

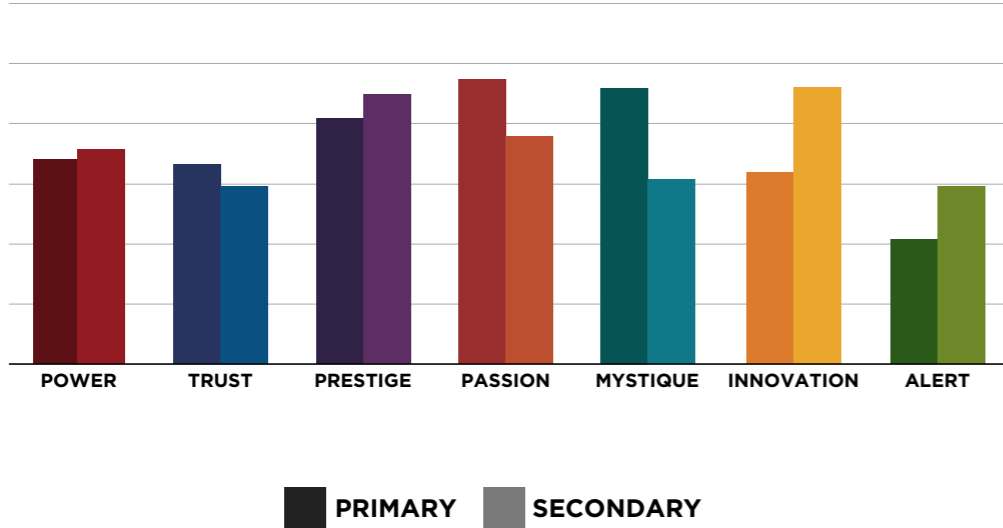
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
MORGAN STANLEY CHAIRMAN'S CLUB CONFERENCE ON 05/20/16

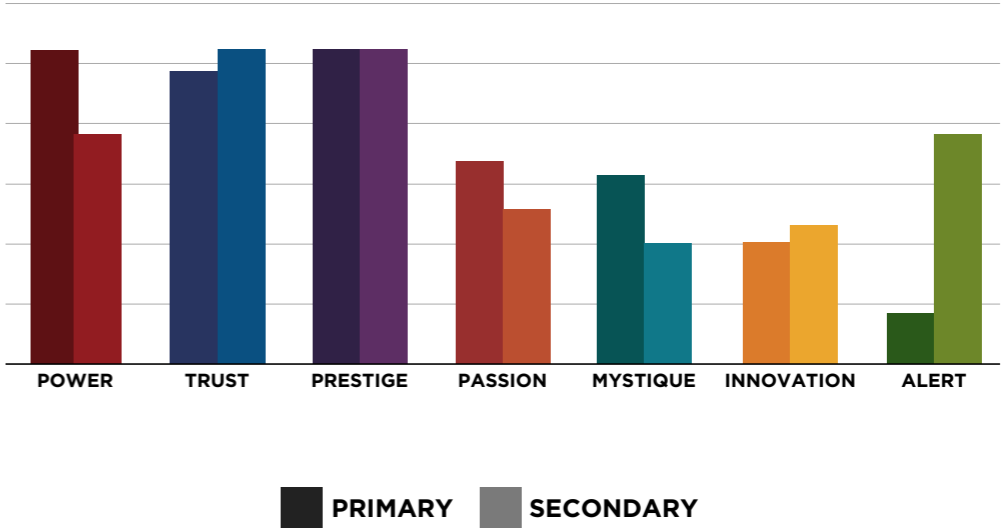


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**MORGAN STANLEY CHAIRMAN'S CLUB CONFERENCE 2016
RESULTS OF THE FASCINATION ADVANTAGE TEST**

