

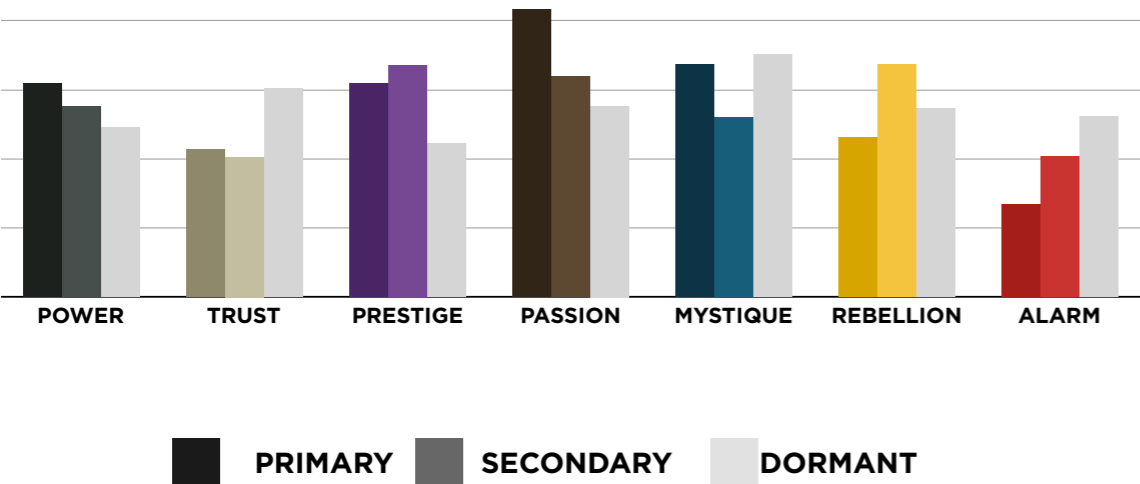
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
INTERSTATE HOTELS & RESORTS ON 04/03/14

