

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
AXA 2017 NATIONAL LEADERS FORUM ON 02/24/17

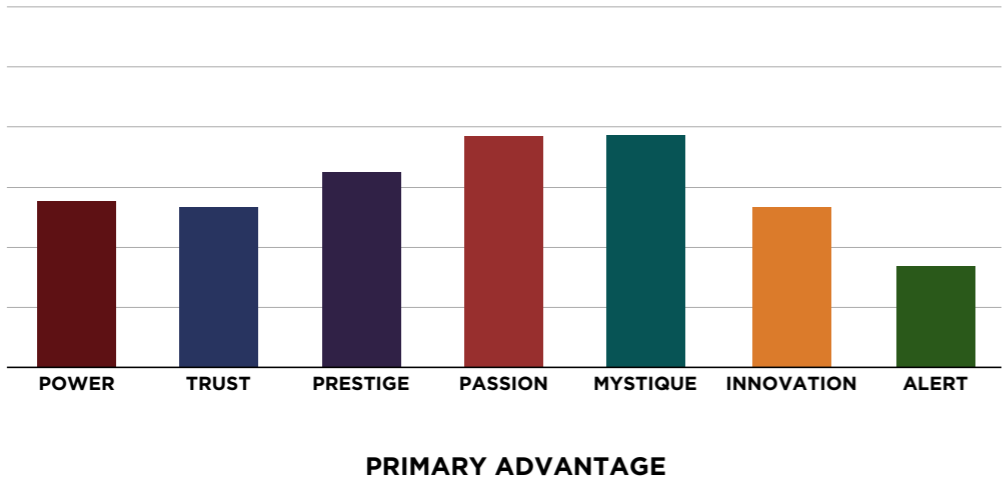
**BONUS GIFT:**  
CLICK HERE TO  
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*NLF17-EXPRESS*



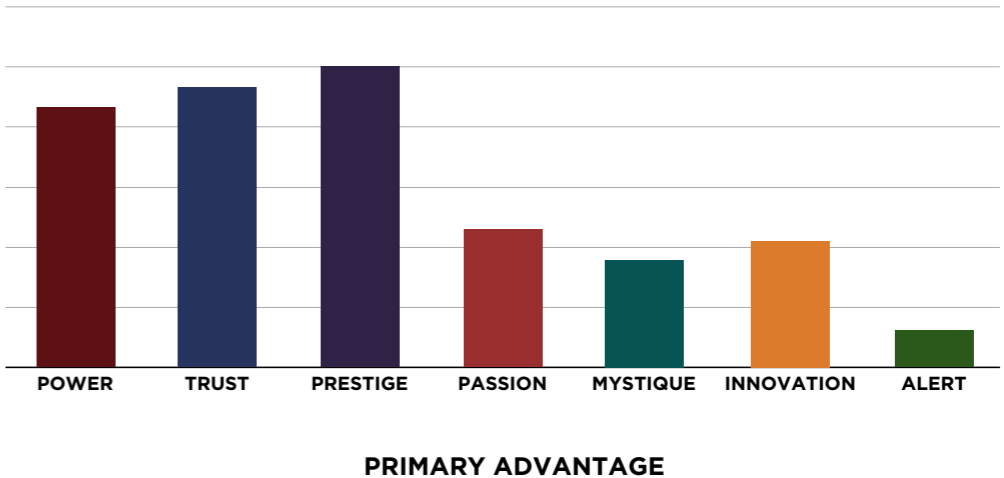
**THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.**

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**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**AXA 2017 NATIONAL LEADERS FORUM RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