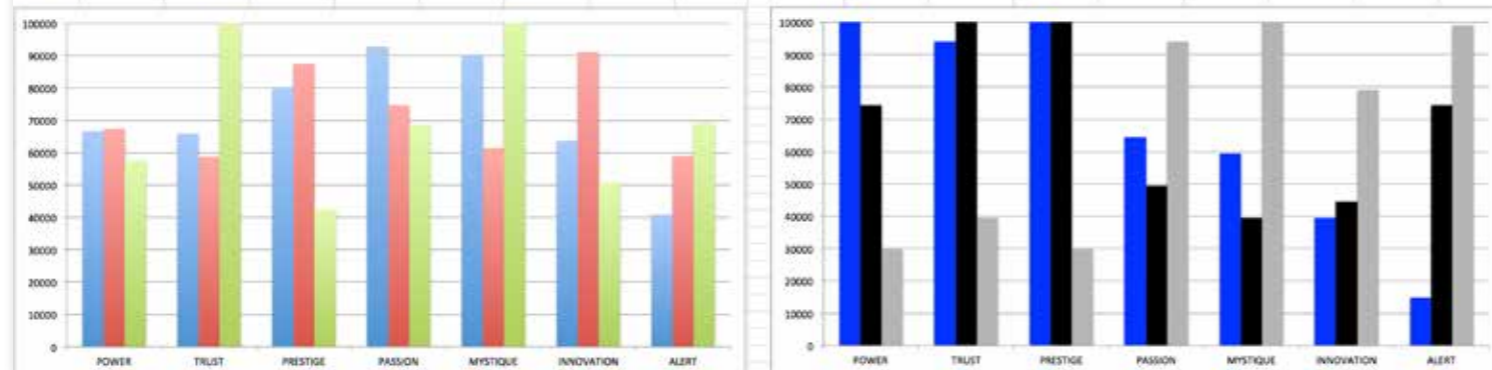


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	12	11.88%	INNOVATION	1	3	3	TRUST	1	
Power	Trust	The Guardian	9	8.91%	PASSION	5	1	1	3		3
Trust	Prestige	The Diplomat	7	6.93%	POWER		1	12	9		1
Prestige	Trust	The Blue Chip	6	5.94%	PRESTIGE	2	5	5	6	3	2
Mystique	Alert	The Archer	5	4.95%	TRUST	1	1	3		3	4
Passion	Innovation	The Catalyst	5	4.95%	MYSTIQUE	1	2	2	2		5
Prestige	Passion	The Connoisseur	5	4.95%	ALERT		1		1	1	
Prestige	Power	The Victor	5	4.95%							
Trust	Alert	The Good Citizen	4	3.96%	INNOVATION		1.0%	3.0%	TRUST	MYSTIQUE	ALERT
Innovation	Power	The Maverick Leader	3	2.97%	INNOVATION		1.0%	3.0%	TRUST	MYSTIQUE	ALERT
Innovation	Prestige	The Trendsetter	3	2.97%	PASSION	5.0%		1.0%	3.0%		3.0%
Passion	Alert	The Orchestrator	3	2.97%	POWER		1.0%	11.9%	8.9%		1.0%
Passion	Trust	The Beloved	3	2.97%	PRESTIGE	2.0%	5.0%	5.0%	5.9%	3.0%	2.0%
Prestige	Mystique	The Architect	3	2.97%	TRUST	1.0%	1.0%	3.0%	6.9%	3.0%	4.0%
Trust	Mystique	The Anchor	3	2.97%	MYSTIQUE	1.0%	2.0%	2.0%	2.0%		5.0%
Trust	Power	The Gravitas	3	2.97%	ALERT		1.0%		1.0%	1.0%	
Mystique	Passion	The Subtle Touch	2	1.98%							
Mystique	Power	The Veiled Strength	2	1.98%							
Mystique	Trust	The Wise Owl	2	1.98%							
Prestige	Alert	The Scholar	2	1.98%							
Prestige	Innovation	The Avant-Garde	2	1.98%							
Alert	Mystique	The Detective	1	0.99%							
Alert	Power	The Ace	1	0.99%							
Alert	Trust	The Mediator	1	0.99%							
Innovation	Mystique	The Provocateur	1	0.99%							
Innovation	Passion	The Rockstar	1	0.99%							
Mystique	Innovation	The Secret Weapon	1	0.99%							
Passion	Power	The Peoples Champion	1	0.99%							
Passion	Prestige	The Talent	1	0.99%							
Power	Alert	The Defender	1	0.99%							

