

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
MINDSHARE SUMMIT 2017 ON 08/04/17

**BONUS GIFT:**  
CLICK HERE TO  
SHARE YOUR  
BONUS GIFT WITH  
YOUR COMMUNITY  
*MSS2017Share*



SHOW 4 PEOPLE

# WHAT MAKES THEM FASCINATING

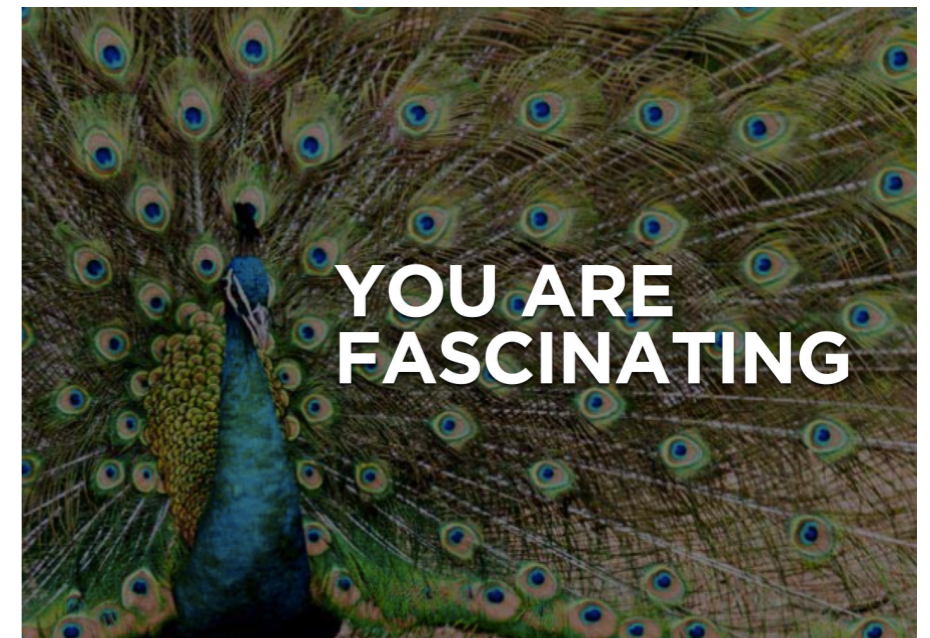
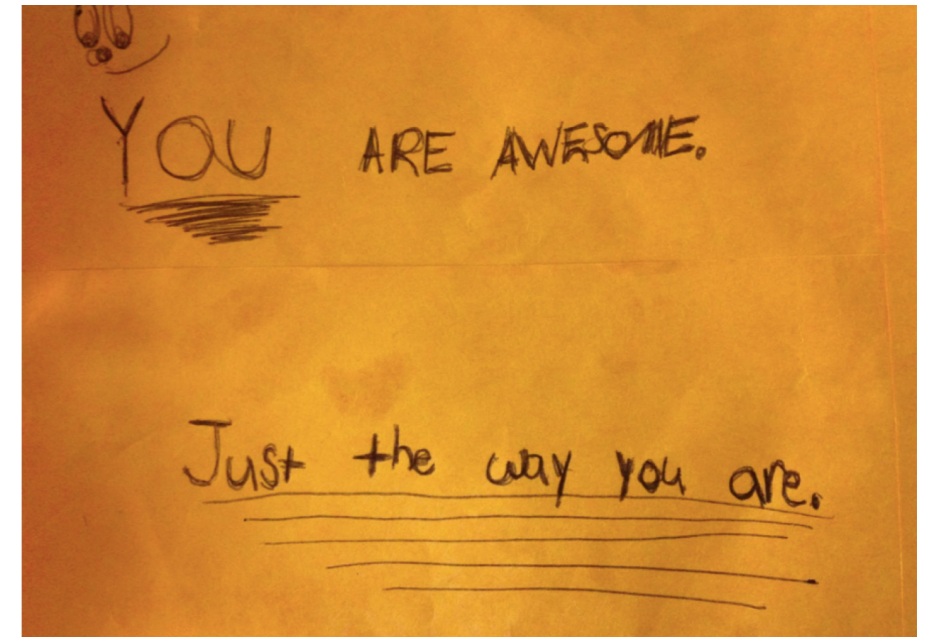
We want you to share your code with your inner circle, your most trusted friends and influencers. Why? Once they know what makes them valuable to others, they'll be more authentic and confident, and more likely to make a positive impression.

**Click here** to share this code for free (normally \$20 each)

- 1 SEND YOUR GIFT CODE TO 4 PEOPLE**
- 2 TALK TO THEM ABOUT THEIR RESULTS**
- 3 HELP THEM SEE 1 NEW WAY THAT THEY'RE ALREADY FASCINATING**

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).