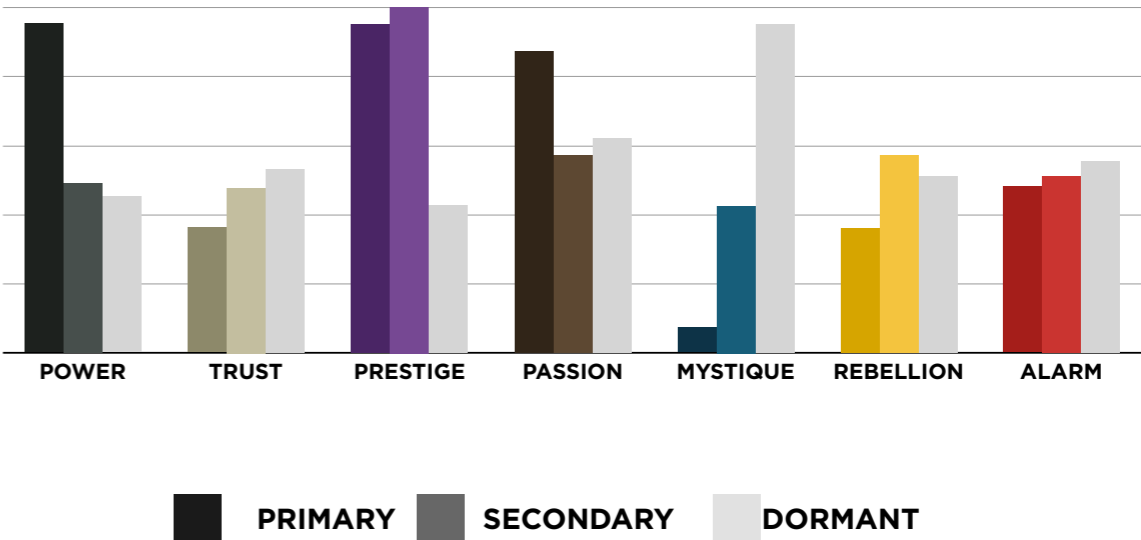


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



INTERSTATE HOTELS & RESORTS RESULTS OF THE FASCINATION ADVANTAGE TEST

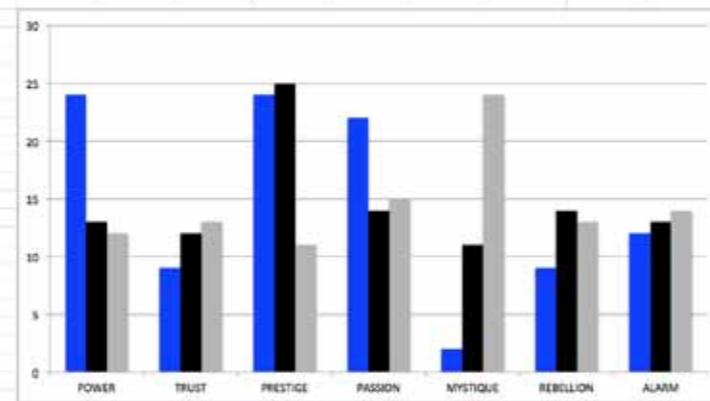
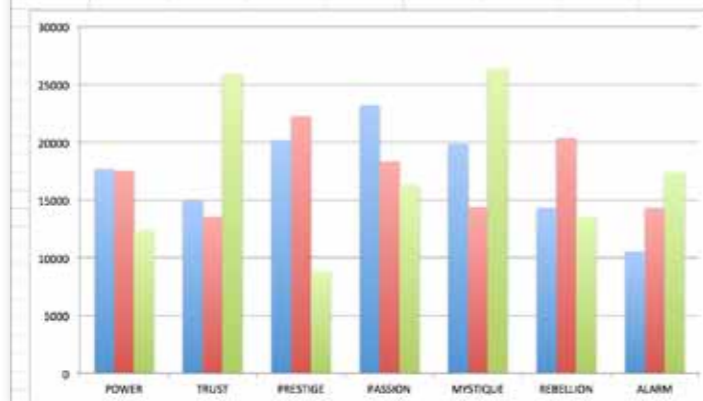


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	13	12.75%	PASSION		4	3	4	1	6	4
Prestige	Passion	The Connoisseur	7	6.86%	TRUST			2	3	2	2	
Passion	Alarm	The Orchestrator	6	5.88%	MYSTIQUE							2
Prestige	Rebellion	The Avant-Garde	5	4.90%	PRESTIGE	7	4	2		4	2	5
Alarm	Prestige	The Editor-in-Chief	4	3.92%	POWER	3	2	2	13		2	2
Passion	Prestige	The Talent	4	3.92%	ALARM		2	2	4	3		1
Passion	Rebellion	The Catalyst	4	3.92%	REBELLION	4			1	3	1	
Passion	Trust	The Beloved	4	3.92%								
Prestige	Power	The Victor	4	3.92%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Prestige	Trust	The Blue Chip	4	3.92%	PASSION		3.9%	2.9%	3.9%	1.0%	5.9%	3.9%
Rebellion	Passion	The Rockstar	4	3.92%	TRUST			2.0%	2.9%	2.0%	2.0%	
Alarm	Power	The Sheriff	3	2.94%	MYSTIQUE							2.0%
Passion	Mystique	The Intrigue	3	2.94%	PRESTIGE	6.9%	3.9%	2.0%		3.9%	2.0%	4.9%
Power	Passion	The Ringleader	3	2.94%	POWER	2.9%	2.0%	2.0%	12.7%		2.0%	2.0%
Rebellion	Power	The Maverick Leader	3	2.94%	ALARM		2.0%	2.0%	3.9%	2.9%		1.0%
Trust	Prestige	The Diplomat	3	2.94%	REBELLION	3.9%			1.0%	2.9%	1.0%	
Alarm	Mystique	The Inspector	2	1.96%								
Alarm	Trust	The Sustainer	2	1.96%								
Mystique	Rebellion	The Secret Weapon	2	1.96%								
Power	Alarm	The Watchdog	2	1.96%								
Power	Mystique	The Mastermind	2	1.96%								
Power	Rebellion	The Change Agent	2	1.96%								
Power	Trust	The Guardian	2	1.96%								
Prestige	Alarm	The Perfectionist	2	1.96%								
Prestige	Mystique	The Architect	2	1.96%								
Trust	Alarm	The Good Citizen	2	1.96%								
Trust	Mystique	The Vault	2	1.96%								
Trust	Power	The Gravitas	2	1.96%								
Alarm	Rebellion	The Craftsman	1	0.98%								
Passion	Power	The Advocate	1	0.98%								
Rebellion	Alarm	The Quick Start	1	0.98%								