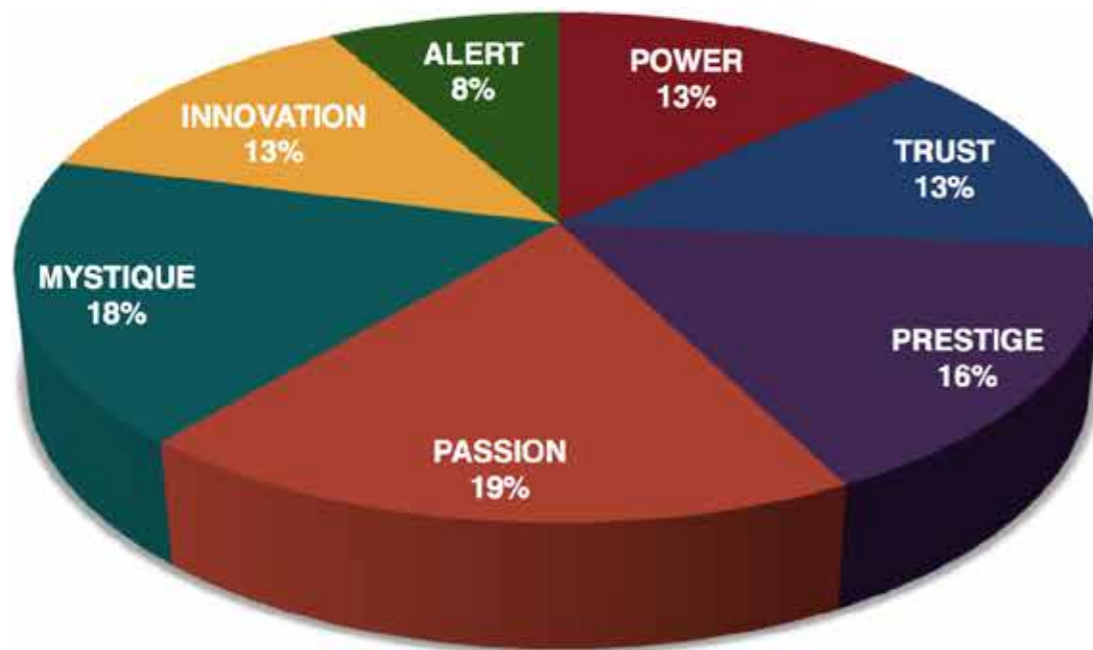
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION								Morgan Stanley Chairman's Club Conference 2016													
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	66650	65857	80097	92841	89889	63738	40822	499894	Primary	Secondary	Dormant	23	19	23	13	12	8	3	101
Primary	Secondary	Dormant	67416	58696	87500	74706	61456	91148	58972	499894	Primary	Secondary	Dormant	15	21	23	10	8	9	15	101
Primary	Secondary	Dormant	57681	105408	42506	68716	105584	50888	69111	499894	Primary	Secondary	Dormant	6	8	6	19	26	16	20	101

