

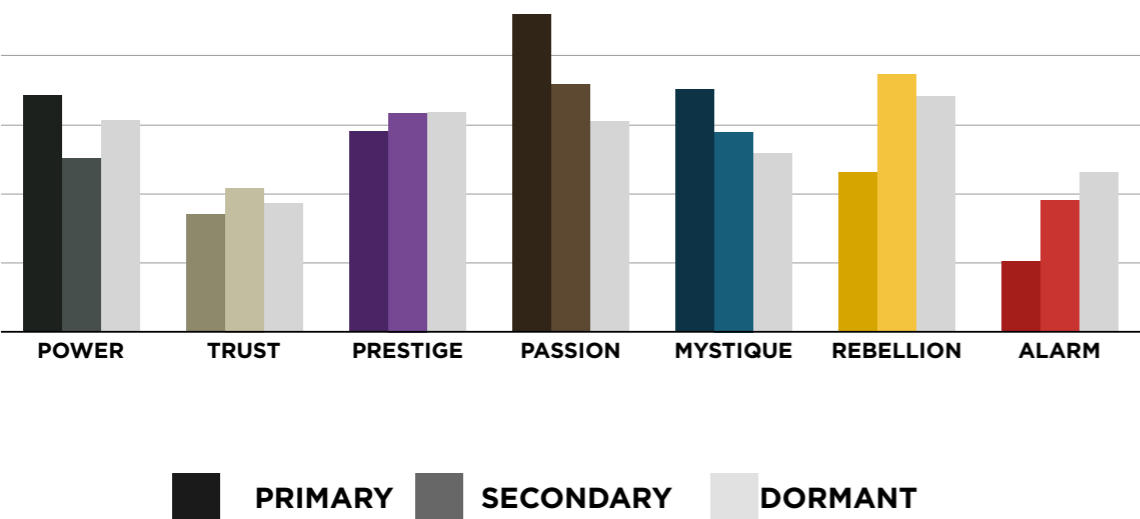
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
NATIONAL SPORTING GOODS ASSOCIATION ON 05/06/13