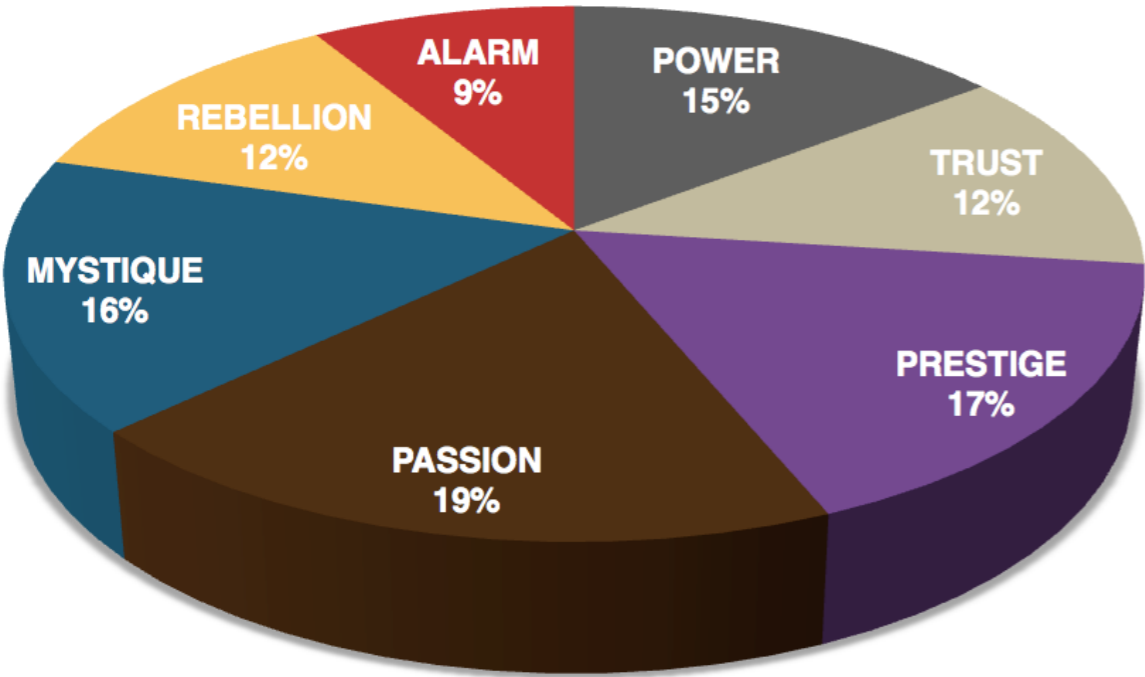
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									Interstate Hotels & Resorts								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	17691	14923	20199	23198	19895	14314	10543	120763	Primary	24	9	24	22	2	9	12	102
Secondary	17528	13548	22255	18341	14407	20361	14323	120763	Secondary	13	12	25	14	11	14	13	102
Dormant	12367	25919	8807	16318	26374	13537	17441	120763	Dormant	12	13	11	15	24	13	14	102
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	14.6%	12.4%	16.7%	19.2%	16.5%	11.9%	8.7%	100.0%	Primary	23.5%	8.8%	23.5%	21.6%	2.0%	8.8%	11.8%	100.0%
Secondary	14.5%	11.2%	18.4%	15.2%	11.9%	16.9%	11.9%	100.0%	Secondary	12.7%	11.8%	24.5%	13.7%	10.8%	13.7%	12.7%	100.0%
Dormant	10.2%	21.5%	7.3%	13.5%	21.8%	11.2%	14.4%	100.0%	Dormant	11.8%	12.7%	10.8%	14.7%	23.5%	12.7%	13.7%	100.0%