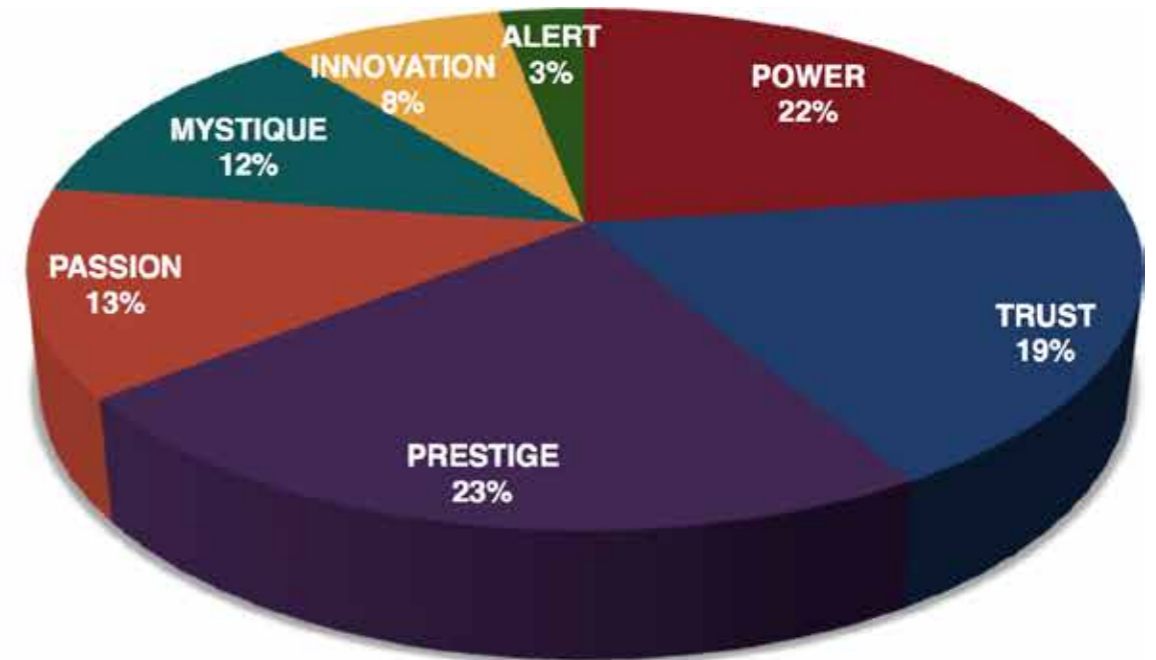


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



MORGAN STANLEY CHAIRMAN'S CLUB CONFERENCE RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONAL BRAND ARCHETYPES

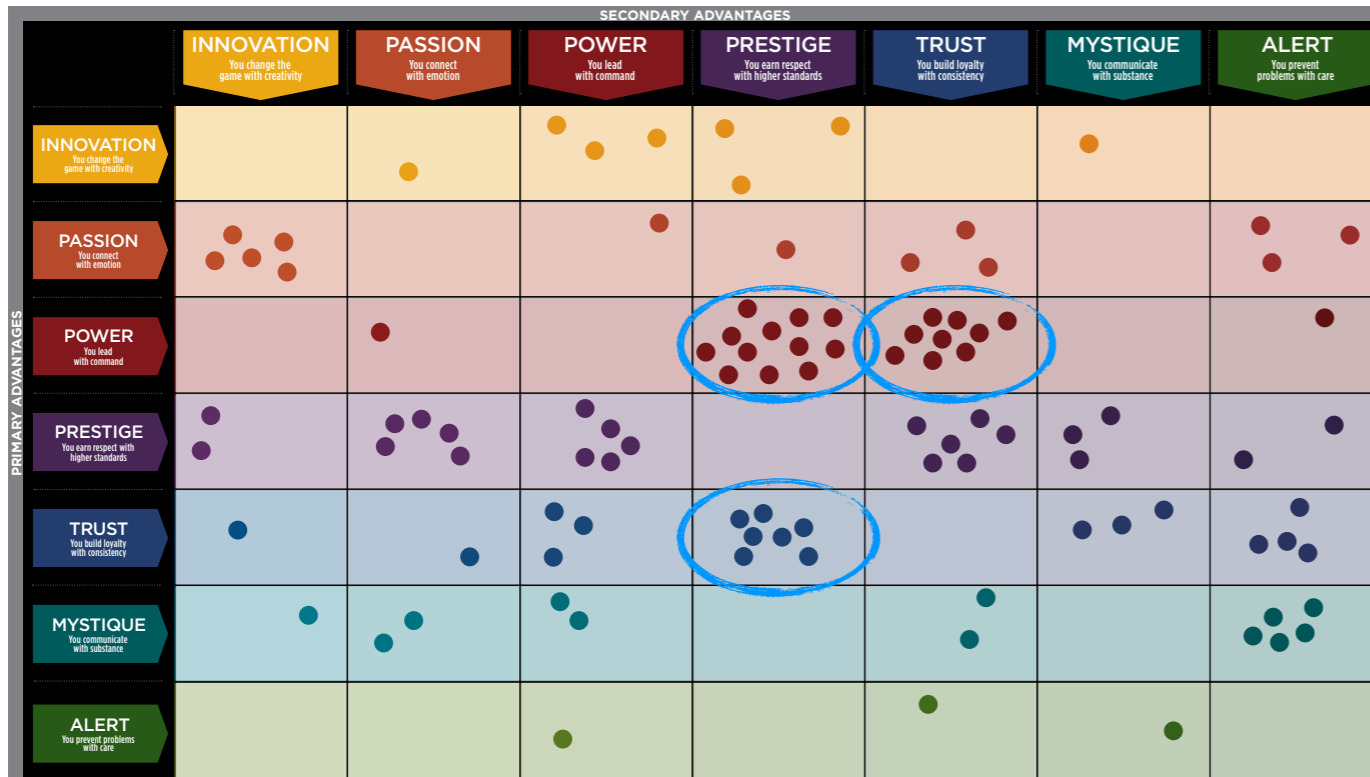
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