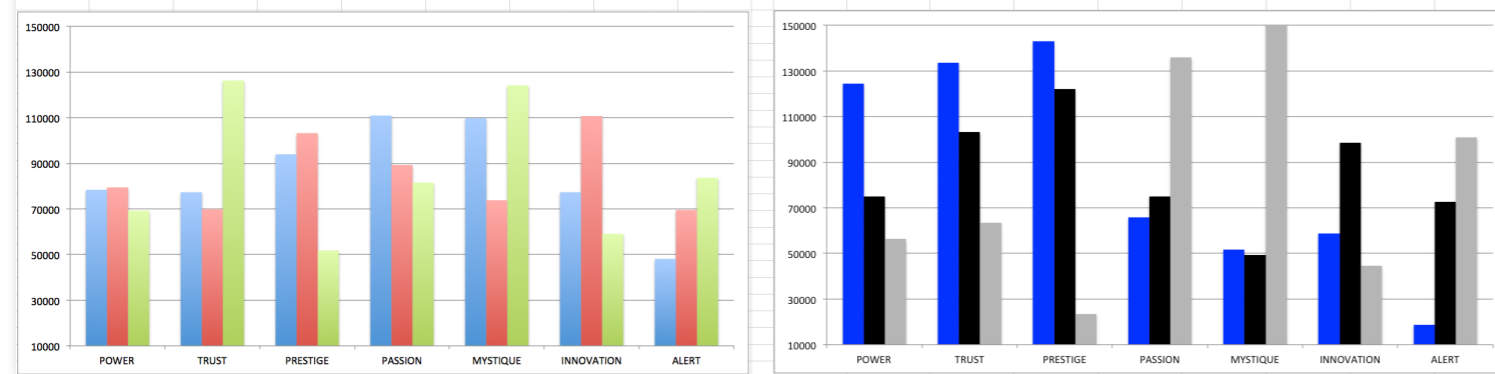


# THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	22	8.66%	INNOVATION		5	7	4	2	4	3
Trust	Prestige	The Diplomat	22	8.66%	PASSION	15		1	3	5	2	2
Power	Trust	The Guardian	17	6.69%	POWER	9	4		22	17	1	
Passion	Innovation	The Catalyst	15	5.91%	PRESTIGE	9	15	11		10	7	9
Prestige	Passion	The Connoisseur	15	5.91%	TRUST	5	5	8	22		7	10
Prestige	Power	The Victor	11	4.33%	MYSTIQUE	3	1	3	1	7		7
Prestige	Trust	The Blue Chip	10	3.94%	ALERT	1	2	2		3		
Trust	Alert	The Good Citizen	10	3.94%								
Power	Innovation	The Change Agent	9	3.54%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Alert	The Scholar	9	3.54%	INNOVATION		2.0%	2.8%	1.6%	0.8%	1.6%	1.2%
Prestige	Innovation	The Avant-Garde	9	3.54%	PASSION	5.9%		0.4%	1.2%	2.0%	0.8%	0.8%
Trust	Power	The Gravitas	8	3.15%	POWER	3.5%	1.6%		8.7%	6.7%	0.4%	
Innovation	Power	The Maverick Leader	7	2.76%	PRESTIGE	3.5%	5.9%	4.3%		3.9%	2.8%	3.5%
Mystique	Alert	The Archer	7	2.76%	TRUST	2.0%	2.0%	3.1%	8.7%		2.8%	3.9%
Mystique	Trust	The Wise Owl	7	2.76%	MYSTIQUE	1.2%	0.4%	1.2%	0.4%	2.8%		2.8%
Prestige	Mystique	The Architect	7	2.76%	ALERT	0.4%	0.8%	0.8%		1.2%		
Trust	Mystique	The Anchor	7	2.76%								
Innovation	Passion	The Rockstar	5	1.97%								
Passion	Trust	The Beloved	5	1.97%								
Trust	Innovation	The Evolutionary	5	1.97%								
Trust	Passion	The Authentic	5	1.97%								
Innovation	Mystique	The Provocateur	4	1.57%								
Innovation	Prestige	The Trendsetter	4	1.57%								
Power	Passion	The Ringleader	4	1.57%								
Alert	Trust	The Mediator	3	1.18%								
Innovation	Alert	The Quick-Start	3	1.18%								
Mystique	Innovation	The Secret Weapon	3	1.18%								
Mystique	Power	The Veiled Strength	3	1.18%								
Passion	Prestige	The Talent	3	1.18%								

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

AVERAGE POPULATION									AXA 2017 NATIONAL LEADERS FORUM								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	78392	77331	93958	110938	109788	77345	48134	595886	Primary	53	57	61	28	22	25	8	254
Secondary	79429	69887	103239	89255	73811	110732	69533	595886	Secondary	32	44	52	32	21	42	31	254
Dormant	69279	126328	51823	81510	124176	59115	83655	595886	Dormant	24	27	10	58	73	19	43	254
Primary	13.2%	13.0%	15.8%	18.6%	18.4%	13.0%	8.1%	100.0%	Primary	20.9%	22.4%	24.0%	11.0%	8.7%	9.8%	3.1%	100.0%
Secondary	13.3%	11.7%	17.3%	15.0%	12.4%	18.6%	11.7%	100.0%	Secondary	12.6%	17.3%	20.5%	12.6%	8.3%	16.5%	12.2%	100.0%
Dormant	11.6%	21.2%	8.7%	13.7%	20.8%	9.9%	14.0%	100.0%	Dormant	9.4%	10.6%	3.9%	22.8%	28.7%	7.5%	16.9%	100.0%



I WANT TO...