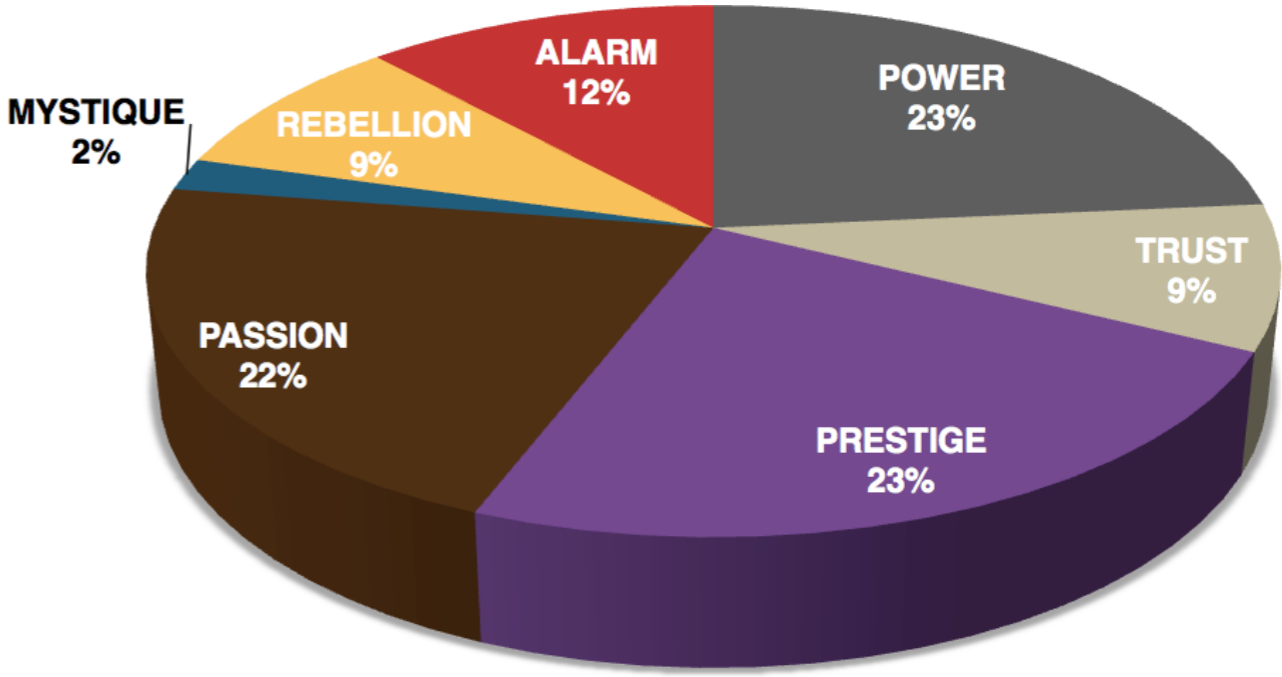


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



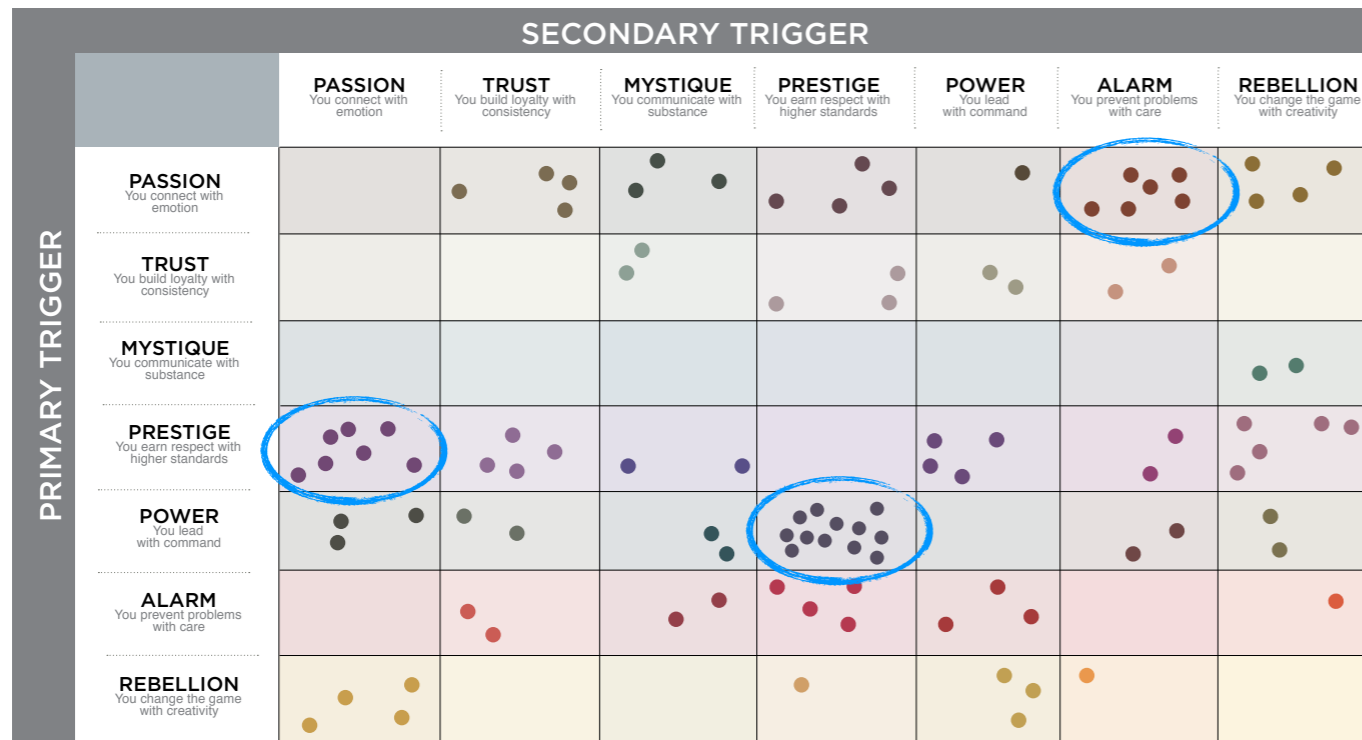