## 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

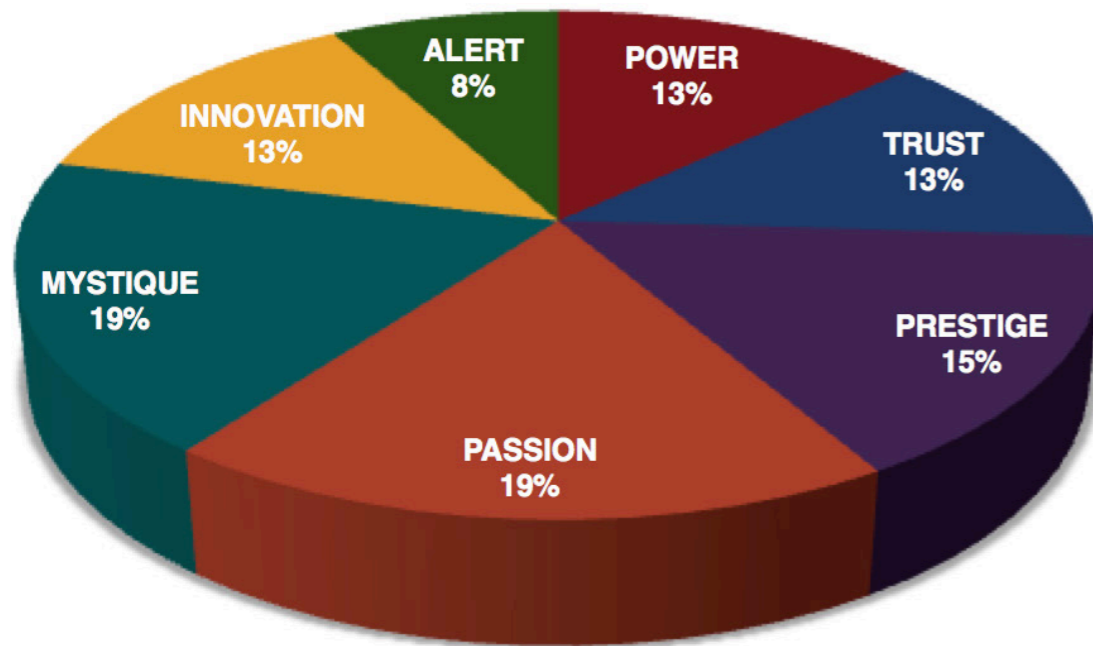
**ALERT**

PRECISE DETAIL MANAGER

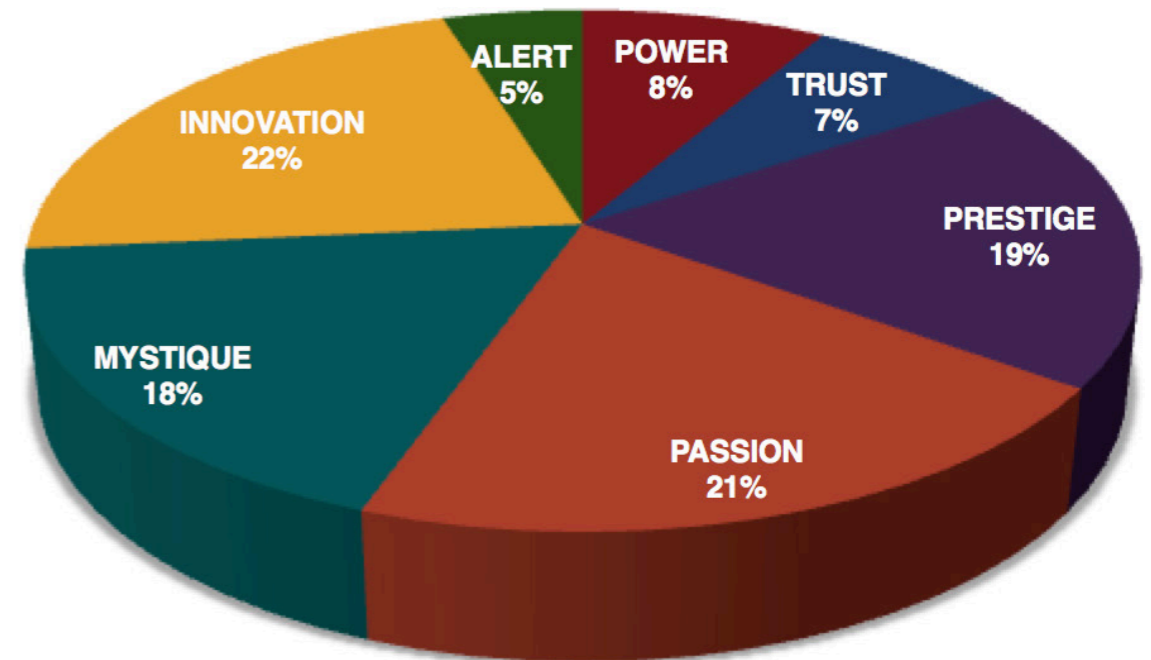
# MINDSHARE SUMMIT 2017'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

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RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



