

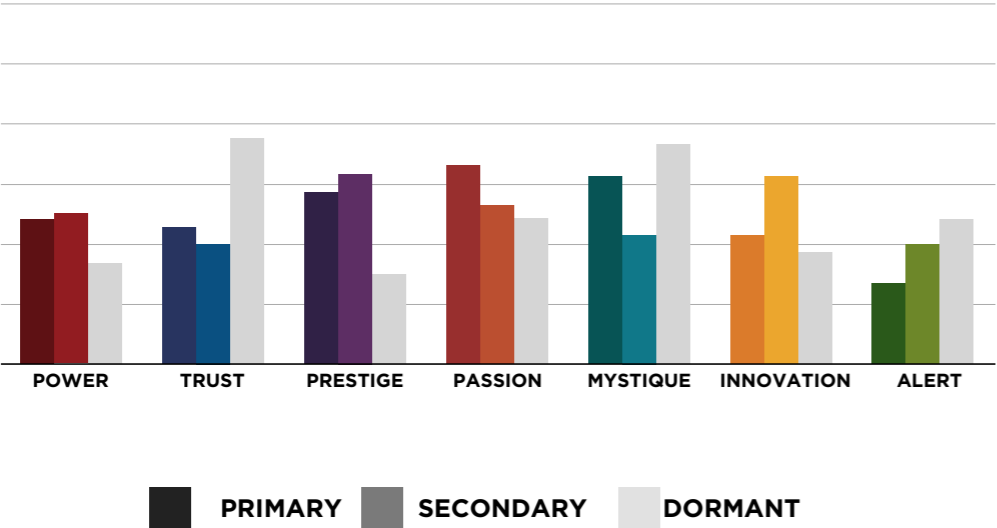
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
NEWS CORP ON 5/8/15

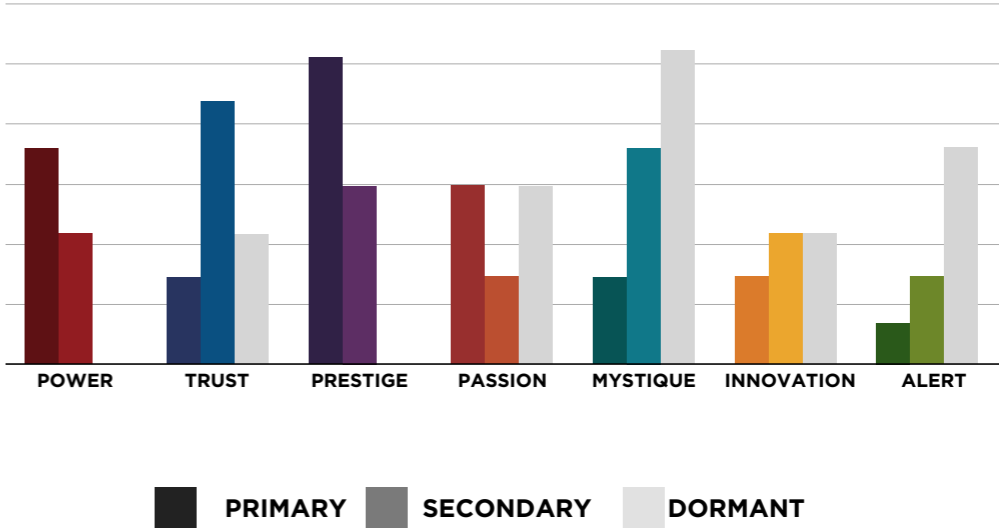


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**NEWS CORP 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 600,000 PEOPLE.

