

# AN INSIDER'S *look* AT THE RESEARCH

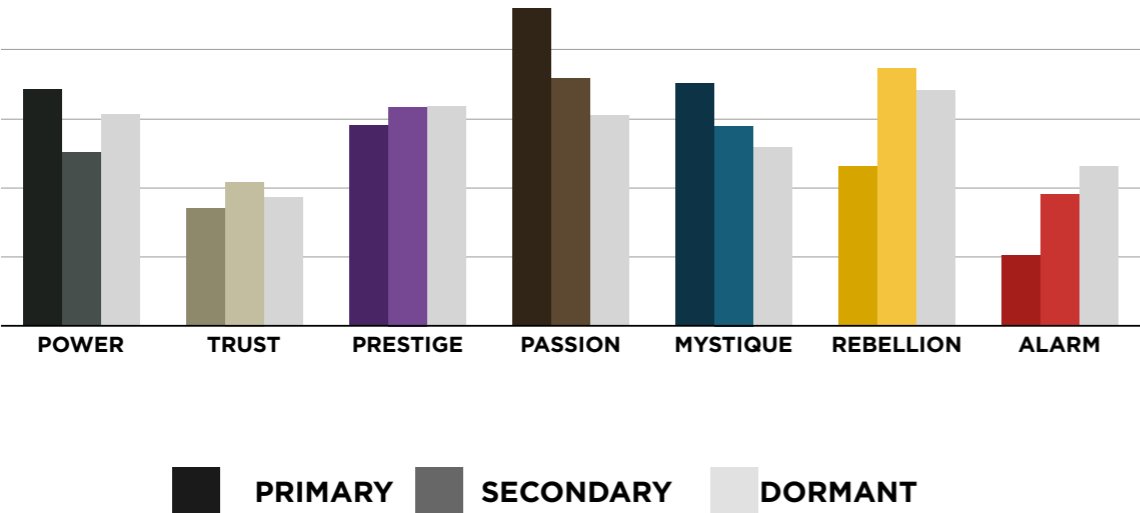
FROM SALLY HOGSHEAD'S PRESENTATION TO  
NATIONAL ASSOCIATION OF CONTAINER DISTRIBUTORS ON 04/17/13



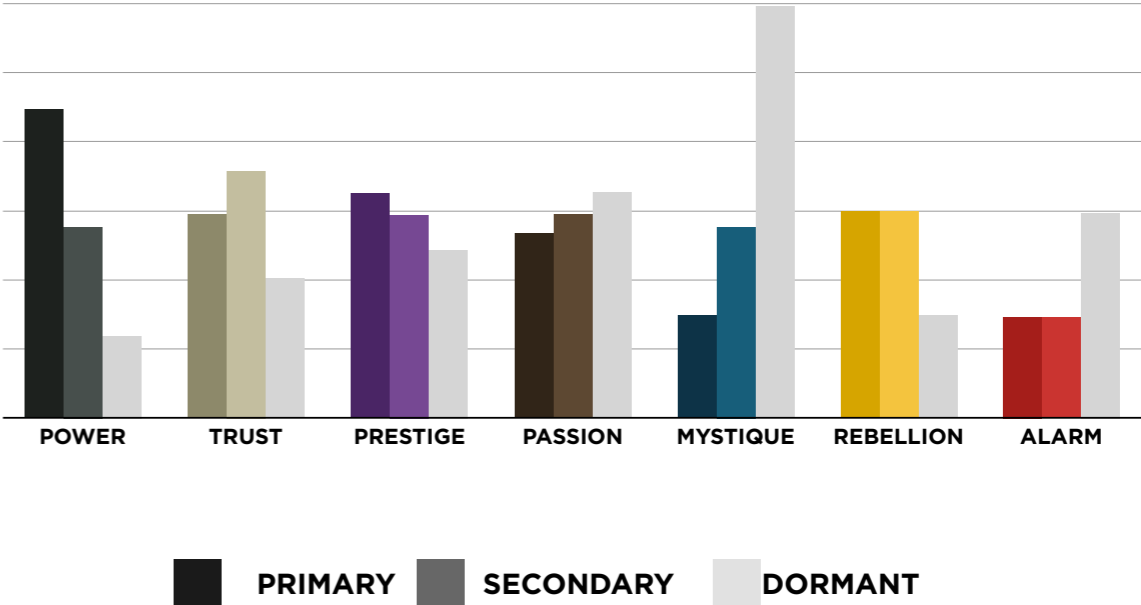
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.**

