

# AN INSIDER'S *look* AT THE RESEARCH

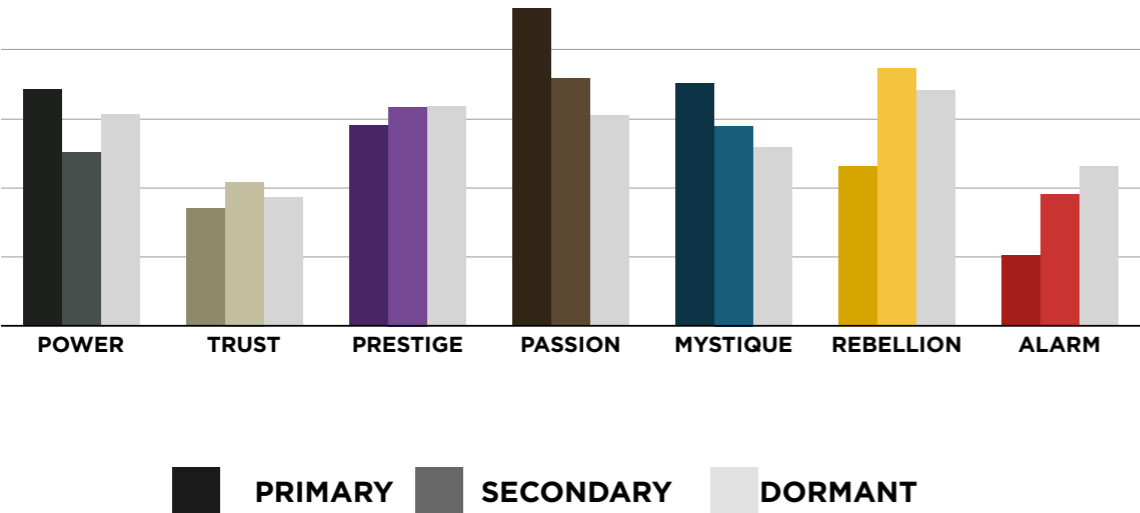
FROM SALLY HOGSHEAD'S PRESENTATION TO NATIONAL ASSOCIATION OF  
GRADUATE ADMISSIONS PROFESSIONALS ON 04/25/13



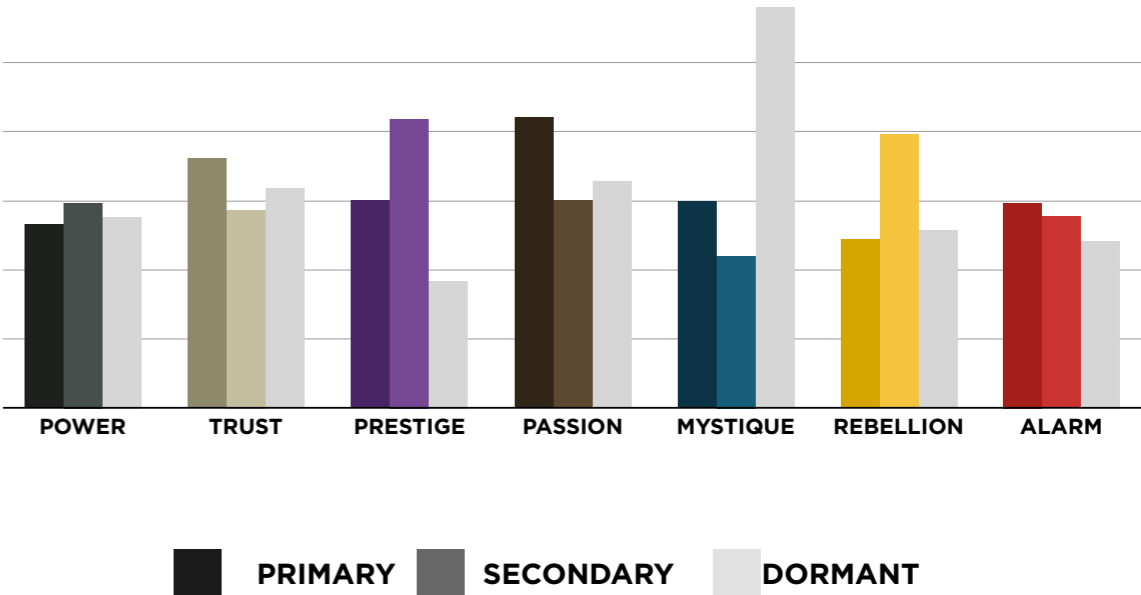
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.**

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**AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST**