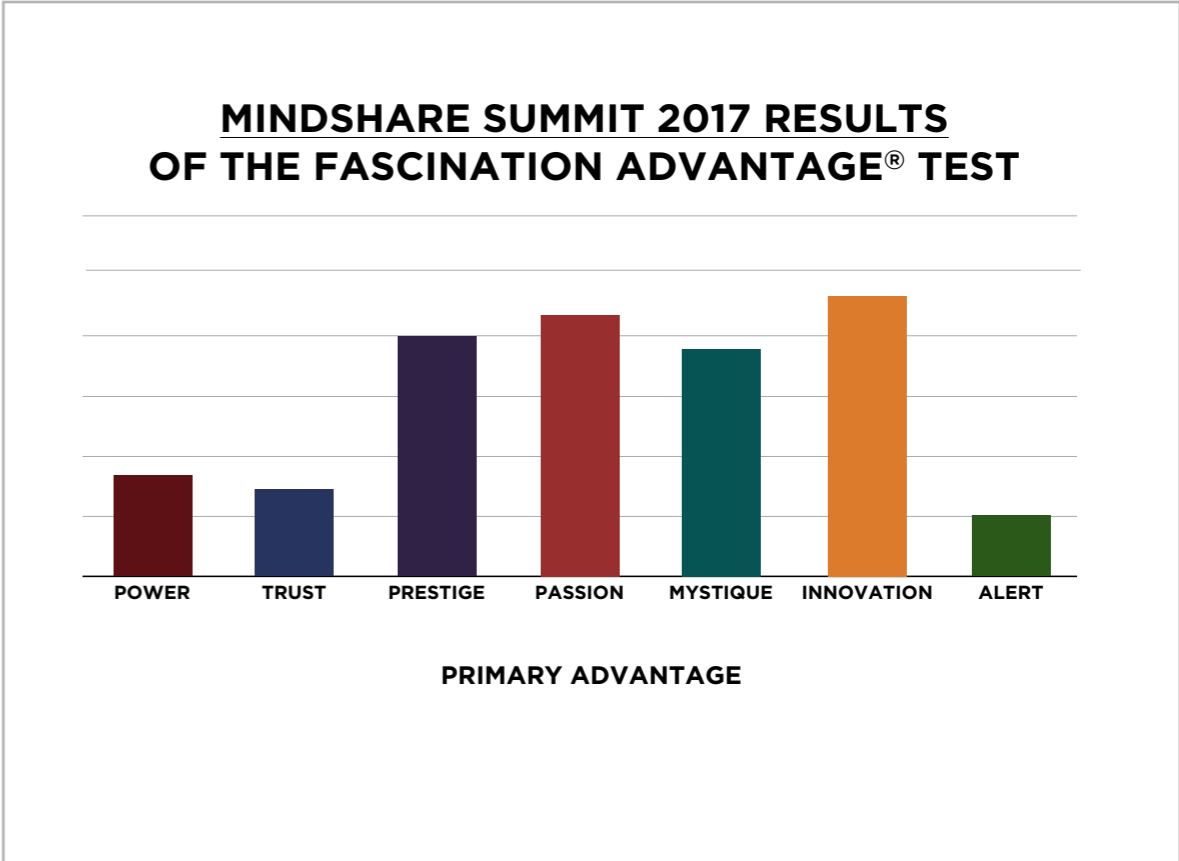
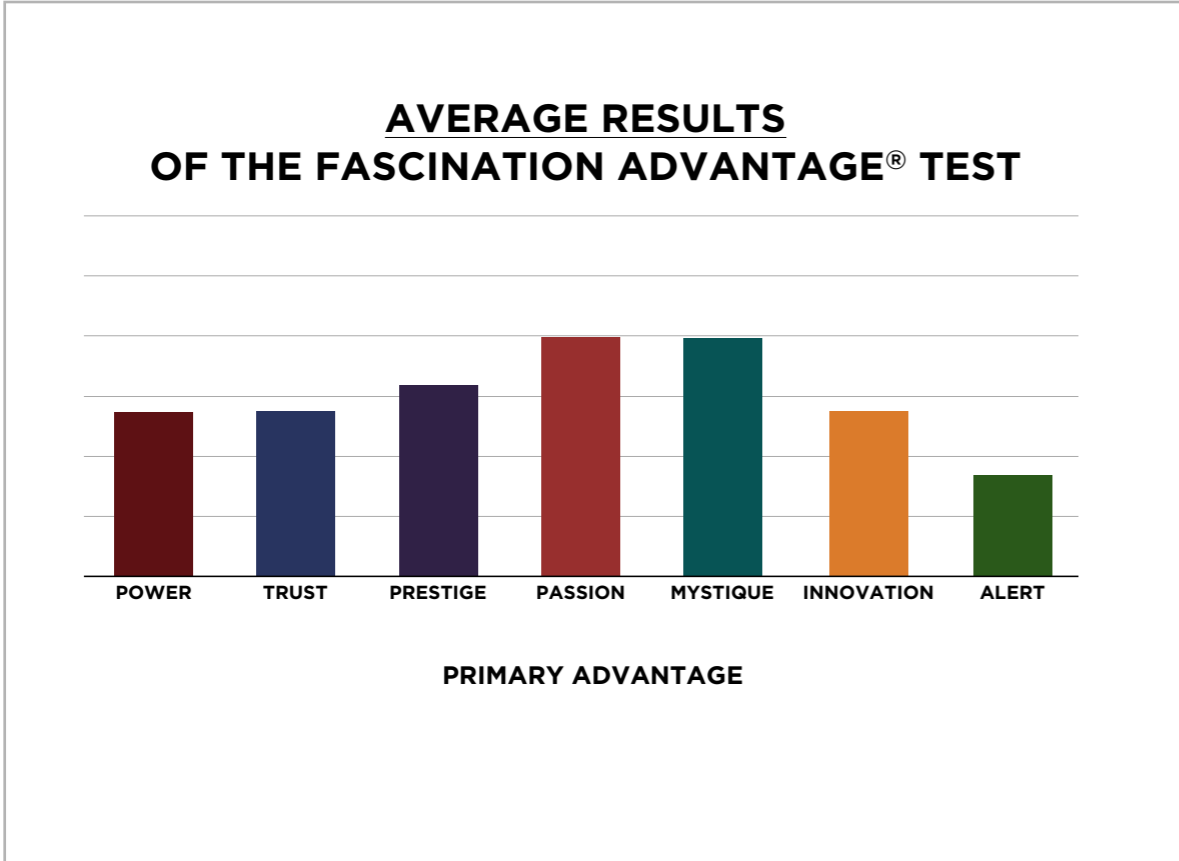
RESULTS FROM MINDSHARE SUMMIT 2017 FOR THE FASCINATION ADVANTAGE® TEST