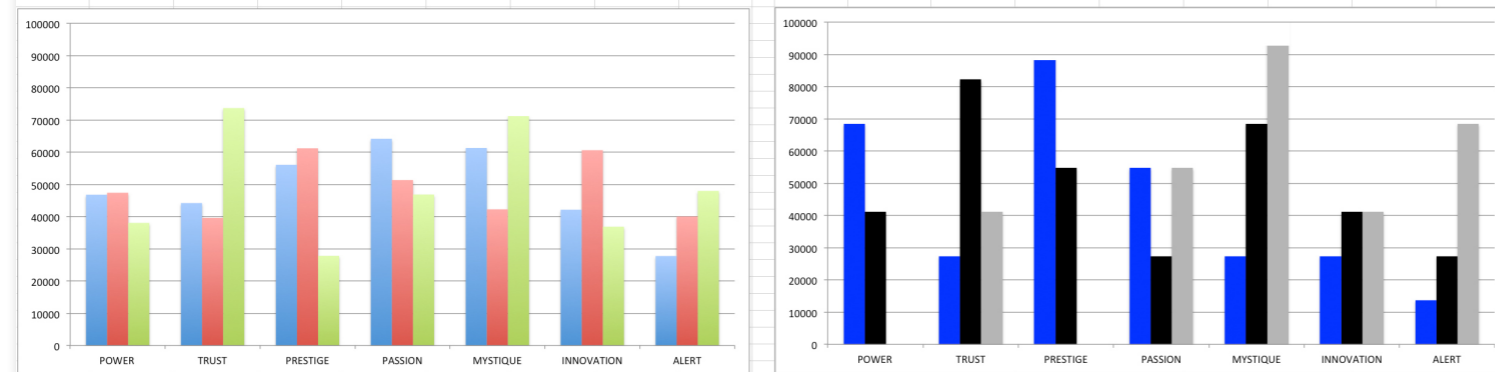
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Power	The Victor	3	12.00%	INNOVATION			1		1	
Passion	Innovation	The Catalyst	2	8.00%	PASSION	2		1	1		
Power	Prestige	The Maestro	2	8.00%	POWER			2	2	1	
Power	Trust	The Guardian	2	8.00%	PRESTIGE	1	2	3	1	2	
Prestige	Mystique	The Architect	2	8.00%	TRUST					1	1
Prestige	Passion	The Connoisseur	2	8.00%	MYSTIQUE				1		1
Alert	Trust	The Mediator	1	4.00%	ALERT				1		
Innovation	Mystique	The Provocateur	1	4.00%							
Innovation	Prestige	The Trendsetter	1	4.00%	INNOVATION						
Mystique	Alert	The Archer	1	4.00%	INNOVATION			4.0%		4.0%	
Mystique	Trust	The Wise Owl	1	4.00%	PASSION	8.0%		4.0%	4.0%		
Passion	Prestige	The Talent	1	4.00%	POWER			8.0%	8.0%	4.0%	
Passion	Trust	The Beloved	1	4.00%	PRESTIGE	4.0%	8.0%	12.0%	4.0%	8.0%	
Power	Mystique	The Mastermind	1	4.00%	TRUST					4.0%	4.0%
Prestige	Innovation	The Avant-Garde	1	4.00%	MYSTIQUE				4.0%		4.0%
Prestige	Trust	The Blue Chip	1	4.00%	ALERT				4.0%		
Trust	Alert	The Good Citizen	1	4.00%							
Trust	Mystique	The Anchor	1	4.00%							

: Missing Archetypes
 : Most Prevalent Archetypes

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

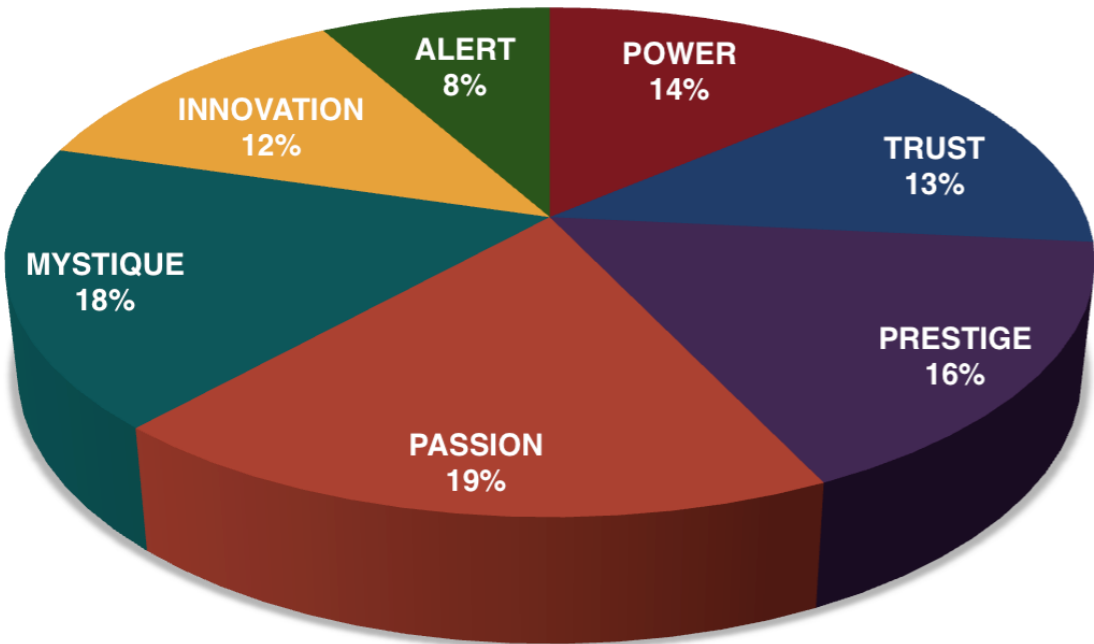
AVERAGE POPULATION									News Corp								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	46827	44229	56110	64195	61334	42168	27783	342646	Primary	5	2	9	4	2	2	1	25
Secondary	47428	39626	61230	51373	42285	60639	40065	342646	Secondary	3	6	4	2	5	3	2	25
Dormant	38072	73722	27849	46878	71216	36897	48012	342646	Dormant	0	3	0	4	10	3	5	25