---

**AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST**



**NATIONAL ASSOCIATION OF CONTAINER DISTRIBUTORS RESULTS OF THE FASCINATION ADVANTAGE TEST**

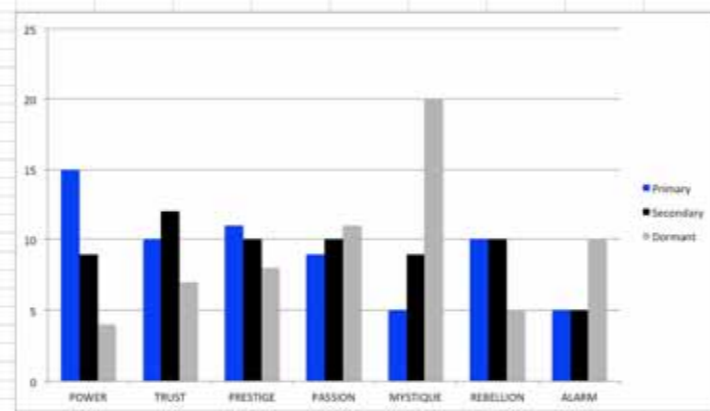
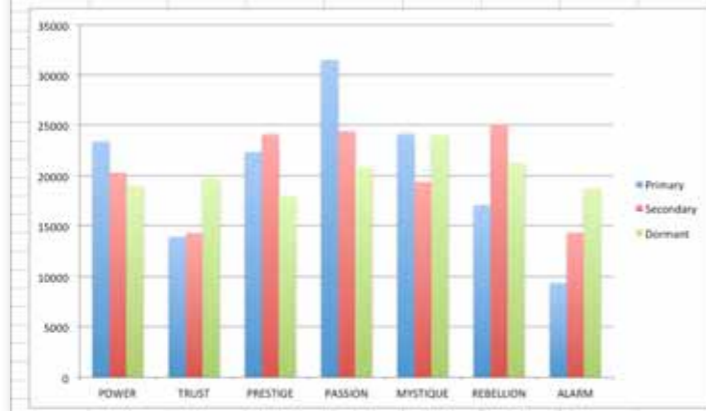


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Trust	The Guardian	6	9.23%	PASSION		2				2	5
Passion	Rebellion	The Catalyst	5	7.69%	TRUST	2		3	3	2		
Power	Prestige	The Maestro	4	6.15%	MYSTIQUE				1		1	3
Prestige	Power	The Victor	4	6.15%	PRESTIGE	2	1	1		4	1	2
Trust	Prestige	The Diplomat	3	4.62%	POWER	3	6	2	4			
Rebellion	Power	The Maverick Leader	3	4.62%	ALARM	1	3		1			
Rebellion	Mystique	The Provocateur	3	4.62%	REBELLION	2		3	1	3	1	
Power	Passion	The Ringleader	3	4.62%								
Mystique	Rebellion	The Secret Weapon	3	4.62%								
Alarm	Trust	The Sustainer	3	4.62%		PASSION					ALARM	REBELLION
Trust	Mystique	The Vault	3	4.62%	PASSION		3.1%				3.1%	7.7%
Trust	Passion	The Authentic	2	3.08%	TRUST	3.1%		4.6%	4.6%	3.1%		
Prestige	Rebellion	The Avant-Garde	2	3.08%	MYSTIQUE				1.5%		1.5%	4.6%
Passion	Trust	The Beloved	2	3.08%	PRESTIGE	3.1%	1.5%	1.5%		6.2%	1.5%	3.1%
Prestige	Passion	The Connoisseur	2	3.08%	POWER	4.6%	9.2%	3.1%	6.2%			
Trust	Power	The Gravitas	2	3.08%	ALARM	1.5%	4.6%		1.5%			
Power	Mystique	The Mastermind	2	3.08%	REBELLION	3.1%		4.6%	1.5%	4.6%	1.5%	
Passion	Alarm	The Orchestrator	2	3.08%								
Rebellion	Passion	The Rockstar	2	3.08%								
Prestige	Mystique	The Architect	1	1.54%								
Prestige	Trust	The Blue Chip	1	1.54%								
Mystique	Alarm	The Bullseye	1	1.54%								
Alarm	Passion	The Coordinator	1	1.54%								
Alarm	Prestige	The Editor-in-Chief	1	1.54%								
Prestige	Alarm	The Perfectionist	1	1.54%								
Rebellion	Alarm	The Quick-Start	1	1.54%								
Mystique	Prestige	The Royal Guard	1	1.54%								
Rebellion	Prestige	The Trendsetter	1	1.54%								