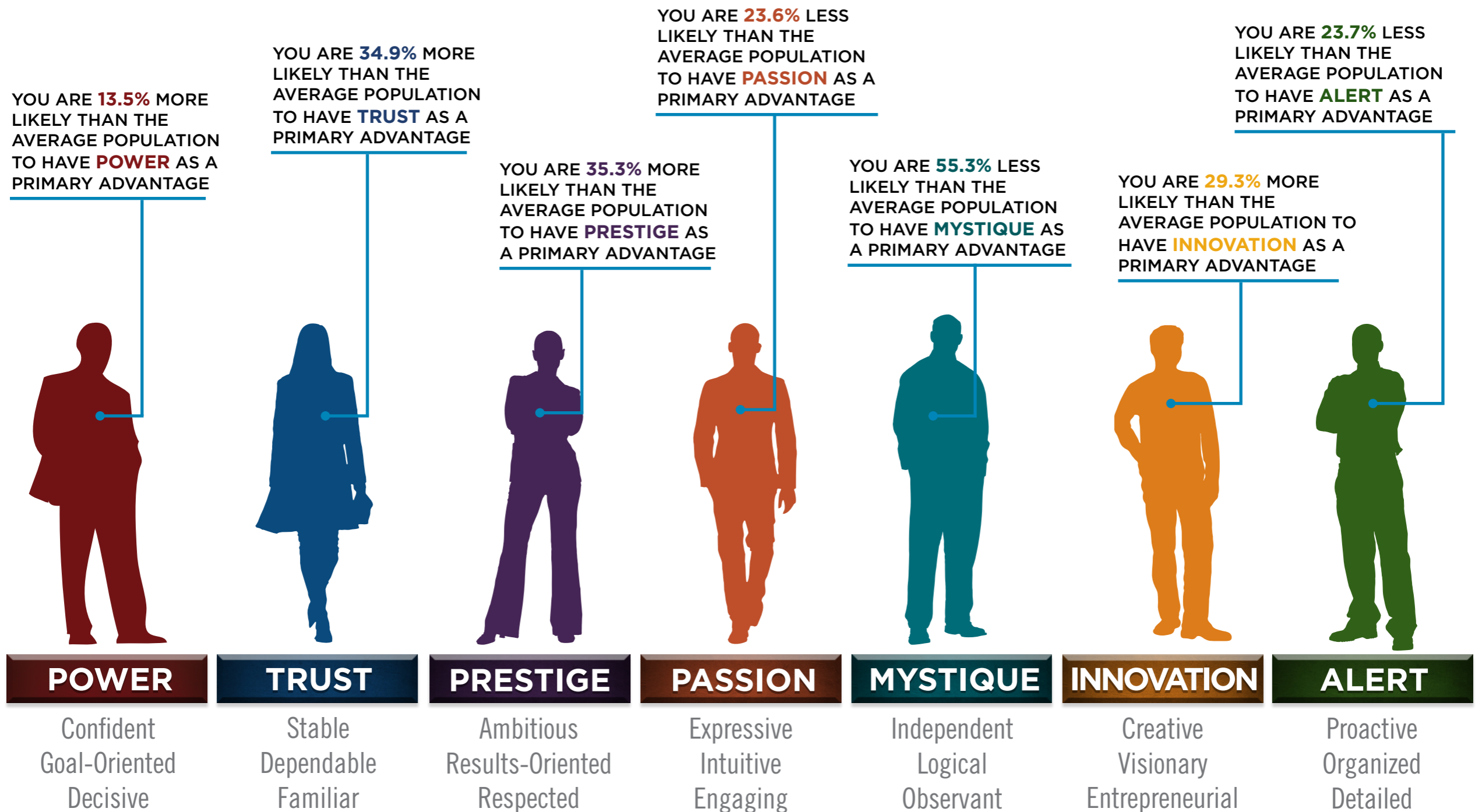
Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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

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# CUSTOMIZED INSIGHT: MINDSHARE SUMMIT 2017'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