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.7%	12.9%	16.4%	18.7%	17.9%	12.3%	8.1%	100.0%	Primary	20.0%	8.0%	36.0%	16.0%	8.0%	8.0%	4.0%	100.0%
Secondary	13.8%	11.6%	17.9%	15.0%	12.3%	17.7%	11.7%	100.0%	Secondary	12.0%	24.0%	16.0%	8.0%	20.0%	12.0%	8.0%	100.0%
Dormant	11.1%	21.5%	8.1%	13.7%	20.8%	10.8%	14.0%	100.0%	Dormant	0.0%	12.0%	0.0%	16.0%	40.0%	12.0%	20.0%	100.0%

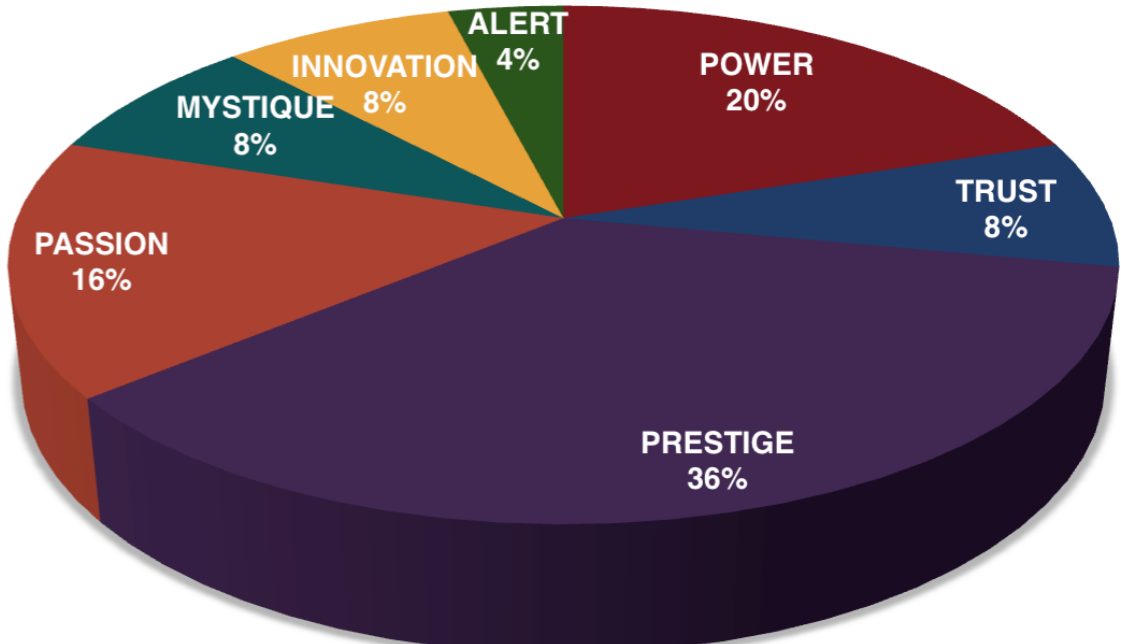


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



NEWS CORP RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

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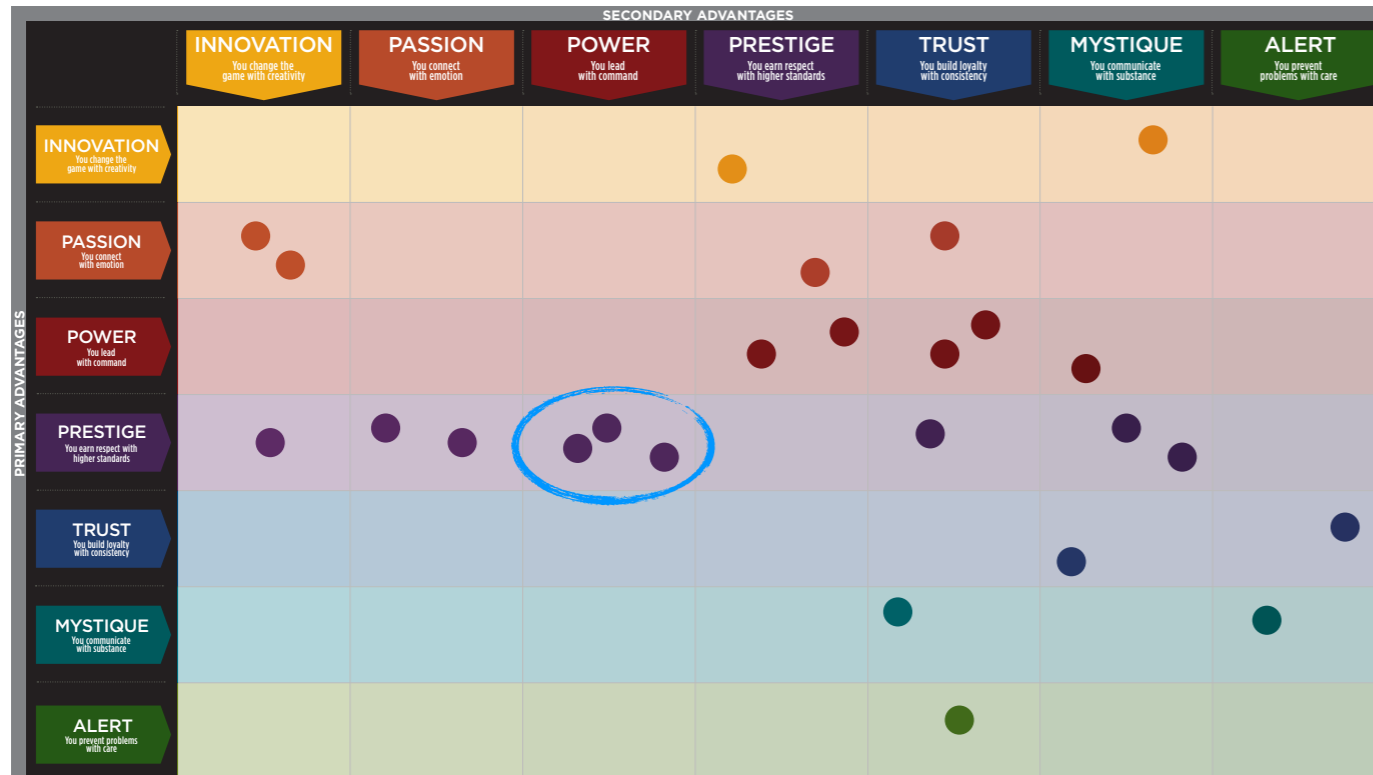
SECONDARY FASCINATION ADVANTAGE®