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

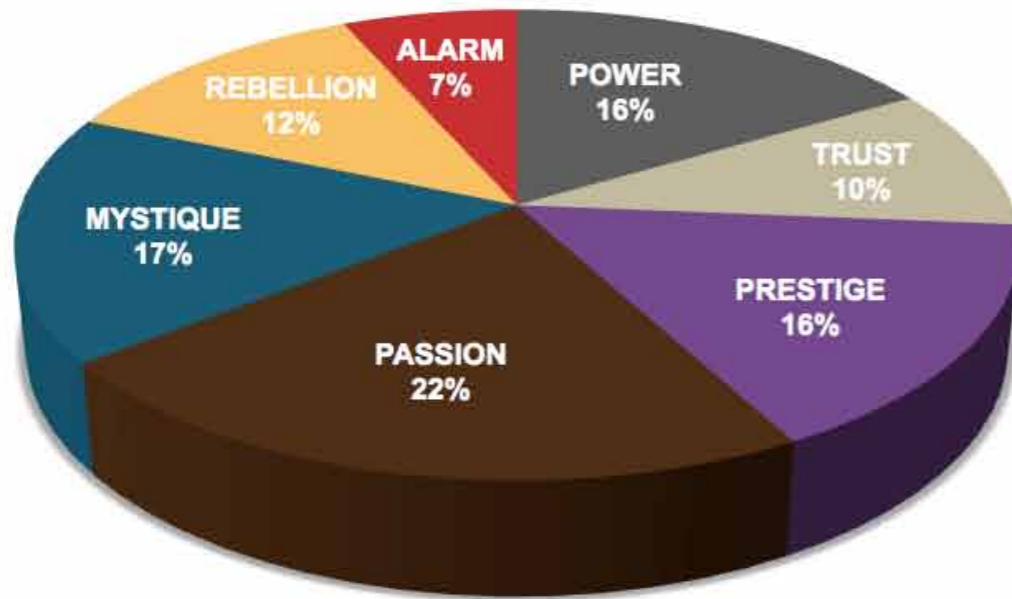
AVERAGE POPULATION									National Association of Container Distributors								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	23444	13880	22392	31520	24126	17061	9379	141802	Primary	15	10	11	9	5	10	5	65
Secondary	20317	14290	24100	24380	19381	25026	14308	141802	Secondary	9	12	10	10	9	10	5	65
Dormant	19035	19792	18021	20852	24053	21325	18724	141802	Dormant	4	7	8	11	20	5	10	65
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.5%	9.8%	15.8%	22.2%	17.0%	12.0%	6.6%	100.0%	Primary	23.1%	15.4%	16.9%	13.8%	7.7%	15.4%	7.7%	100.0%
Secondary	14.3%	10.1%	17.0%	17.2%	13.7%	17.6%	10.1%	100.0%	Secondary	13.8%	18.5%	15.4%	15.4%	13.8%	15.4%	7.7%	100.0%
Dormant	13.4%	14.0%	12.7%	14.7%	17.0%	15.0%	13.2%	100.0%	Dormant	6.2%	10.8%	12.3%	16.9%	30.8%	7.7%	15.4%	100.0%