INTERSTATE HOTELS & RESORTS FROM THE FASCINATION ADVANTAGE TEST



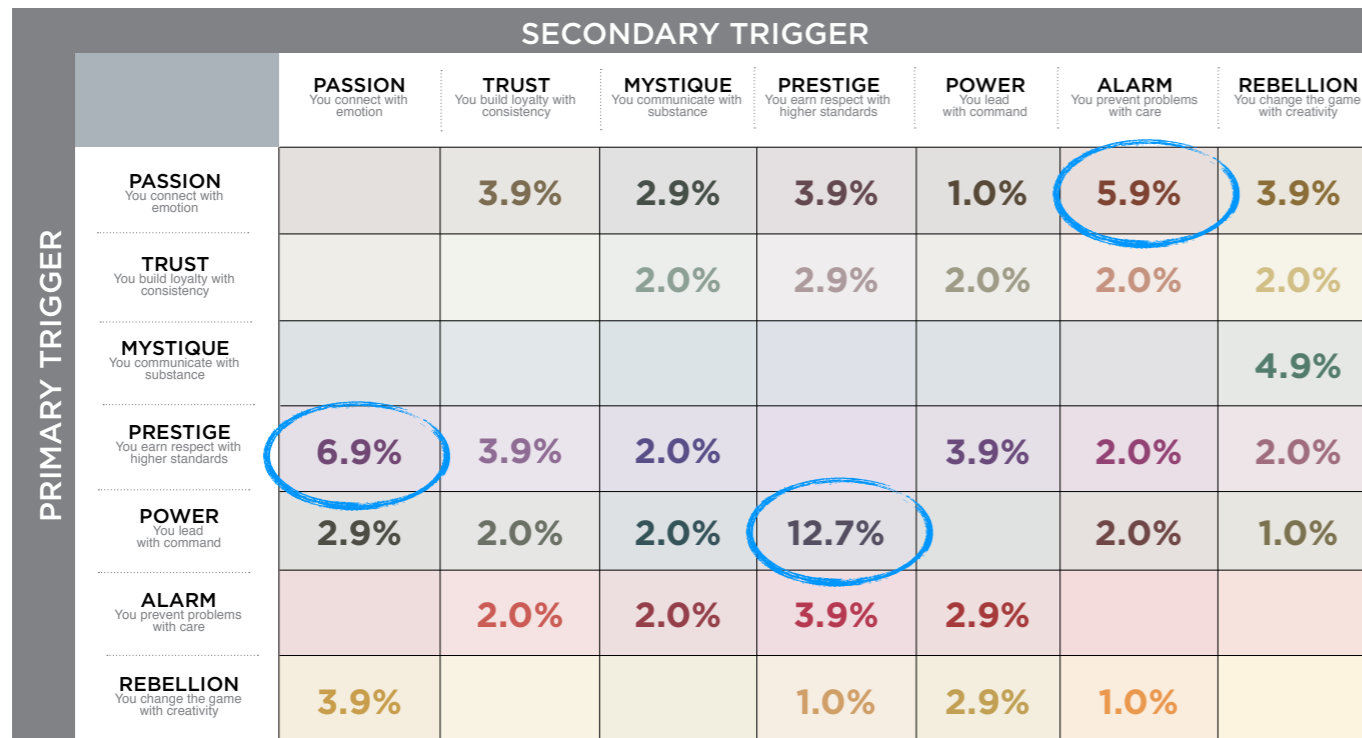
WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless “Best-in-Class”	