# BUILD A MORE ENGAGED TEAM

## 4 STEPS TO A MORE ENGAGED TEAM

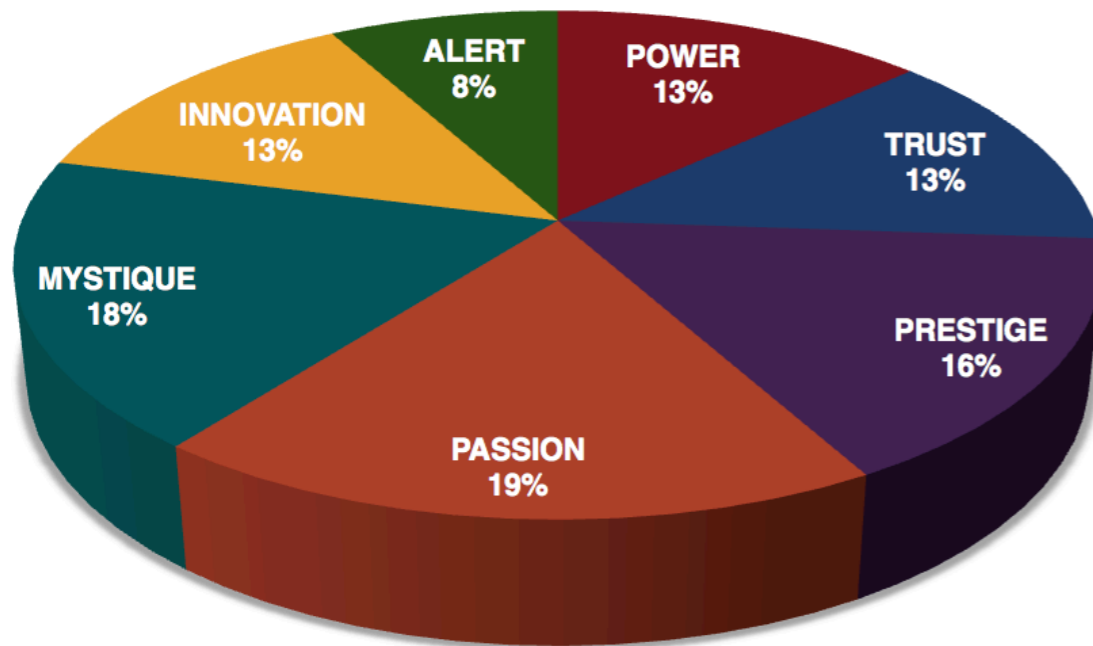
- 1 DISCOVER HOW THE WORLD SEES YOU:**  
Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value. **Click here** or send this link [HowToFascinate.com/you](https://HowToFascinate.com/you) to have your team take the Fascination Advantage® assessment.
- 2 ANTHEM EXERCISE:**  
Have your team use the **One-Hour Personal Brand™ Kit** so each member can create an Anthem to immediately identify how they are most likely to add value. Schedule a meeting to share results.
- 3 ONLINE TRAINING:**  
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Academy™ Online: [FascinationAcademy.com](https://FascinationAcademy.com)
- 4 ONSITE TRAINING:**  
Create a deeper understanding of core Fascinate principles in an interactive onsite environment with one of our **Fascinate Certified Advisors**. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.