## TRAITS FOR DORMANT ADVANTAGES

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**INNOVATION**

FRUSTRATED BY CHAOS  
OR AMBIGUITY

**PASSION**

PERSUADED BY FACTS, NOT EMOTION

**POWER**

UNLIKELY TO FORCE OPINIONS OR  
“BULLY” TEAMS

**PRESTIGE**

BUILDS CONSENSUS IN GROUPS  
RATHER THAN COMPETITION

**TRUST**

SEEKS TO EXPLORE AND EXPERIMENT,  
DISLIKES RIDGID STRUCTURES

**MYSTIQUE**

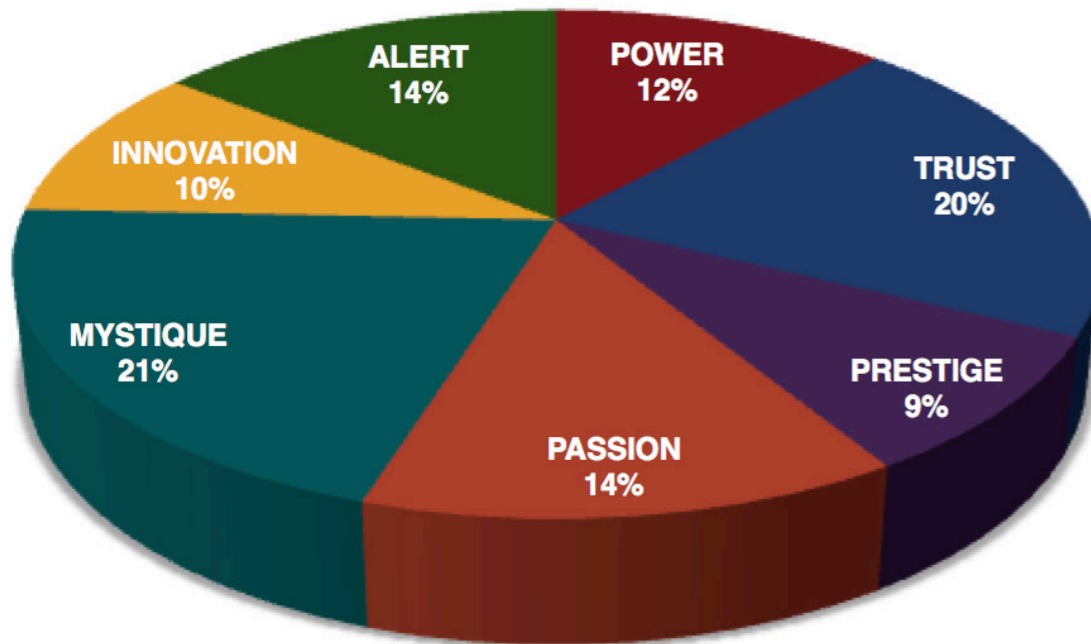
WANTS CLEAR, OPEN,  
CANDID DISCUSSION

**ALERT**

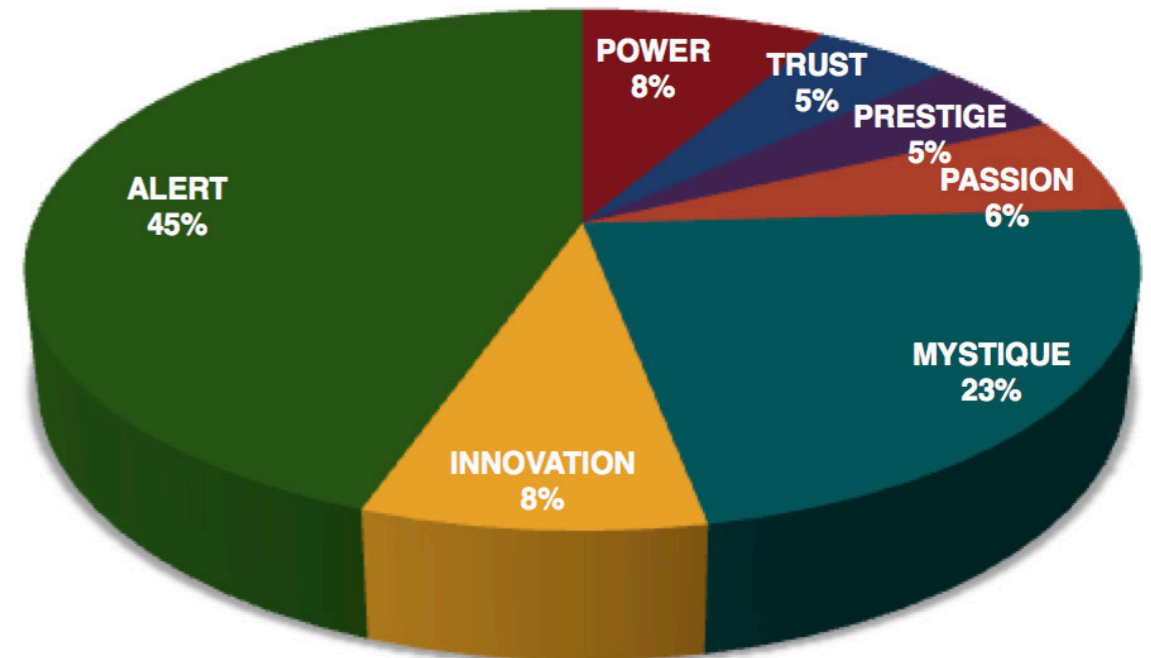
EXHAUSTED BY DETAILS; THRIVES WHEN  
LOOKING AT THE BIGGER PICTURE

# MINDSHARE SUMMIT 2017'S DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM MINDSHARE SUMMIT 2017 FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.