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

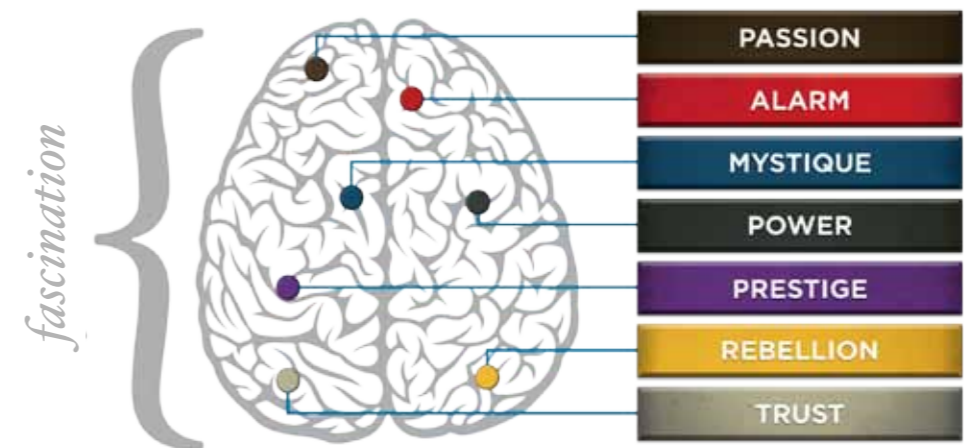
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