**NATIONAL ASSOCIATION OF GRADUATE ADMISSIONS PROFESSIONALS RESULTS OF THE FASCINATION ADVANTAGE TEST**



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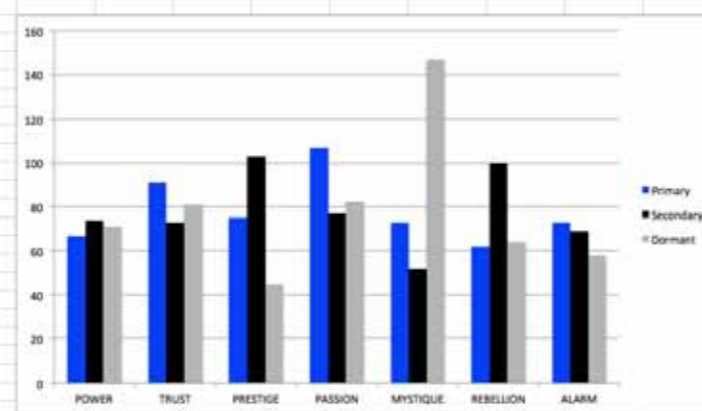
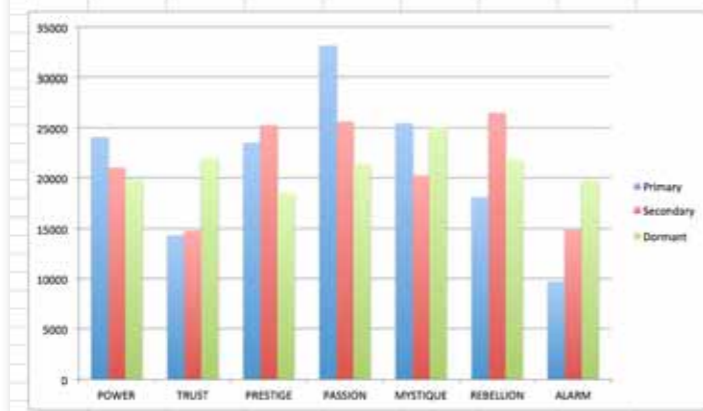
Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Rebellion	The Catalyst	45	8.21%	PASSION		13	15	12	14	8	45
Power	Prestige	The Maestro	35	6.39%	TRUST	20		17	22	6	20	6
Alarm	Trust	The Sustainer	23	4.20%	MYSTIQUE	7	19		7	5	17	18
Trust	Prestige	The Diplomat	22	4.01%	PRESTIGE	16	2	10		18	10	19
Trust	Passion	The Authentic	20	3.65%	POWER	3	15	2	35		7	5
Trust	Alarm	The Good Citizen	20	3.65%	ALARM	12	23	3	12	16		7
Prestige	Rebellion	The Avant-Garde	19	3.47%	REBELLION	19	1	5	15	15	7	
Rebellion	Passion	The Rockstar	19	3.47%								
Mystique	Trust	The Wise Owl	19	3.47%								
Mystique	Rebellion	The Secret Weapon	18	3.28%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Prestige	Power	The Victor	18	3.28%	PASSION		2.4%	2.7%	2.2%	2.6%	1.5%	8.2%
Mystique	Alarm	The Bullseye	17	3.10%	TRUST	3.6%		3.1%	4.0%	1.1%	3.6%	1.1%
Trust	Mystique	The Vault	17	3.10%	MYSTIQUE	1.3%	3.5%		1.3%	0.9%	3.1%	3.3%
Prestige	Passion	The Connoisseur	16	2.92%	PRESTIGE	2.9%	0.4%	1.8%		3.3%	1.8%	3.5%
Alarm	Power	The Sheriff	16	2.92%	POWER	0.5%	2.7%	0.4%	6.4%		1.3%	0.9%
Power	Trust	The Guardian	15	2.74%	ALARM	2.2%	4.2%	0.5%	2.2%	2.9%		1.3%
Passion	Mystique	The Intrigue	15	2.74%	REBELLION	3.5%	0.2%	0.9%	2.7%	2.7%	1.3%	
Rebellion	Power	The Maverick Leader	15	2.74%								
Rebellion	Prestige	The Trendsetter	15	2.74%								
Passion	Power	The Advocate	14	2.55%								
Passion	Trust	The Beloved	13	2.37%								
Alarm	Passion	The Coordinator	12	2.19%								
Alarm	Prestige	The Editor-in-Chief	12	2.19%								
Passion	Prestige	The Talent	12	2.19%								
Prestige	Mystique	The Architect	10	1.82%								
Prestige	Alarm	The Perfectionist	10	1.82%								
Passion	Alarm	The Orchestrator	8	1.46%								
Alarm	Rebellion	The Craftsman	7	1.28%								
Rebellion	Alarm	The Quick-Start	7	1.28%								
Mystique	Prestige	The Royal Guard	7	1.28%								