	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

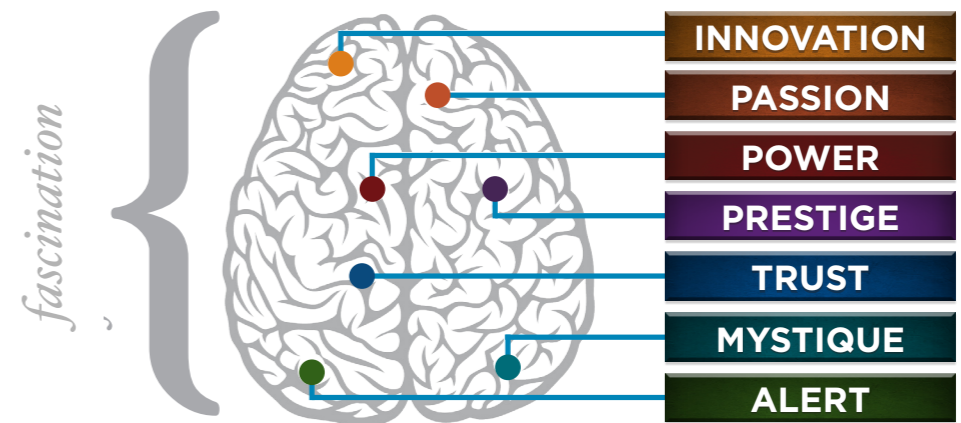
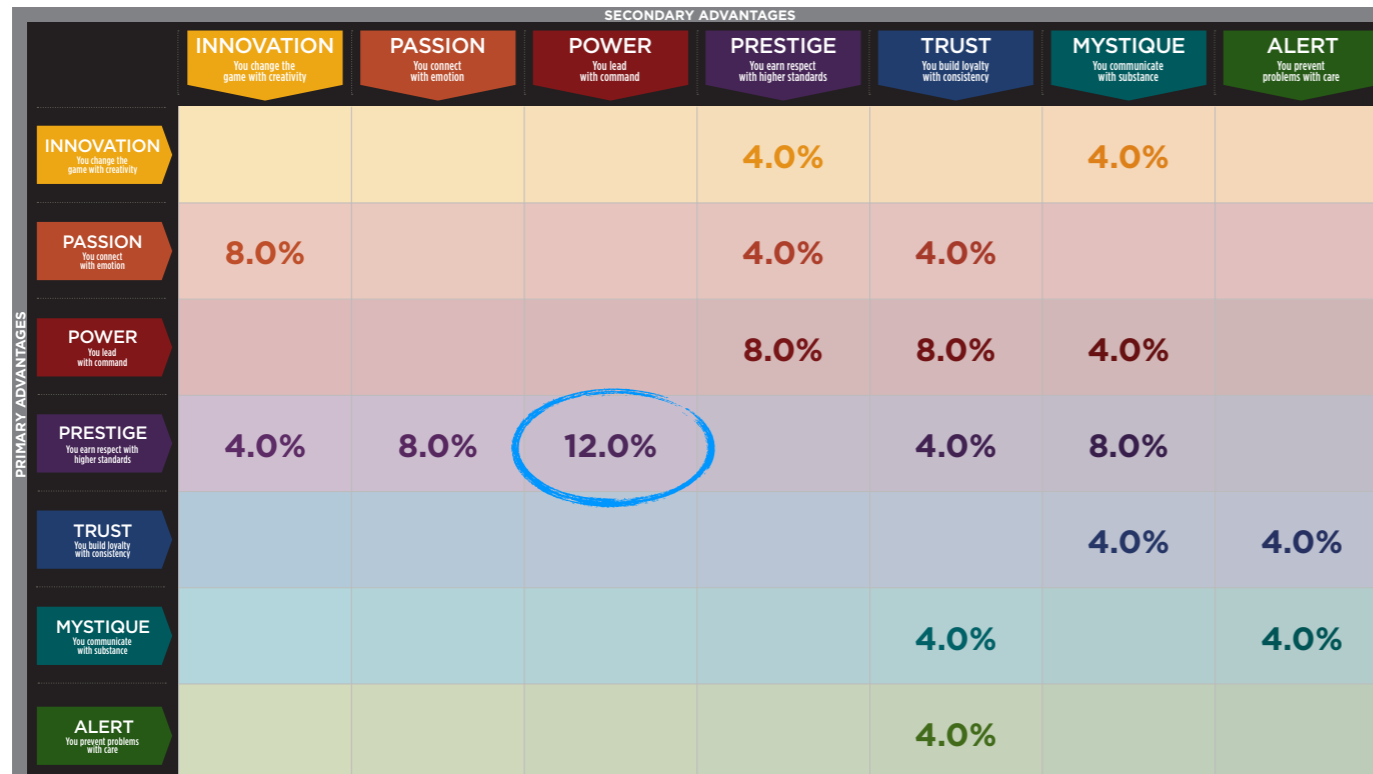
PRIMARY FASCINATION ADVANTAGE®

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



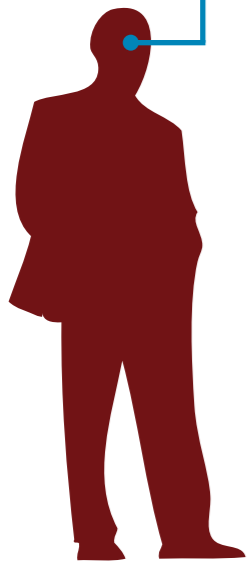
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