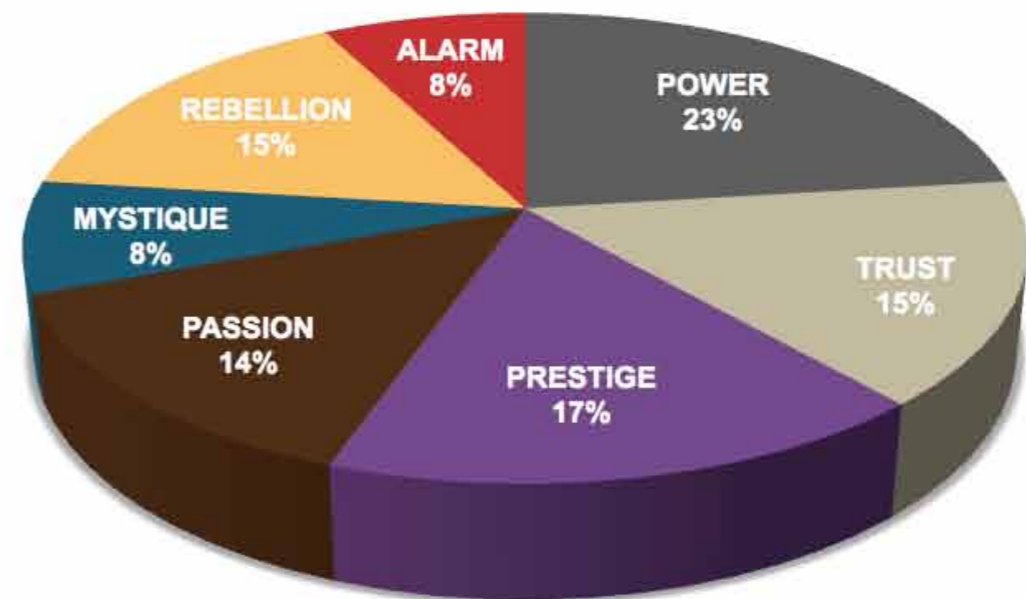
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.**

---

**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**NATIONAL ASSOCIATION OF CONTAINER DISTRIBUTORS RESULTS FROM THE FASCINATION ADVANTAGE TEST**