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

AVERAGE POPULATION									National Association of Graduate Admissions Professionals								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	24085	14340	23529	33175	25473	18060	9726	148388	Primary	67	91	75	107	73	62	73	548
Secondary	21039	14780	25288	25626	20243	26519	14893	148388	Secondary	74	73	103	77	52	100	69	548
Dormant	19862	21967	18471	21428	25097	21770	19793	148388	Dormant	71	81	45	82	147	64	58	548

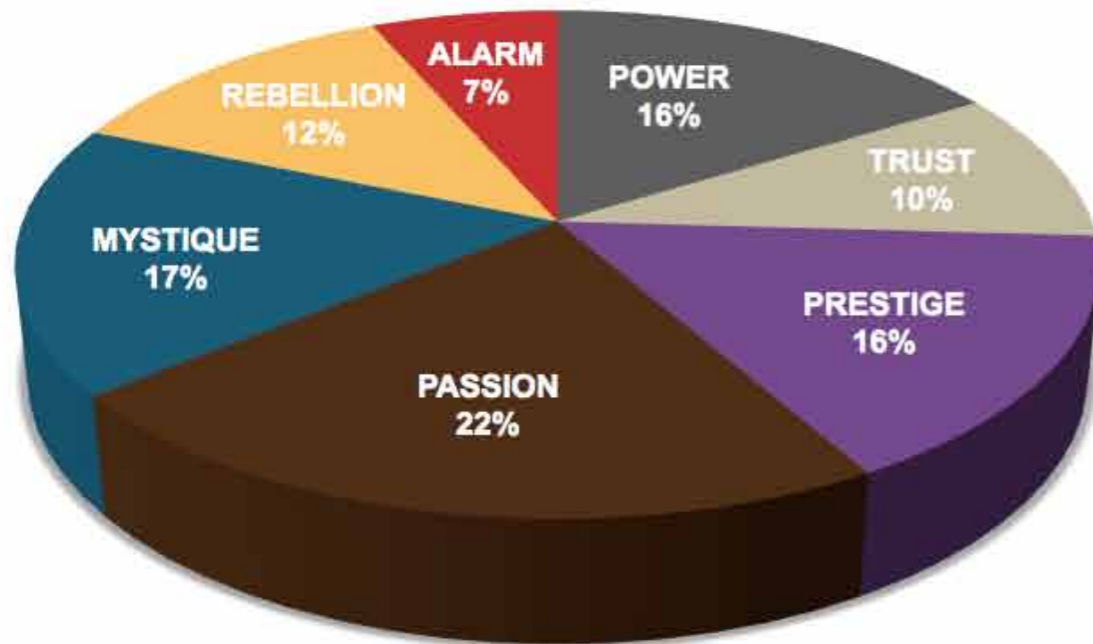
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.2%	9.7%	15.9%	22.4%	17.2%	12.2%	6.6%	100.0%	Primary	12.2%	16.6%	13.7%	19.5%	13.3%	11.3%	13.3%	100.0%
Secondary	14.2%	10.0%	17.0%	17.3%	13.6%	17.9%	10.0%	100.0%	Secondary	13.5%	13.3%	18.8%	14.1%	9.5%	18.2%	12.6%	100.0%
Dormant	13.4%	14.8%	12.4%	14.4%	16.9%	14.7%	13.3%	100.0%	Dormant	13.0%	14.8%	8.2%	15.0%	26.8%	11.7%	10.6%	100.0%