YOU ARE **36.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **35.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **114.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **16.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **51.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **32.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **54.2%** 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

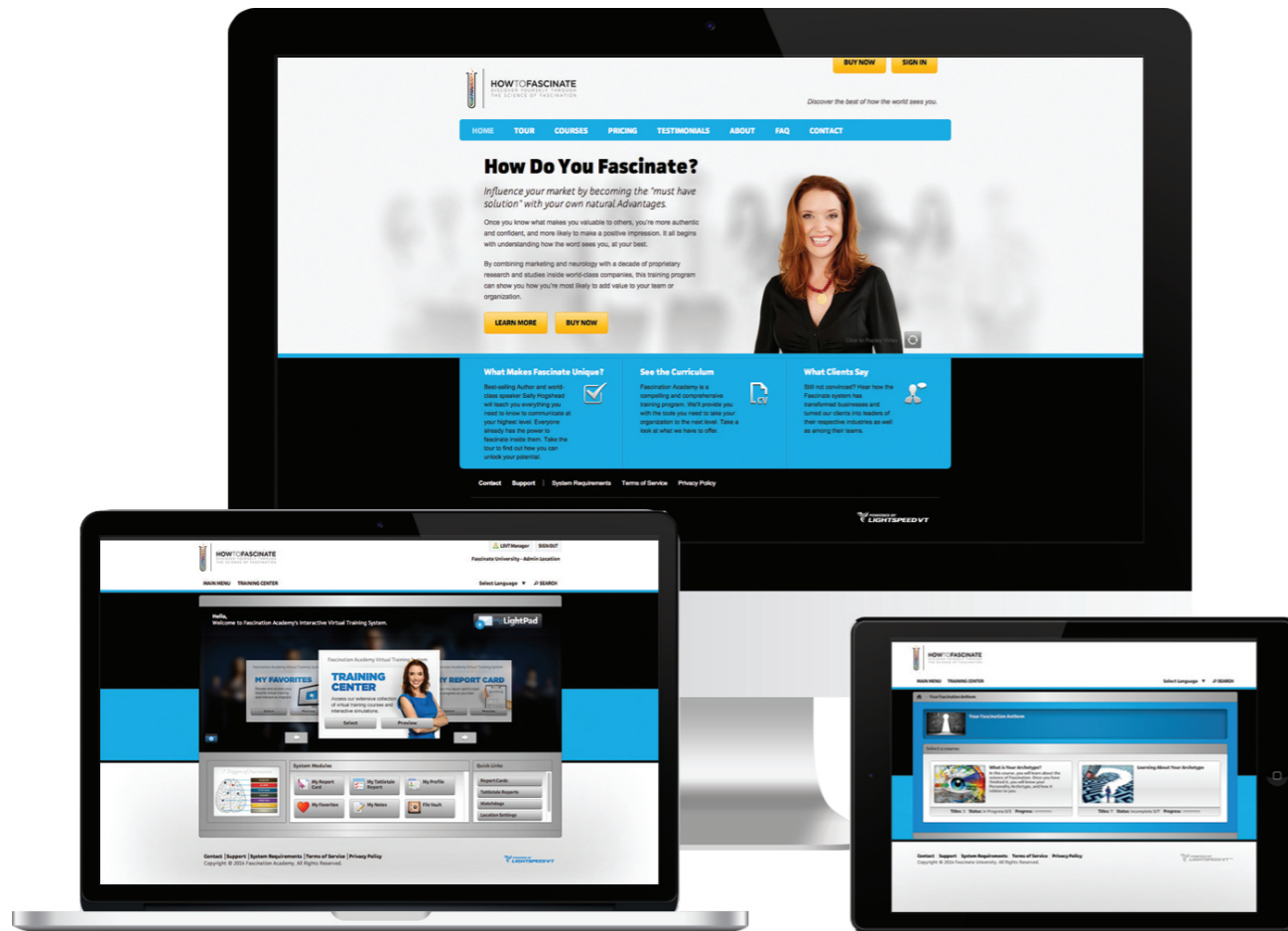
SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

FASCINATION ACADEMY

Virtual training that's as individual as you are.



- + Inspire a culture of engagement where you and your team all perform at your best
- + Combat distraction and build meaningful relationships to grow your revenue and create unforgettable customer experiences
- + Achieve excellence

ENROLL IN YOUR SNEAK PEEK NOW!

Questions? [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)