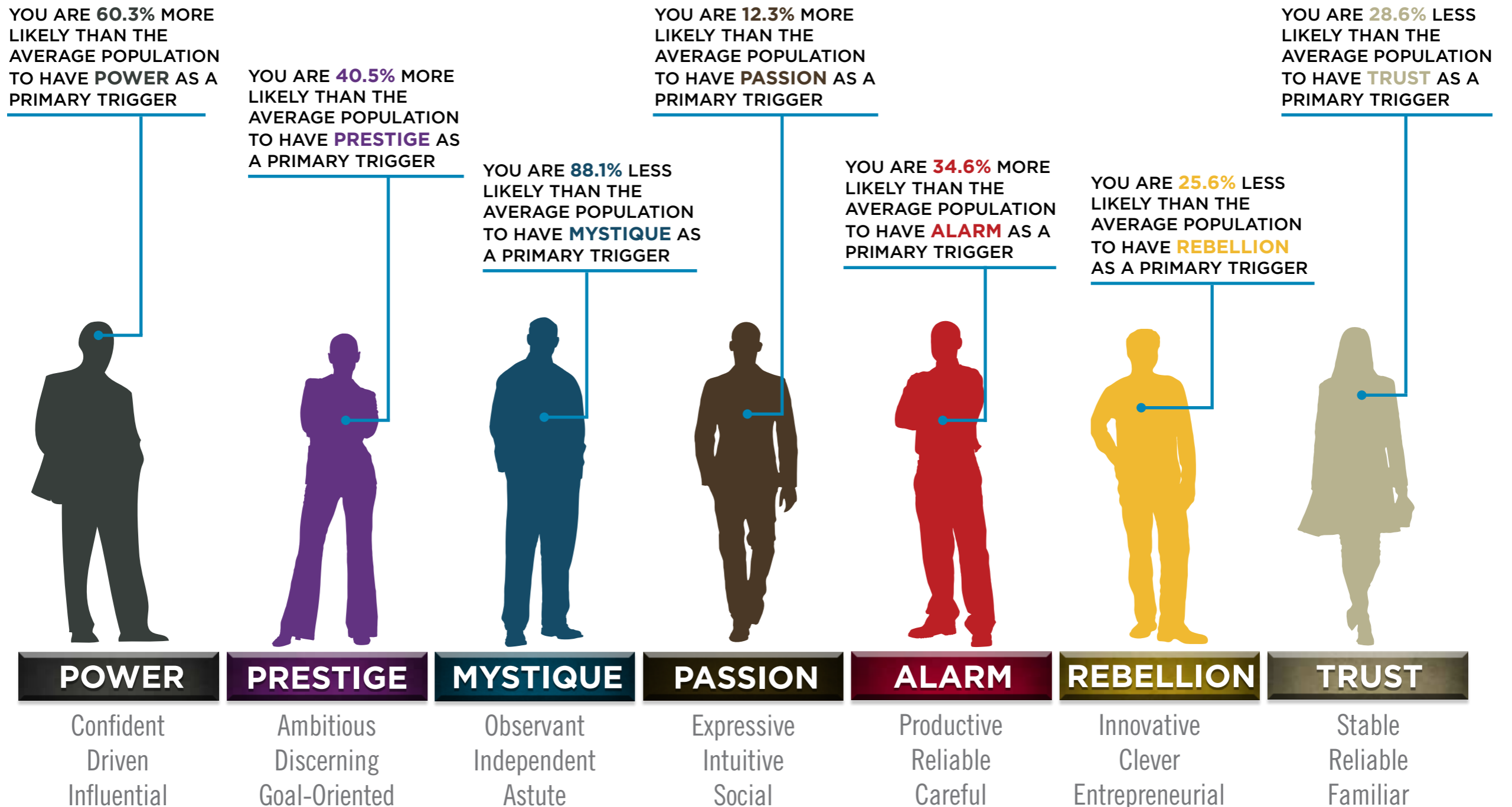


This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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.



HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's presentation, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

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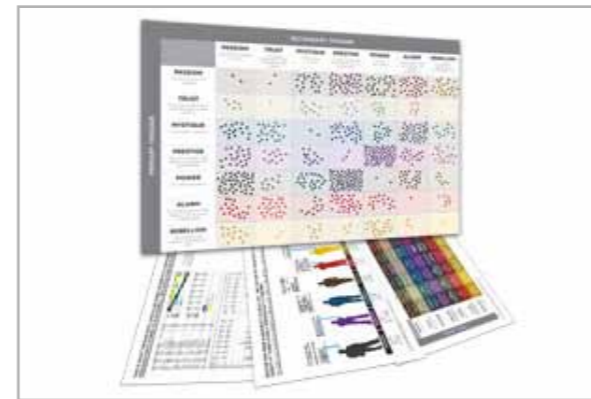
Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



Fascination Advantage™ Test & Report
Our flagship personal brand analysis



Win the Moment
Immediately communicate your highest value



Your Team Advantage
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



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