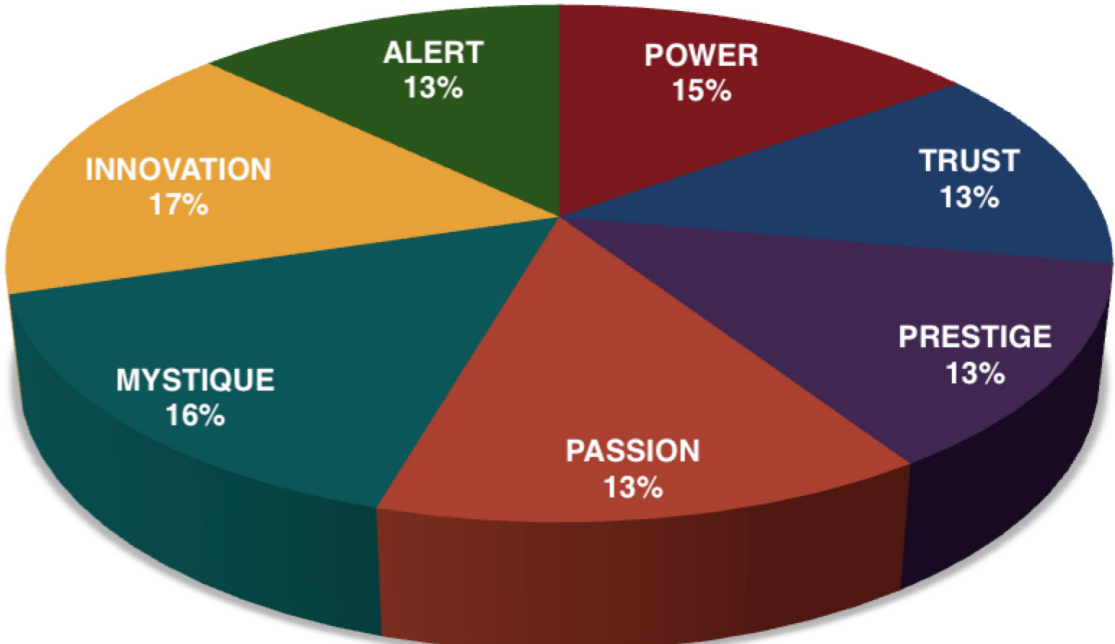


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



IRI SUMMIT 2015 RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

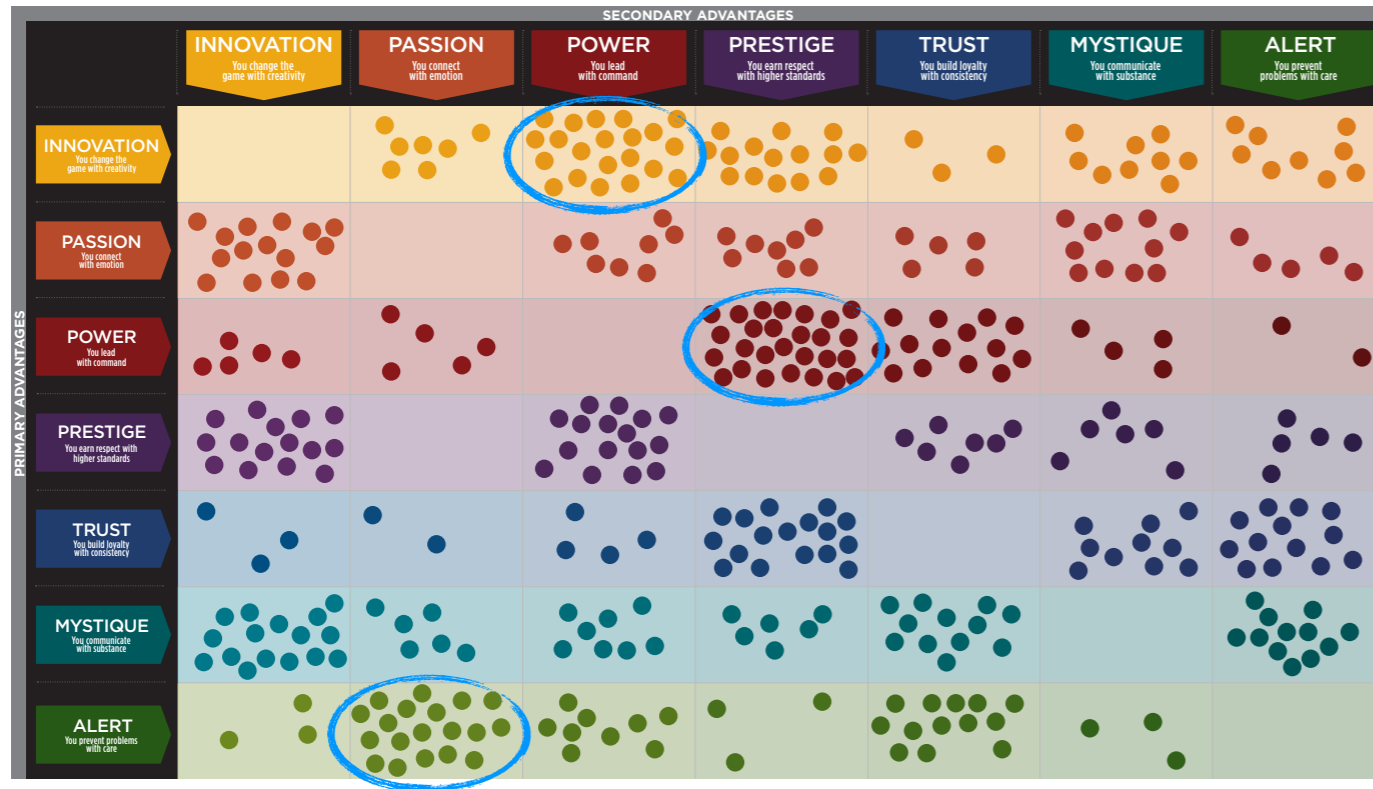
THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
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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