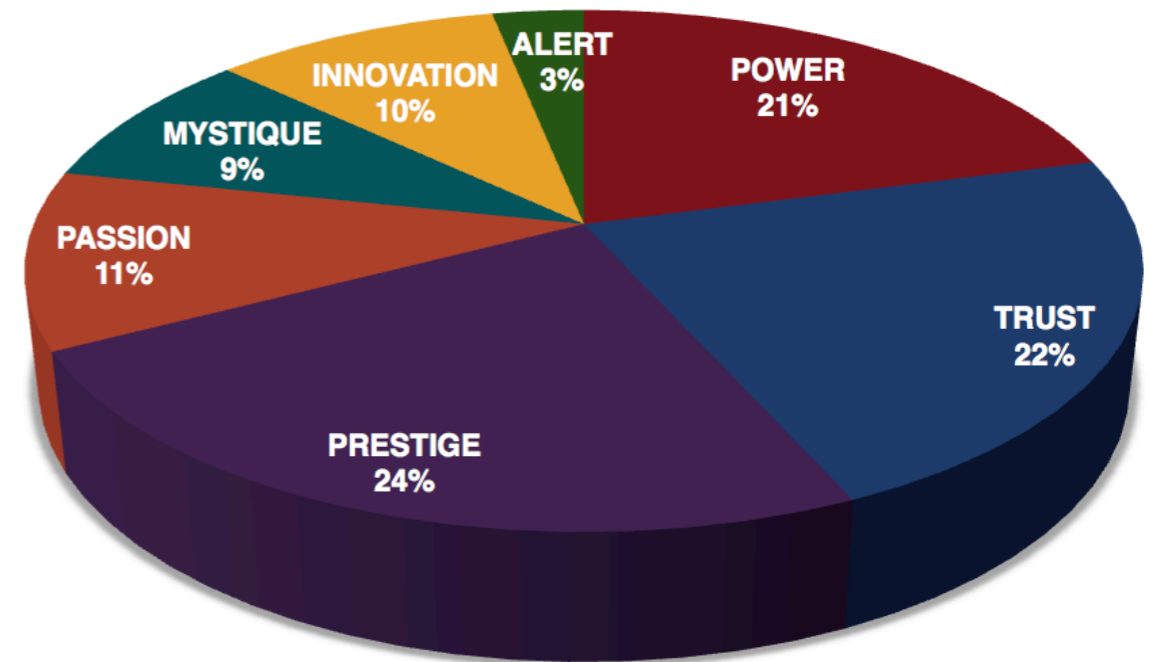
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**AXA 2017 NATIONAL LEADERS FORUM RESULTS FROM THE FASCINATION ADVANTAGE TEST**





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

## THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

HOWTOFASCINATE.COM

		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

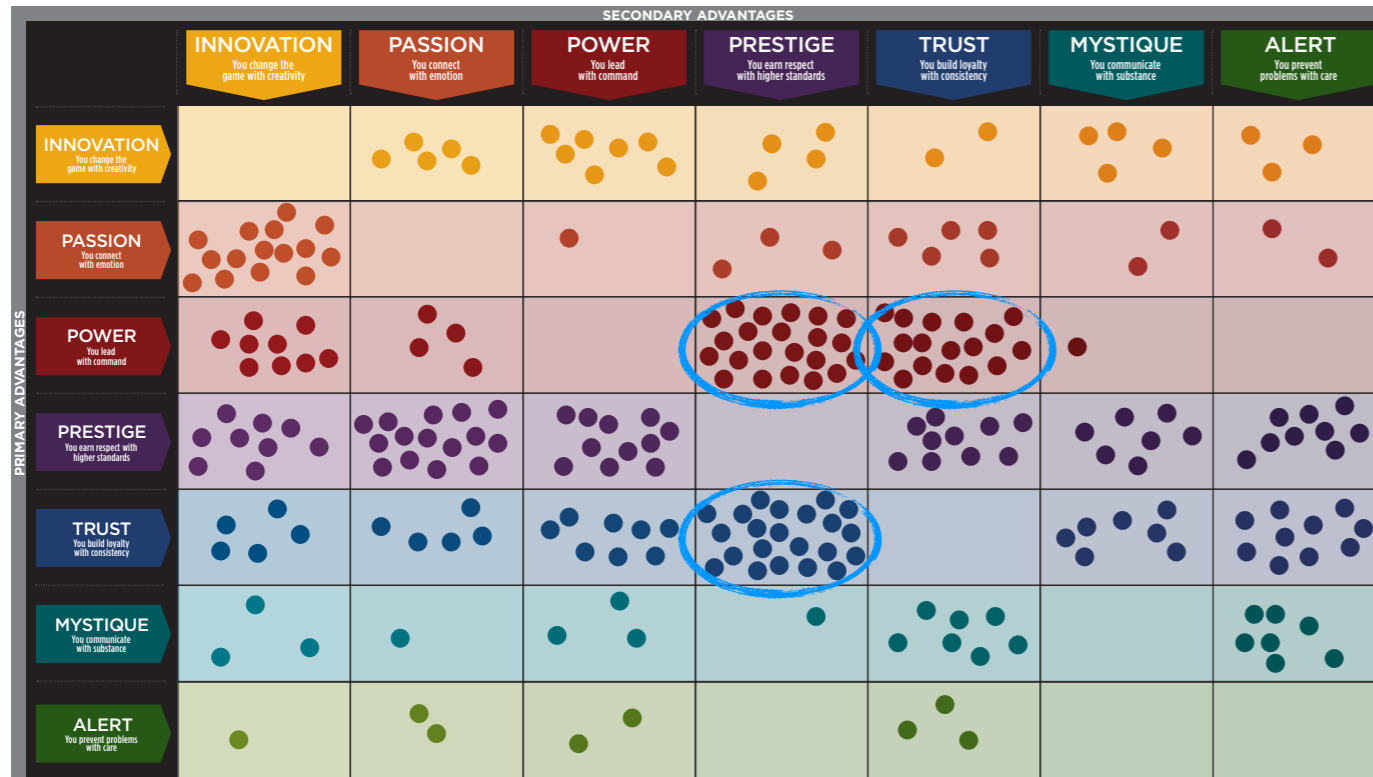
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