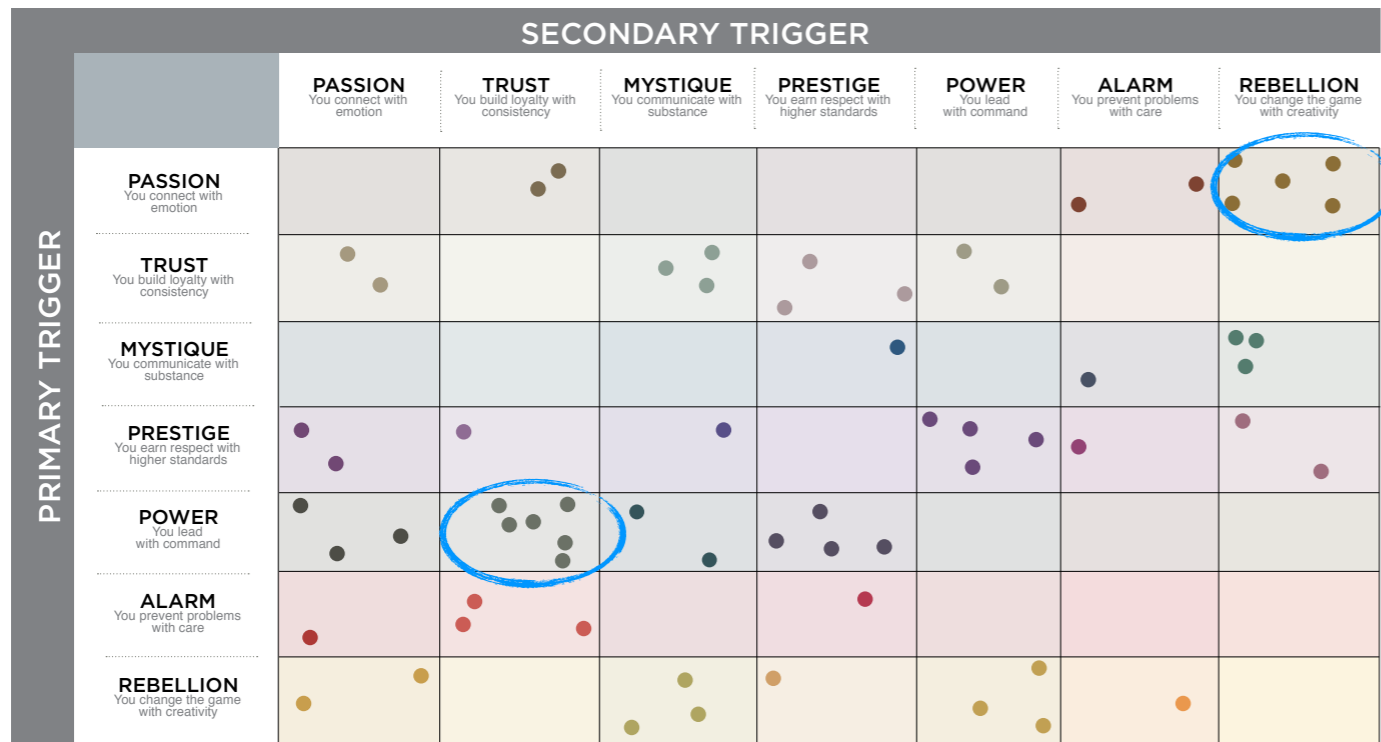


# WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

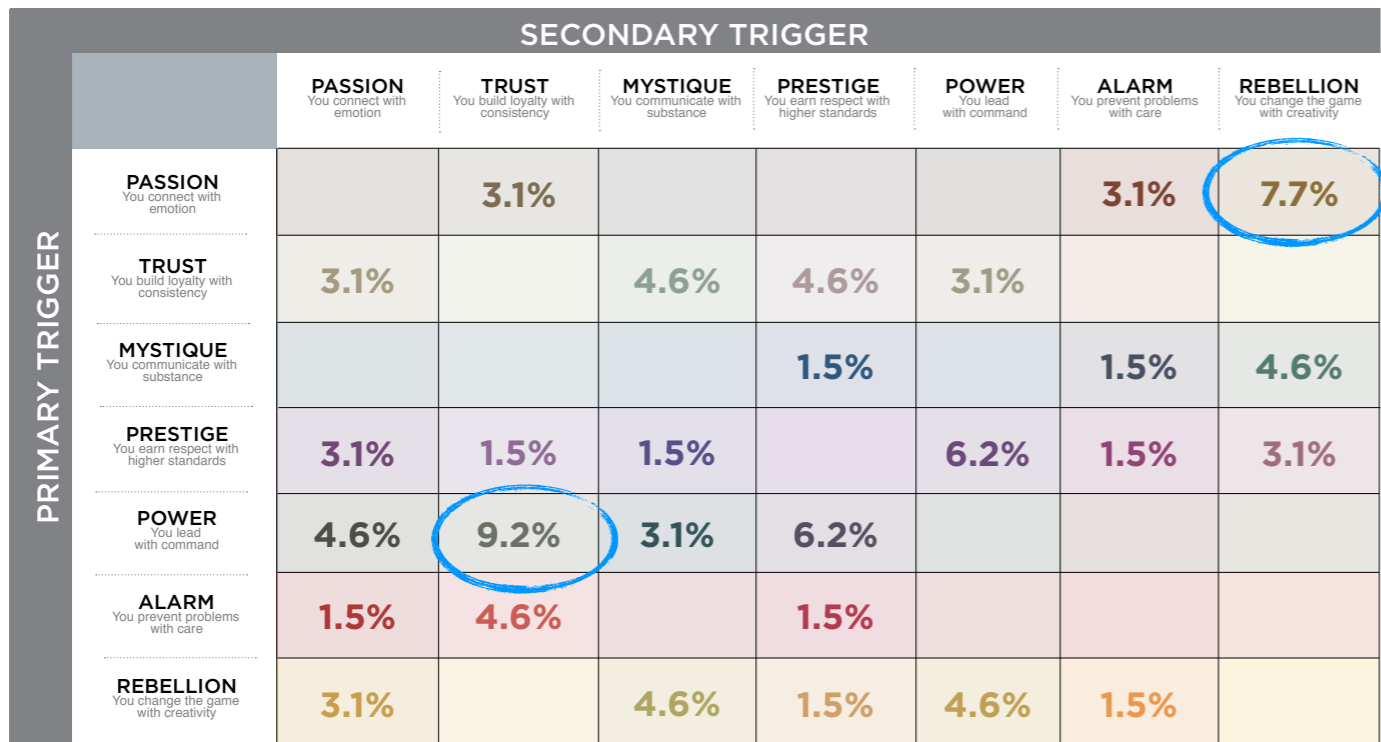
		SECONDARY TRIGGER						
		<b>PASSION</b> You connect with emotion	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>PRESTIGE</b> You earn respect with higher standards	<b>POWER</b> You lead with command	<b>ALARM</b> You prevent problems with care	<b>REBELLION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