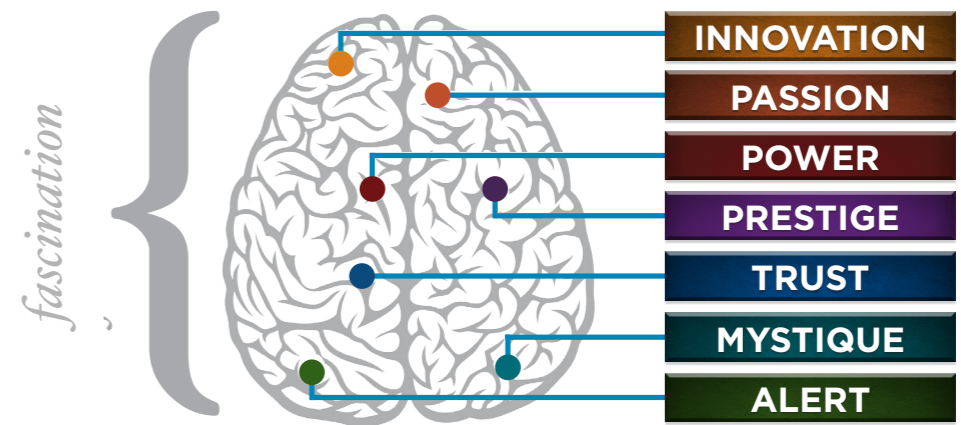
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

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>		1.8%	5.5%	3.9%	0.8%	2.4%	2.4%
PASSION <small>You connect with emotion</small>	3.9%		2.1%	2.1%	1.3%	2.9%	1.3%
POWER <small>You lead with command</small>	1.3%	1.3%		7.1%	3.7%	1.1%	0.5%
PRESTIGE <small>You earn respect with higher standards</small>	3.9%		4.2%		1.8%	1.6%	1.3%
TRUST <small>You build loyalty with consistency</small>	0.8%	0.5%	1.1%	4.5%		2.6%	3.4%
MYSTIQUE <small>You communicate with substance</small>	4.2%	1.6%	2.1%	1.6%	3.2%		3.2%
ALERT <small>You prevent problems with care</small>	0.8%	5.0%	2.1%	0.8%	3.4%	0.8%	

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.