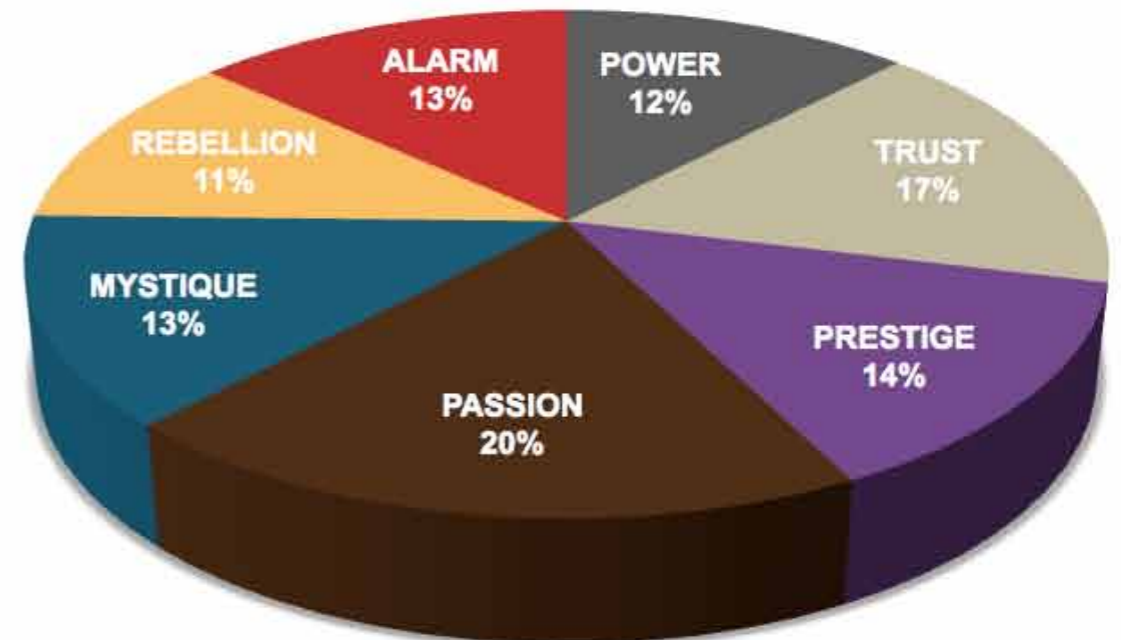
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



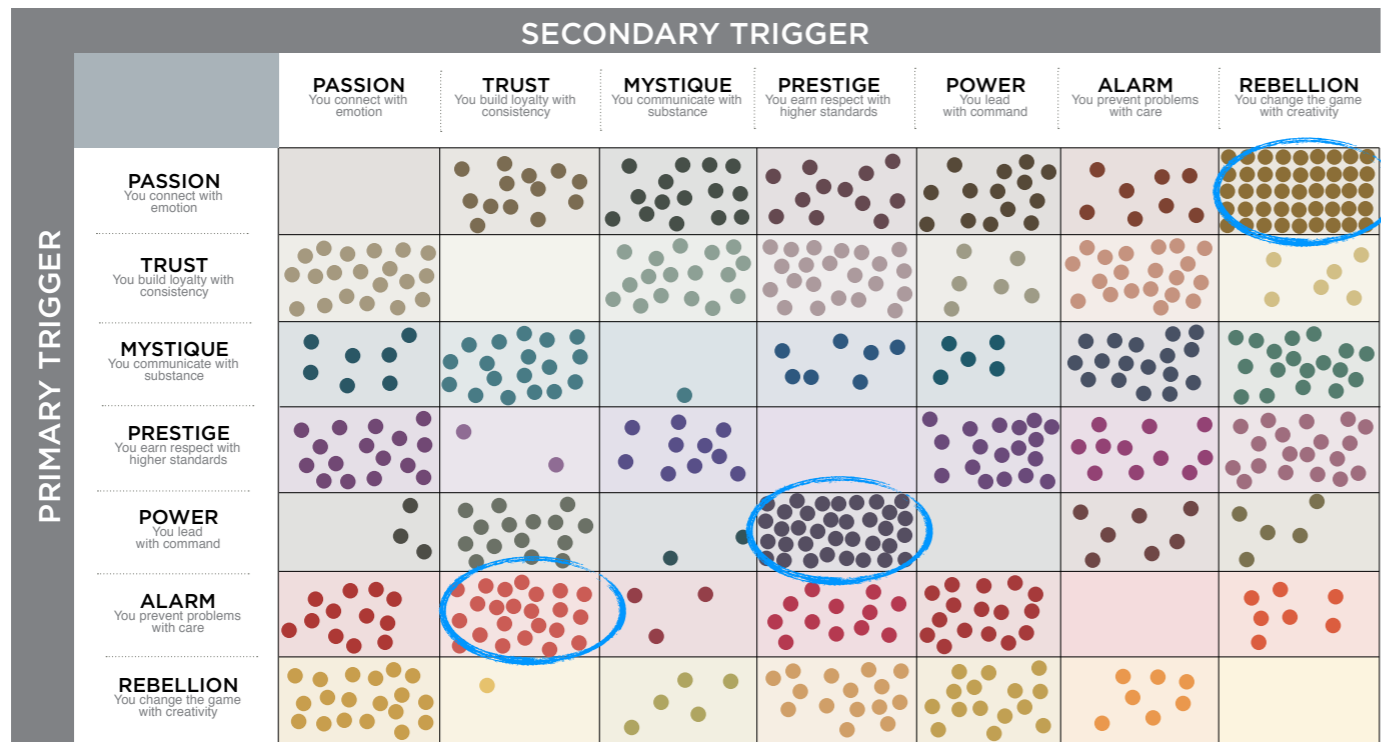
**NATIONAL ASSOCIATION OF GRADUATE ADMISSIONS PROFESSIONALS RESULTS FROM THE FASCINATION ADVANTAGE TEST**