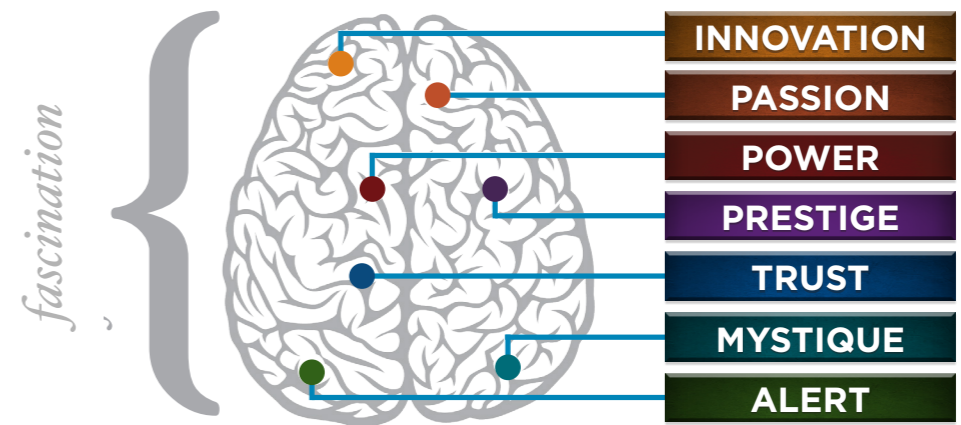
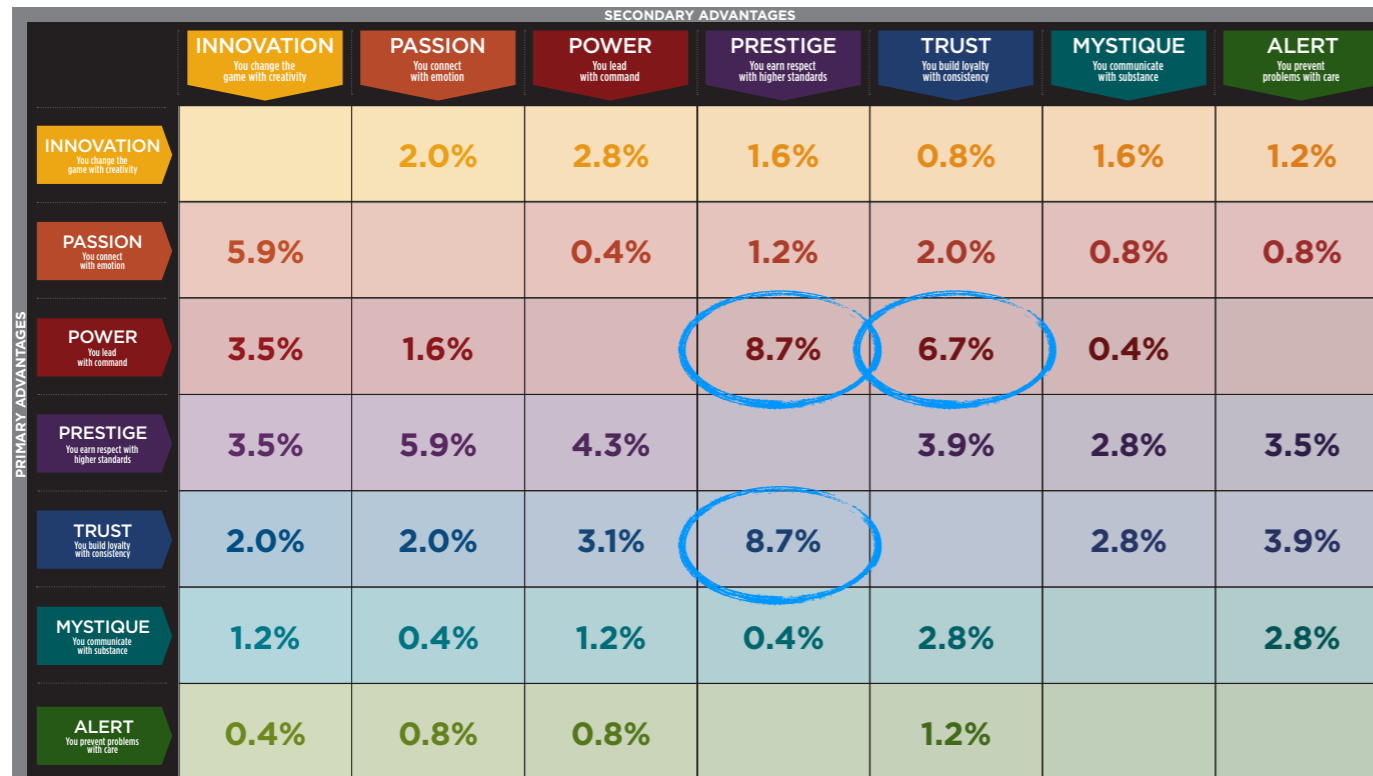
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# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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