	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

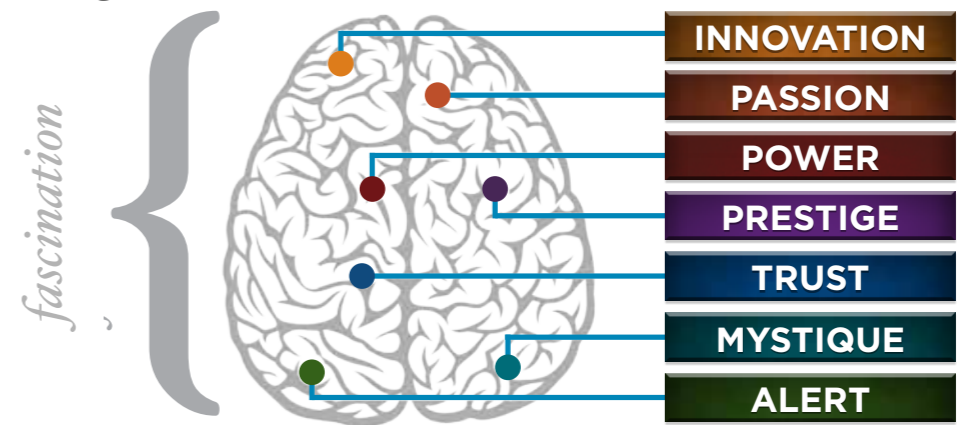
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each personal brand Archetype within 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>		1.0%	3.0%	3.0%		1.0%	
PASSION <small>You connect with emotion</small>	5.0%		1.0%	1.0%	3.0%		3.0%
POWER <small>You lead with command</small>		1.0%		11.9%	8.9%		1.0%
PRESTIGE <small>You earn respect with higher standards</small>	2.0%	5.0%	5.0%		5.9%	3.0%	2.0%
TRUST <small>You build loyalty with consistency</small>	1.0%	1.0%	3.0%	6.9%		3.0%	4.0%
MYSTIQUE <small>You communicate with substance</small>	1.0%	2.0%	2.0%		2.0%		5.0%
ALERT <small>You prevent problems with care</small>			1.0%		1.0%	1.0%	



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.