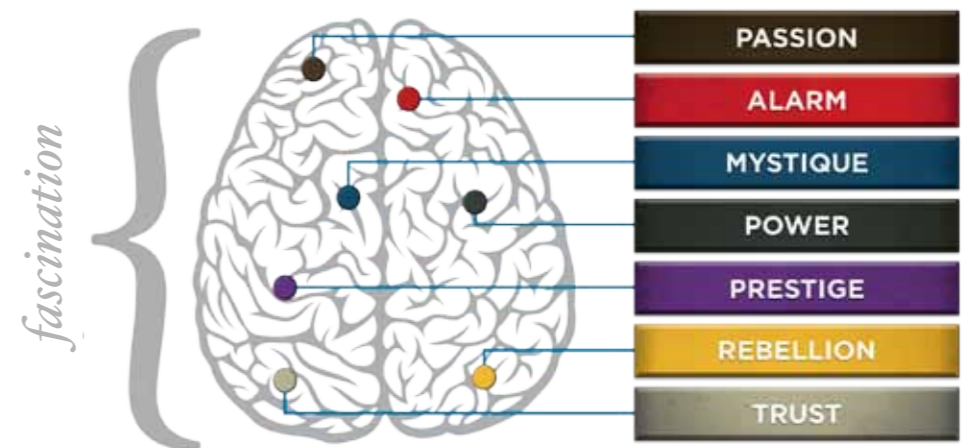
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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.

9.2% OF YOU ARE  
"THE GUARDIAN"

## POWER + TRUST

- » ESTABLISHED
- » GENUINE
- » SURE-FOOTED

YOU ARE **1.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

YOU ARE **51.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **31.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **18%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **30.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **57.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



### POWER

Confident  
Driven  
Influential

### PRESTIGE

Ambitious  
Discerning  
Strong-Willed

### MYSTIQUE

Understated  
Complex  
Deliberate

### PASSION

Expressive  
Intuitive  
Impulsive

### ALARM

Perfectionist  
Reliable  
Careful

### REBELLION

Innovative  
Independent  
Unpredictable

### TRUST

Stable  
Reliable  
Comforting

## 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.

Just click on the images below, and you'll see full details and pricing.

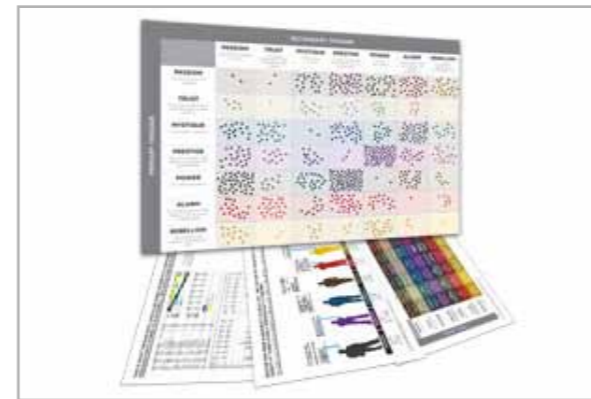
Questions? Don't hesitate to email our friendly team: [Start@howtofascinate.com](mailto:Start@howtofascinate.com)



**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



**Special Package**  
Buy both our flagship *Fascination Advantage Test & Report* and *Win the Moment* together at a discounted price for individuals or teams