# 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



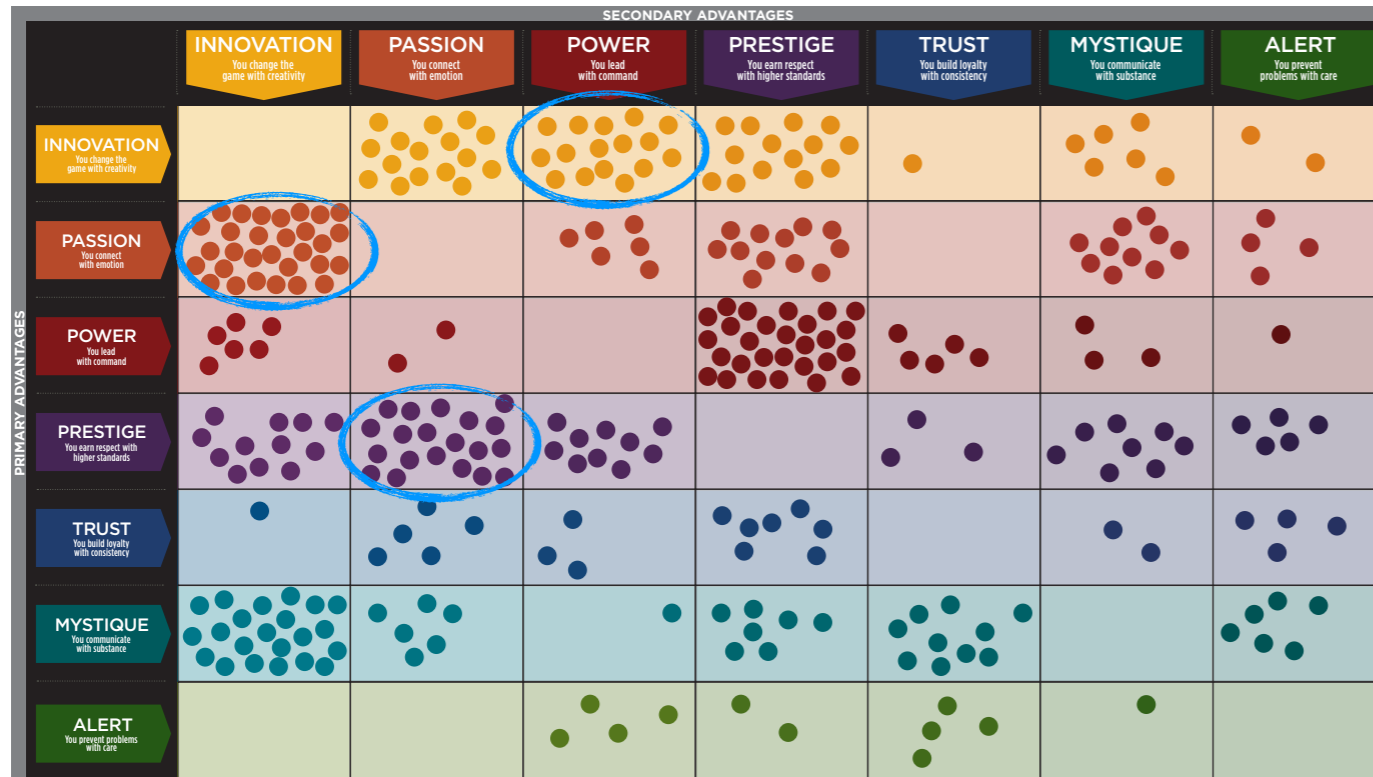
DOTTED STROKE = DOUBLE TROUBLE

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

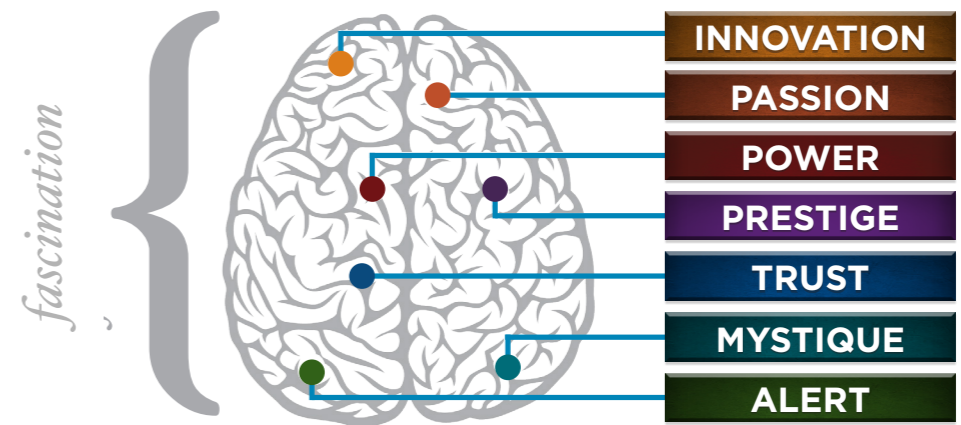
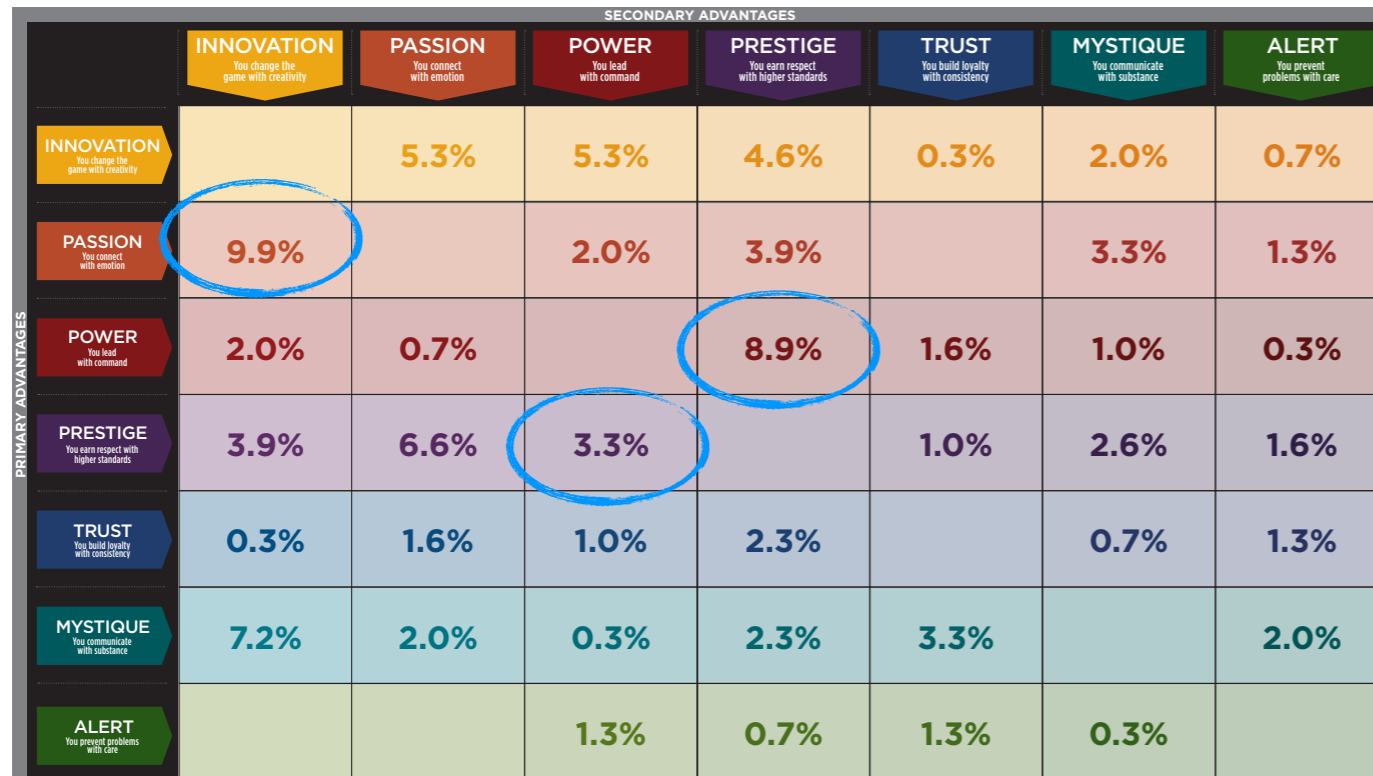
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# MINDSHARE SUMMIT 2017'S "FASCINATION FINGERPRINT"