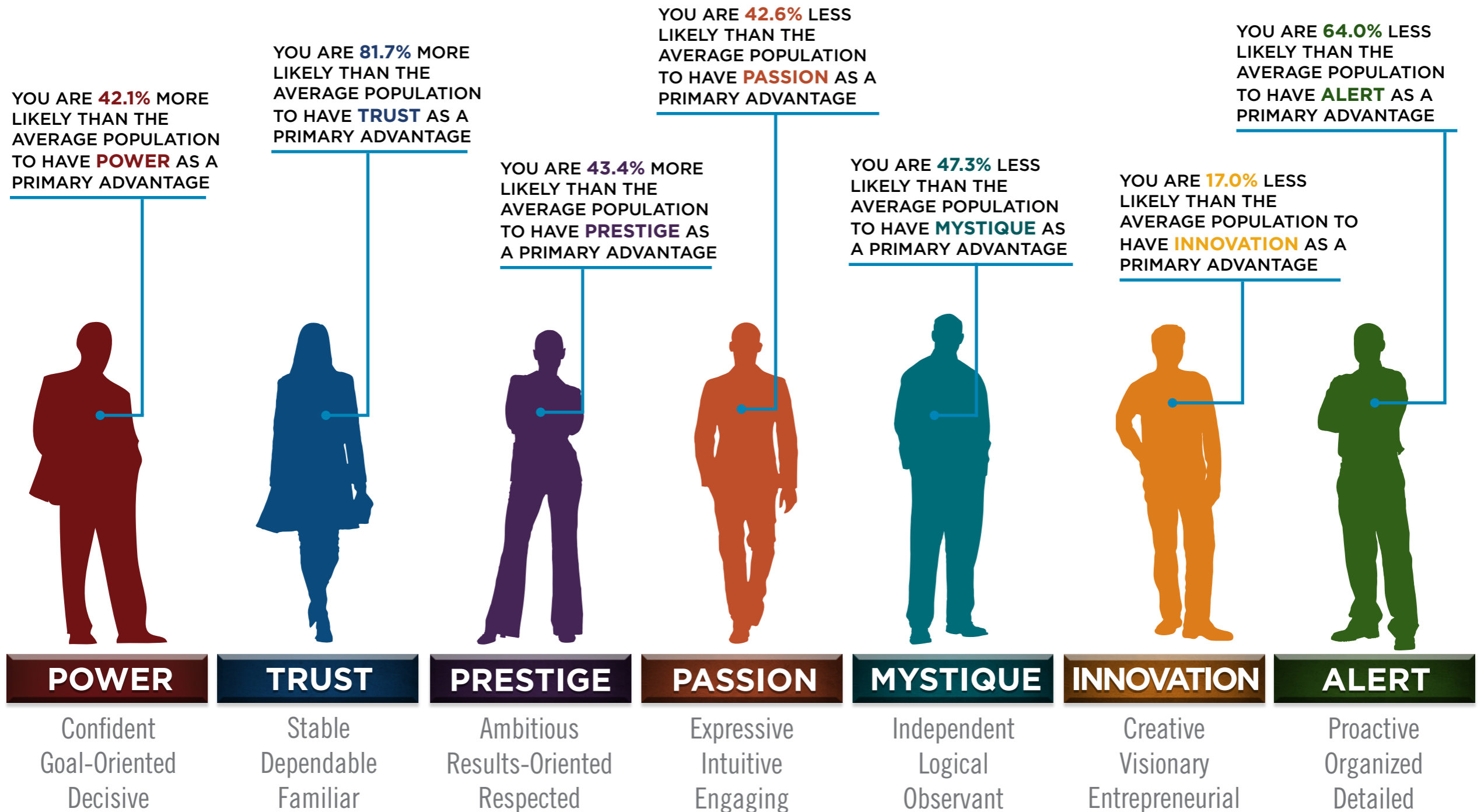


This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.



# 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.





# HOW DOES YOUR INNER CIRCLE COMMUNICATE?

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 or copy and paste the below copy to share this code for free (normally \$47 each)

1 VISIT [HowToFascinate.com/YOU](http://HowToFascinate.com/YOU)

2 FOR THE ACCESS CODE, ENTER **NLF17-EXPRESS**

3 THIS OFFER EXPIRES ON **03/31/17**

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).

**YOUR FASCINATION ADVANTAGE® REPORT**  
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

**THE CONNOISSEUR**  
PRESTIGE + PASSION

CUSTOM REPORT FOR **EMMA MILLS**

**THE CONNOISSEUR'S TOP 5 SPECIALTY ADJECTIVES**  
1. **INSIGHTFUL**  
They communicate their ideas with clarity and conviction. You'll find that they quickly obtain buy in from their audience – whether they're "selling" their idea for a new project in a board meeting or launching a new loyalty program at a huge dealer conference. They're confident, articulate, and sharp.

**THE CONNOISSEUR**  
INSIGHTFUL | DISTINGUISHED | IN-THE-KNOW | ADMIRER | WELL-GROOMED

**HOW THE WORLD SEES YOU**  
Warmhearted and knowledgeable, you're highly appreciated by colleagues.

**THE PERSONAL BRAND ARCHETYPES** DISCOVERED BY SALLY HOGSHEAD

INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
THE ANARCHY	THE ROCKSTAR	THE MAVERICK LEADER	THE TRENDSSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CATALYST	THE DESMAN	THE PEOPLE'S CHAMPION	THE TALENT	THE RELOVED	THE INTROQUE	THE ORCHESTRATOR
THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
THE AVANT-GARDE	THE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR
THE EVOLUTIONARY	THE AUTHENTIC	THE GRANULAR	THE DIPLOMAT	THE OIL GUARD	THE ANCHOR	THE GOOD CITIZEN
THE SECRET WEAPON	THE SUBTLE TOUCH	THE VEILED STRENGTH	THE ROYAL GUARD	THE WISE OWL	THE DEADBOLT	THE ARCHER
THE COORDINATOR	THE TIE	THE EDITOR-IN-CHIEF	THE MEDIATOR	THE DETECTIVE	THE CONTROL	THE PEAK

**APPLY YOUR TOP 5 ADJECTIVES**  
You can use these adjectives to create your personality. An Anthem is a very short advertising tagline, your Anthem pinpointing your brand.

**SAMPLE ANTHEM FOR THE CONNOISSEUR**  
**HERE'S AN EXAMPLE: MEET JAIME**  
Among his friends, people look to Jaime to learn what to buy, where to go, what to do (and how to do it). People look to Jaime for recommendations on the best of everything. He intuitively identifies social cues. When he writes his Facebook status updates, Jaime shares his favorites in all areas: where to find the freshest kale at the local farmer's market, or which dry cleaner will offer speedy delivery in a pinch. He's tapped into trends, and has an innate ability to identify

He knows the best of the best. His insightful insights, coupled with the ability to see what others want, makes him valuable to his peers and co-workers.

**OPINIONS**  
Learn more about creating your own Anthem on page 14 of your report.

## 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

LET'S START A CONVERSATION.