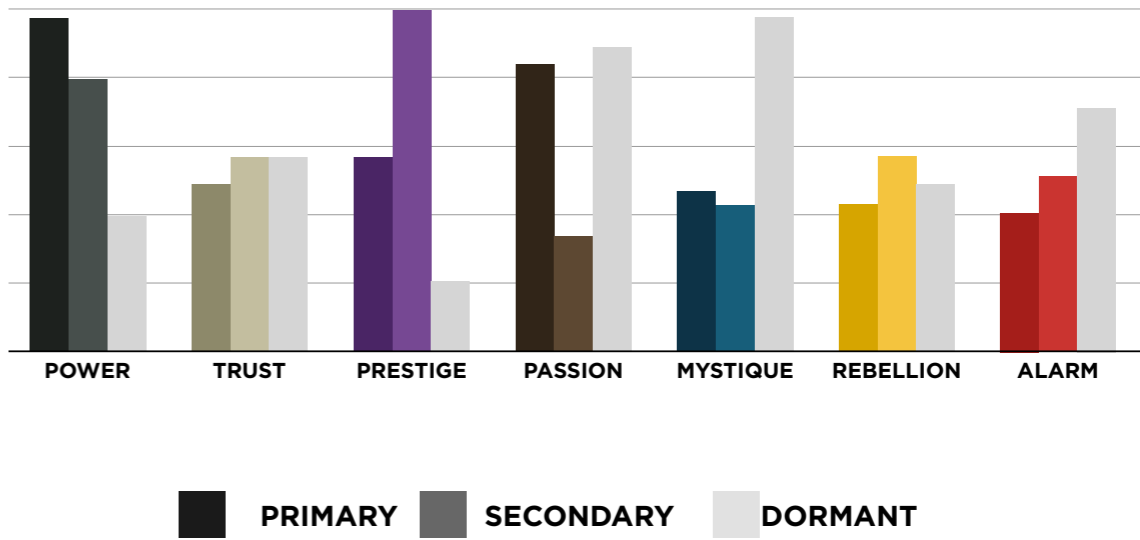


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



NATIONAL SPORTING GOODS ASSOCIATION RESULTS OF THE FASCINATION ADVANTAGE TEST



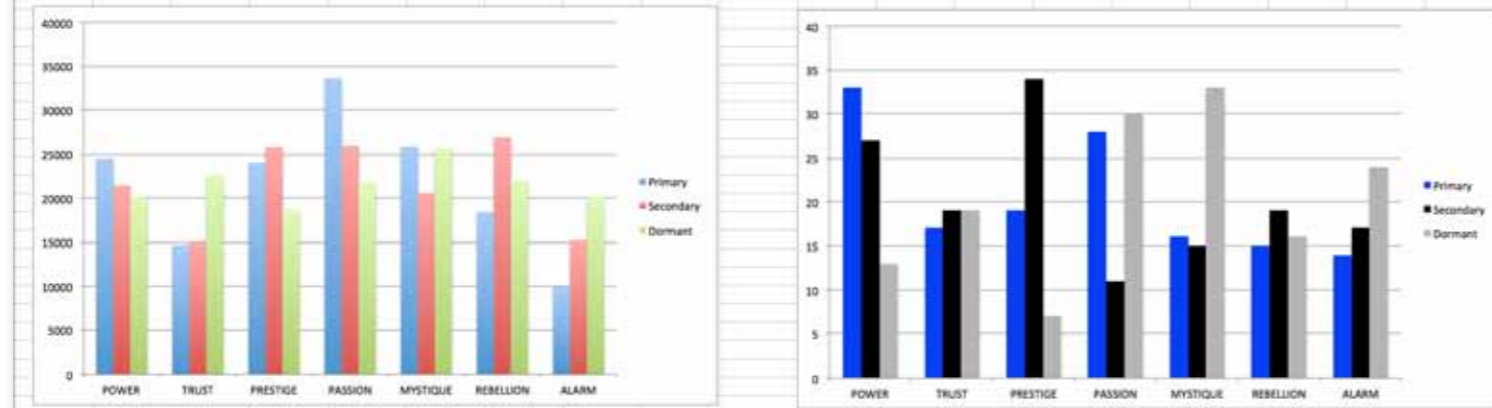
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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
Power	Prestige	The Maestro	19	13.38%	PASSION		1	1	5	9	6	6	
Passion	Power	The Advocate	9	6.34%	TRUST	2		5	3	3	4		
Prestige	Power	The Victor	8	5.63%	MYSTIQUE	1	3		1	1	3	7	
Mystique	Rebellion	The Secret Weapon	7	4.93%	PRESTIGE	2	1	3		8	1	4	
Power	Trust	The Guardian	7	4.93%	POWER	2	7	2	19		1	2	
Alarm	Trust	The Sustainer	6	4.23%	ALARM	1	6	4	2	1			
Passion	Alarm	The Orchestrator	6	4.23%	REBELLION	3	1		4	5	2		
Passion	Rebellion	The Catalyst	6	4.23%									
Passion	Prestige	The Talent	5	3.52%		PASSION		TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Rebellion	Power	The Maverick Leader	5	3.52%	PASSION		0.7%	0.7%	3.5%	6.3%	4.2%	4.2%	
Trust	Mystique	The Vault	5	3.52%	TRUST	1.4%		3.5%	2.1%	2.1%	2.8%		
Alarm	Mystique	The Inspector	4	2.82%	MYSTIQUE	0.7%	2.1%		0.7%	0.7%	2.1%	4.9%	
Prestige	Rebellion	The Avant-Garde	4	2.82%	PRESTIGE	1.4%	0.7%	2.1%		5.6%	0.7%	2.8%	
Rebellion	Prestige	The Trendsetter	4	2.82%	POWER	1.4%	4.9%	1.4%	13.4%		0.7%	1.4%	
Trust	Alarm	The Good Citizen	4	2.82%	ALARM	0.7%	4.2%	2.8%	1.4%	0.7%			
Mystique	Alarm	The Bullseye	3	2.11%	REBELLION	2.1%	0.7%		2.8%	3.5%	1.4%		
Mystique	Trust	The Wise Owl	3	2.11%									
Prestige	Mystique	The Architect	3	2.11%									
Rebellion	Passion	The Rockstar	3	2.11%									
Trust	Power	The Gravitas	3	2.11%									
Trust	Prestige	The Diplomat	3	2.11%									
Alarm	Prestige	The Editor-in-Chief	2	1.41%									
Power	Mystique	The Mastermind	2	1.41%									
Power	Passion	The Ringleader	2	1.41%									
Power	Rebellion	The Change Agent	2	1.41%									
Prestige	Passion	The Connoisseur	2	1.41%									
Rebellion	Alarm	The Quick-Start	2	1.41%									