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



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



# YOUR RESULTS: HOW MINDSHARE SUMMIT 2017 ATTENDEES FASCINATE

**INNOVATION**  
IS THE LANGUAGE OF **CREATIVITY**

**82.9%**

YOU ARE **82.9% MORE** LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

**ALERT**  
IS THE LANGUAGE OF **DETAILS**

**-44.9%**

YOU ARE **44.9% LESS** LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE

**THE CATALYST**  
PASSION → INNOVATION

**9.9% OF YOU ARE**

- Out-of-the-Box
- Social
- Energizing

**THE MAVERICK LEADER**  
INNOVATION → POWER

**8.4% OF YOU ARE**

- Pioneering
- Irreverent
- Entrepreneurial

**THE CONNOISSEUR**  
PRESTIGE → PASSION

**8.4% OF YOU ARE**

- Insightful
- Distinguished
- In-the-Know

# YOUR RESULTS: HOW MINDSHARE SUMMIT 2017 ATTENDEES FASCINATE



**THE MAESTRO**

POWER → PRESTIGE

- Ambitious
- Focused
- Confident

JJ VIRGIN



**THE MAESTRO**

POWER → PRESTIGE

- Ambitious
- Focused
- Confident

RYAN DEISS



**THE TRENDSETTER**

INNOVATION → PRESTIGE

- Cutting-Edge
- Elite
- Progressive

CHRIS WINFIELD





**THE TALENT**

PASSION → PRESTIGE

- Expressive
- Stylish
- Emotionally-Intelligent

BETTY ROCKER



**THE VICTOR**

PRESTIGE → POWER

- Respected
- Competitive
- Results-Oriented

LISA SASEVICH

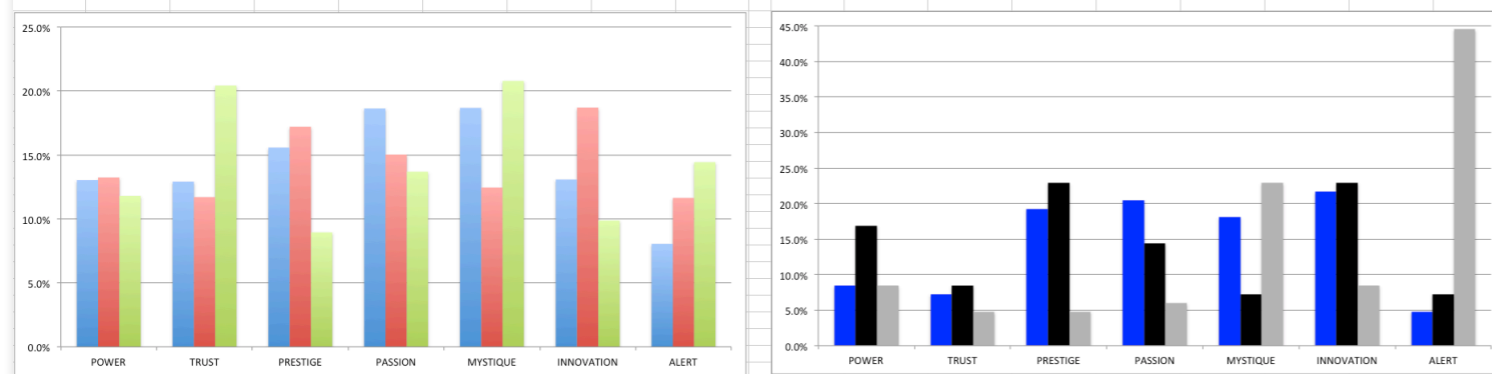
# THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	8	9.64%	INNOVATION		3	7	6	1	1	
Prestige	Passion	The Connoisseur	7	8.43%	PASSION	8		1	2		5	1
Innovation	Power	The Maverick Leader	7	8.43%	POWER	2			5			
Mystique	Innovation	The Secret Weapon	6	7.23%	PRESTIGE	3	7	4				2
Innovation	Prestige	The Trendsetter	6	7.23%	TRUST		2		2			2
Passion	Mystique	The Intrigue	5	6.02%	MYSTIQUE	6			3	5		1
Power	Prestige	The Maestro	5	6.02%	ALERT			2		1		
Mystique	Trust	The Wise Owl	5	6.02%								