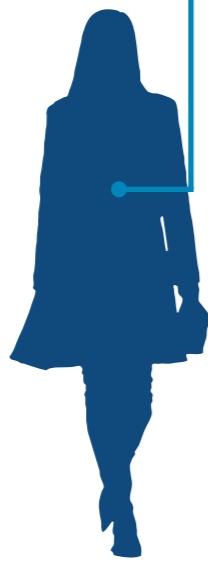
YOU ARE **55.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **52.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **35.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **33%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **27.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **33.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **66%** LESS 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

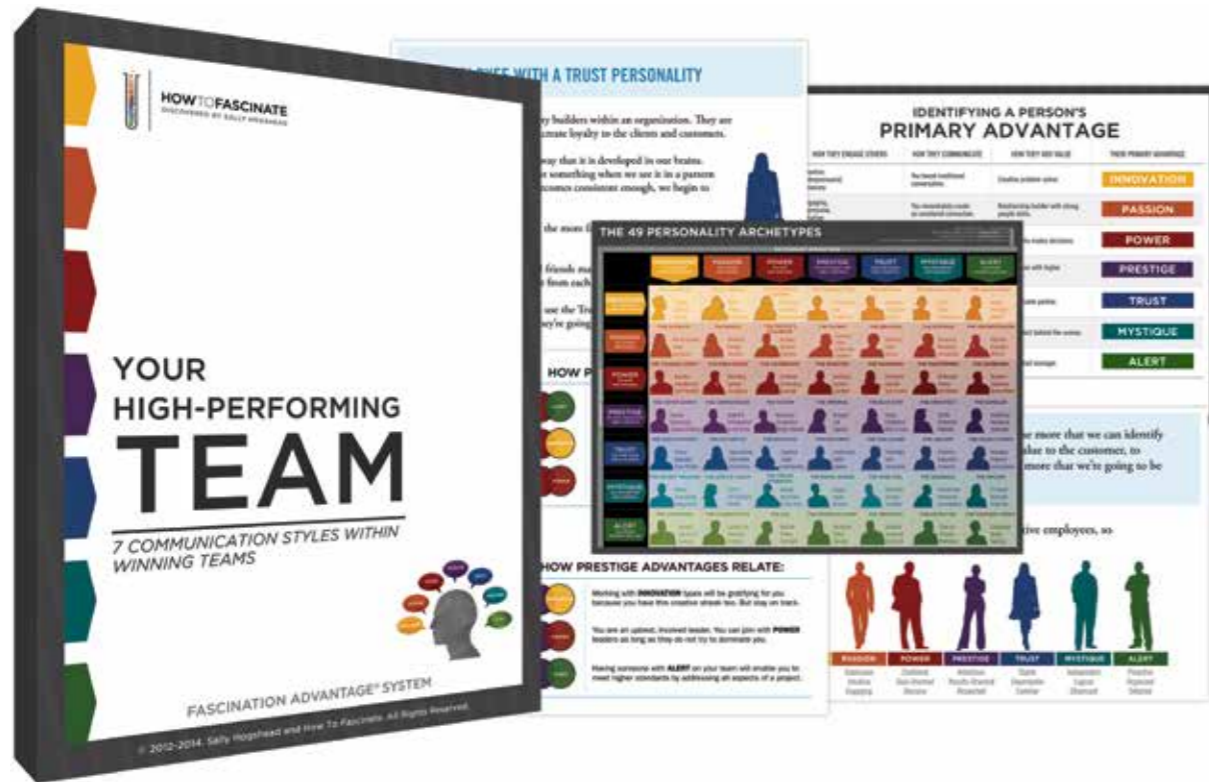
SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

HOW TO FASCINATE® LEADERSHIP BUNDLE

LEARN HOW YOUR TEAM CAN APPLY THEIR FASCINATION ADVANTAGE® TO INFLUENCE OTHERS AND COMMUNICATE AT THEIR BEST



To become the best leader you can be, you first need to understand how your team works together. Once you can identify the distinct Advantages of each team member, you can ensure that everyone is performing at their highest and best. The leadership bundle includes all of the coaching tools from Your High-Performing Team plus 20 Fascination Advantage® assessments, so that you can provide feedback and guidance that is personalized to the specific Advantages of each team member.

- Identify optimal roles for each team member
- Predict who will work best together
- Understand how each person manages his time
- Recognize leadership qualities in high-performers

[CLICK HERE TO ORDER YOUR LEADERSHIP BUNDLE](#)