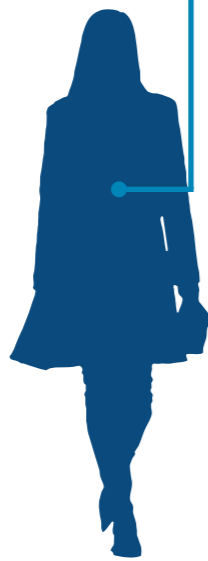
YOU ARE **2.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **4.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **23%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **28.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **3.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **42%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **47.5%** 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

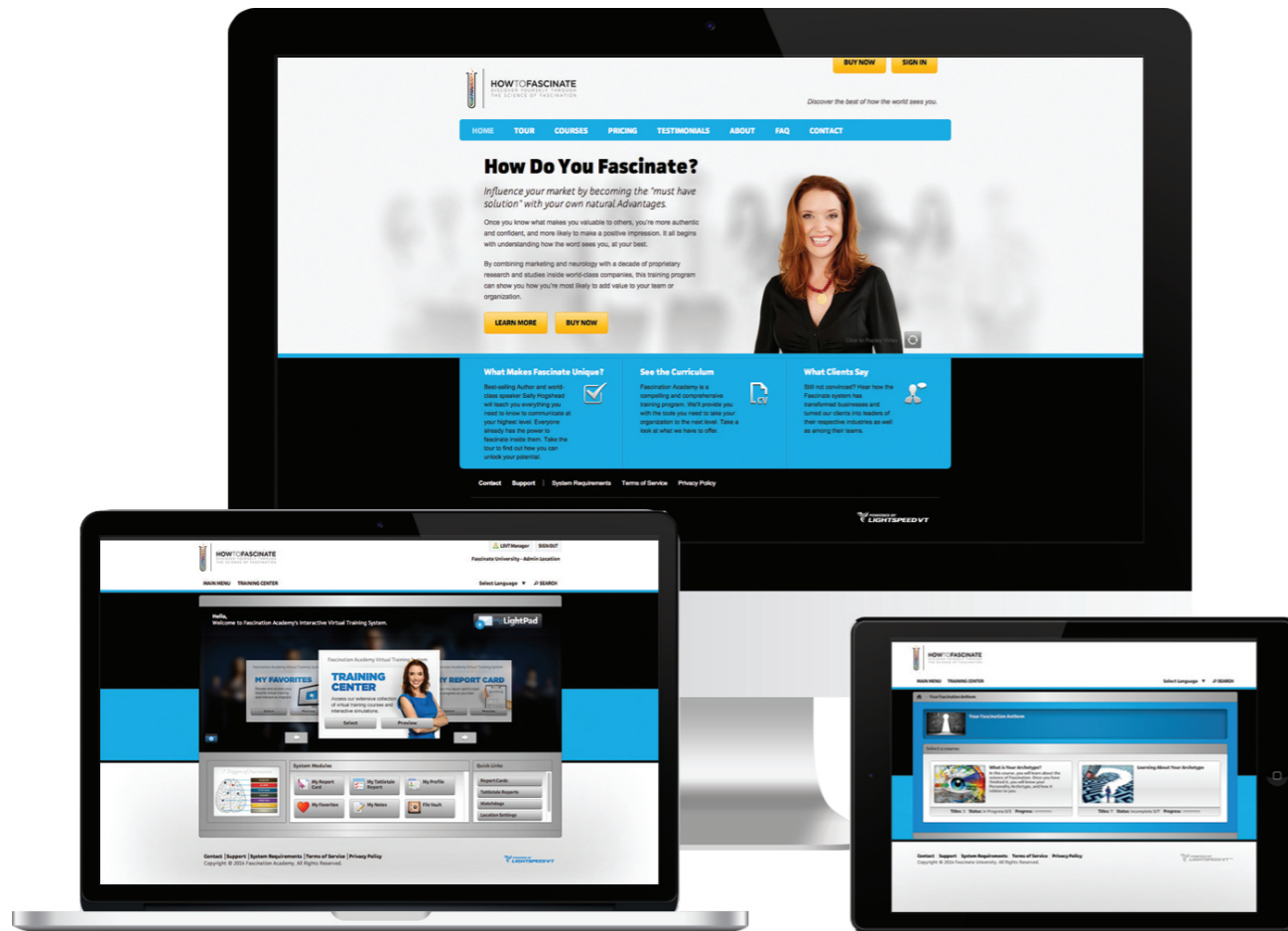
SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

FASCINATION ACADEMY

Virtual training that's as individual as you are.



- + Inspire a culture of engagement where you and your team all perform at your best
- + Combat distraction and build meaningful relationships to grow your revenue and create unforgettable customer experiences
- + Achieve excellence

ENROLL IN YOUR SNEAK PEEK NOW!

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