Prestige	Power	The Victor	4	4.82%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Innovation	The Avant-Garde	3	3.61%	INNOVATION		3.6%	8.4%	7.2%	1.2%	1.2%	
Innovation	Passion	The Rockstar	3	3.61%	PASSION	9.6%		1.2%	2.4%		6.0%	1.2%
Mystique	Prestige	The Royal Guard	3	3.61%	POWER	2.4%			6.0%			
Prestige	Alert	The Scholar	2	2.41%	PRESTIGE	3.6%	8.4%	4.8%				2.4%
Trust	Alert	The Good Citizen	2	2.41%	TRUST		2.4%		2.4%			2.4%
Power	Innovation	The Change Agent	2	2.41%	MYSTIQUE	7.2%			3.6%	6.0%		1.2%
Trust	Passion	The Authentic	2	2.41%	ALERT			2.4%	1.2%	1.2%		
Alert	Power	The Ace	2	2.41%								
Passion	Prestige	The Talent	2	2.41%								
Trust	Prestige	The Diplomat	2	2.41%								
Mystique	Alert	The Archer	1	1.20%								
Passion	Alert	The Orchestrator	1	1.20%								
Innovation	Mystique	The Provocateur	1	1.20%								
Passion	Power	The Peoples Champion	1	1.20%								
Alert	Prestige	The Editor-in-Chief	1	1.20%								
Alert	Trust	The Mediator	1	1.20%								
Innovation	Trust	The Artisan	1	1.20%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									Mindshare Summit 2017								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	85609	84823	102284	122353	122665	85894	52855	656483	Primary	7	6	16	17	15	18	4	83
Secondary	86938	76851	112984	98691	81766	122812	76441	656483	Secondary	14	7	19	12	6	19	6	83
Dormant	77493	134141	58766	89902	136508	64856	94817	656483	Dormant	7	4	4	5	19	7	37	83

These graphs include data on Primary, Secondary and Dormant Advantages.





LOG IN TO SEE YOUR FULL REPORT:  
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# HOW DOES YOUR INNER CIRCLE COMMUNICATE?

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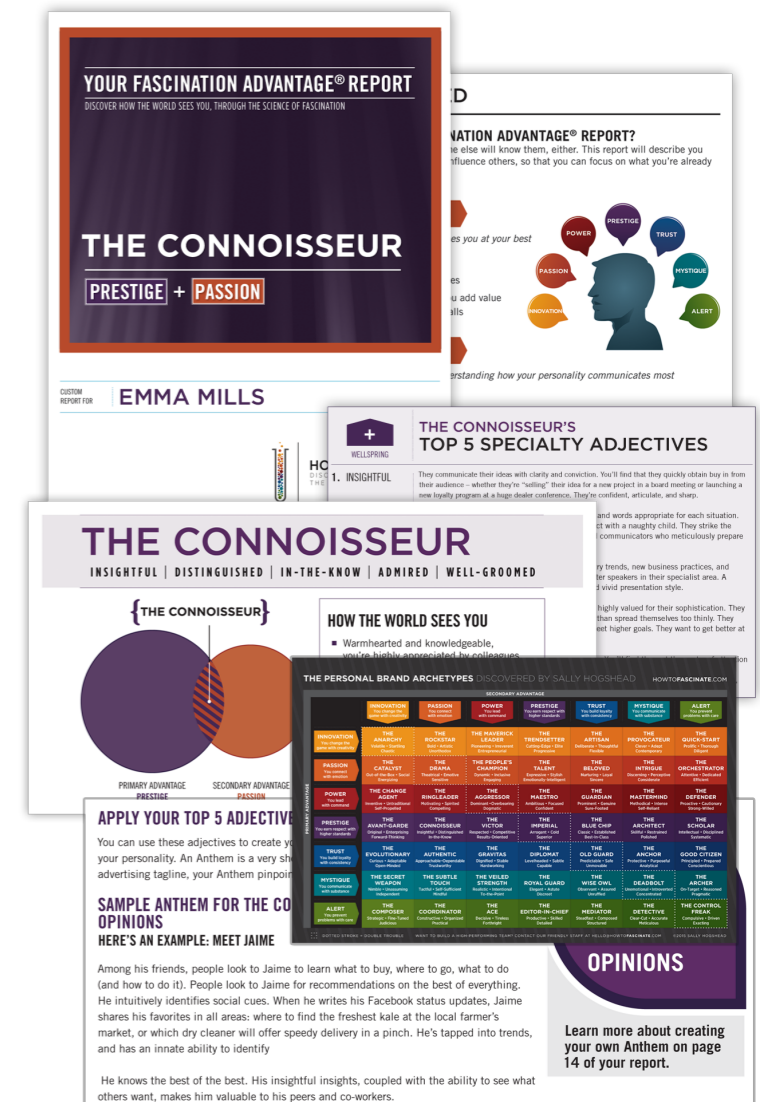
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LET'S START A CONVERSATION.