# 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

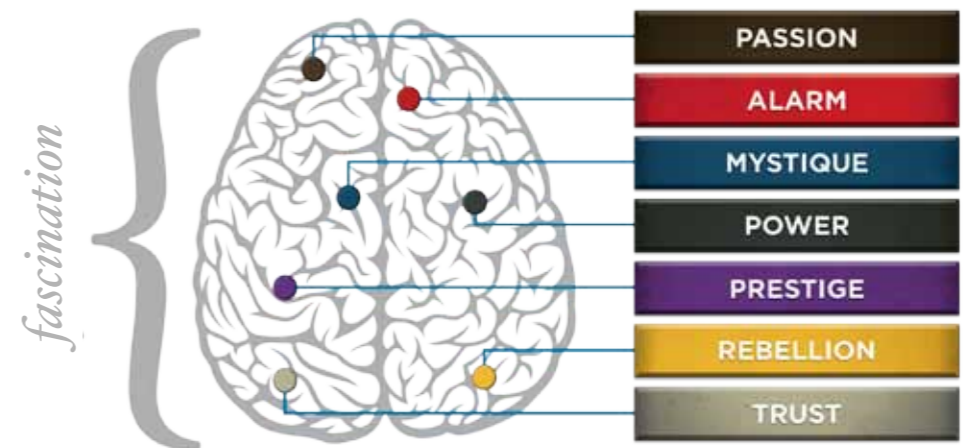
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		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		2.4%	2.7%	2.2%	2.6%	1.5%	8.2%
	TRUST You build loyalty with consistency	3.6%		3.1%	4.0%	1.1%	3.6%	1.1%
	MYSTIQUE You communicate with substance	1.3%	3.5%		1.3%	0.9%	3.1%	3.3%
	PRESTIGE You earn respect with higher standards	2.9%	0.4%	1.8%		3.3%	1.8%	3.5%
	POWER You lead with command	0.5%	2.7%	0.4%	6.4%		1.3%	0.9%
	ALARM You prevent problems with care	2.2%	4.2%	0.5%	2.2%	2.9%		1.3%
	REBELLION You change the game with creativity	3.5%	0.2%	0.9%	2.7%	2.7%	1.3%	

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.

6.39% OF YOU ARE  
"THE MAESTRO"

## POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE **20.1%** LESS  
LIKELY THAN THE  
AVERAGE POPULATION  
TO HAVE **PRESTIGE** AS  
A PRIMARY TRIGGER

YOU ARE **19.4%** LESS  
LIKELY THAN THE  
AVERAGE POPULATION  
TO HAVE **MYSTIQUE** AS  
A PRIMARY TRIGGER

8.21% OF YOU ARE  
"THE CATALYST"

## PASSION + REBELLION

- » OUTGOING
- » EXPERIMENTAL
- » OUT-OF-THE-BOX

YOU ARE **49.8%** MORE  
LIKELY THAN THE  
AVERAGE POPULATION  
TO HAVE **ALARM** AS A  
PRIMARY TRIGGER

YOU ARE **7.5%** LESS  
LIKELY THAN THE  
AVERAGE POPULATION  
TO HAVE **REBELLION**  
AS A PRIMARY TRIGGER

YOU ARE **75.7%** 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

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**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

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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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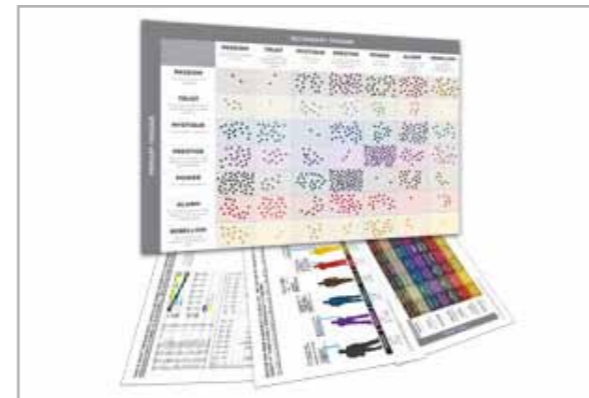
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**Win the Moment**  
Immediately communicate your highest value



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



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