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

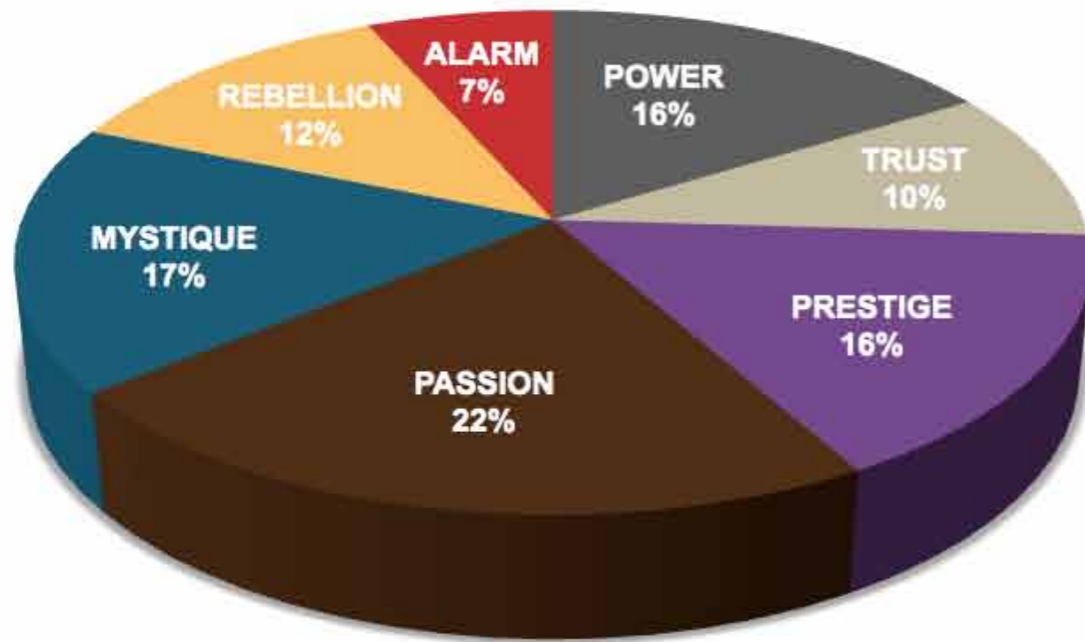
AVERAGE POPULATION									National Sporting Goods Association								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	24534	14675	24029	33641	25897	18401	9937	151114	Primary	33	17	19	28	16	15	14	142
Secondary	21461	15051	25844	26000	20597	26968	15193	151114	Secondary	27	19	34	11	15	19	17	142
Dormant	20128	22614	18655	21846	25645	22042	20184	151114	Dormant	13	19	7	30	33	16	24	142

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.2%	9.7%	15.9%	22.3%	17.1%	12.2%	6.6%	100.0%	Primary	23.2%	12.0%	13.4%	19.7%	11.3%	10.6%	9.9%	100.0%
Secondary	14.2%	10.0%	17.1%	17.2%	13.6%	17.8%	10.1%	100.0%	Secondary	19.0%	13.4%	23.9%	7.7%	10.6%	13.4%	12.0%	100.0%
Dormant	13.3%	15.0%	12.3%	14.5%	17.0%	14.6%	13.4%	100.0%	Dormant	9.2%	13.4%	4.9%	21.1%	23.2%	11.3%	16.9%	100.0%

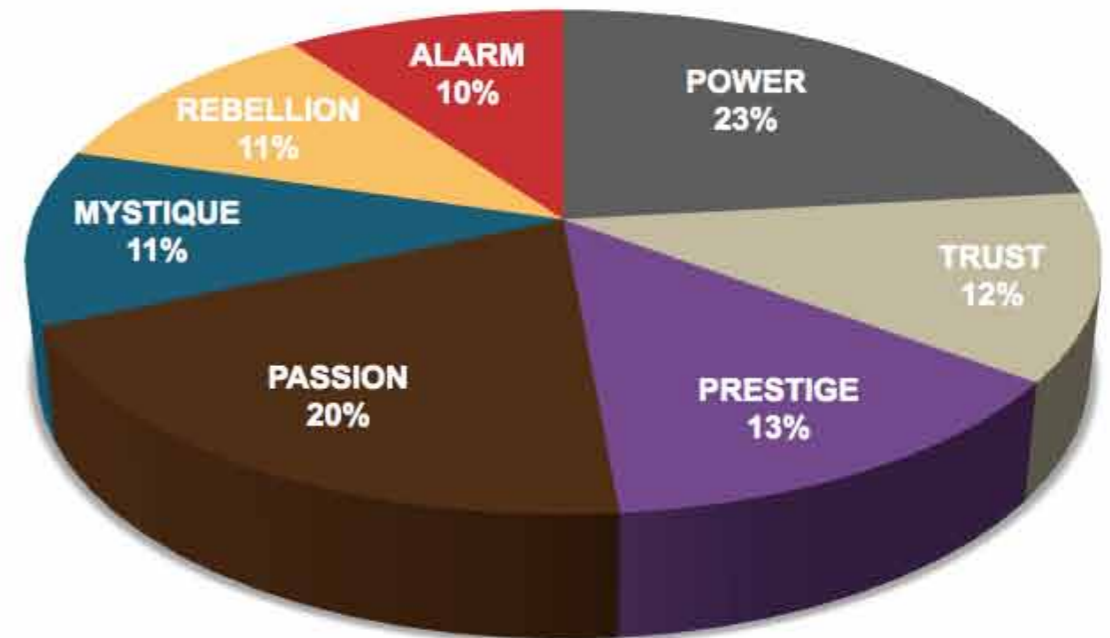


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



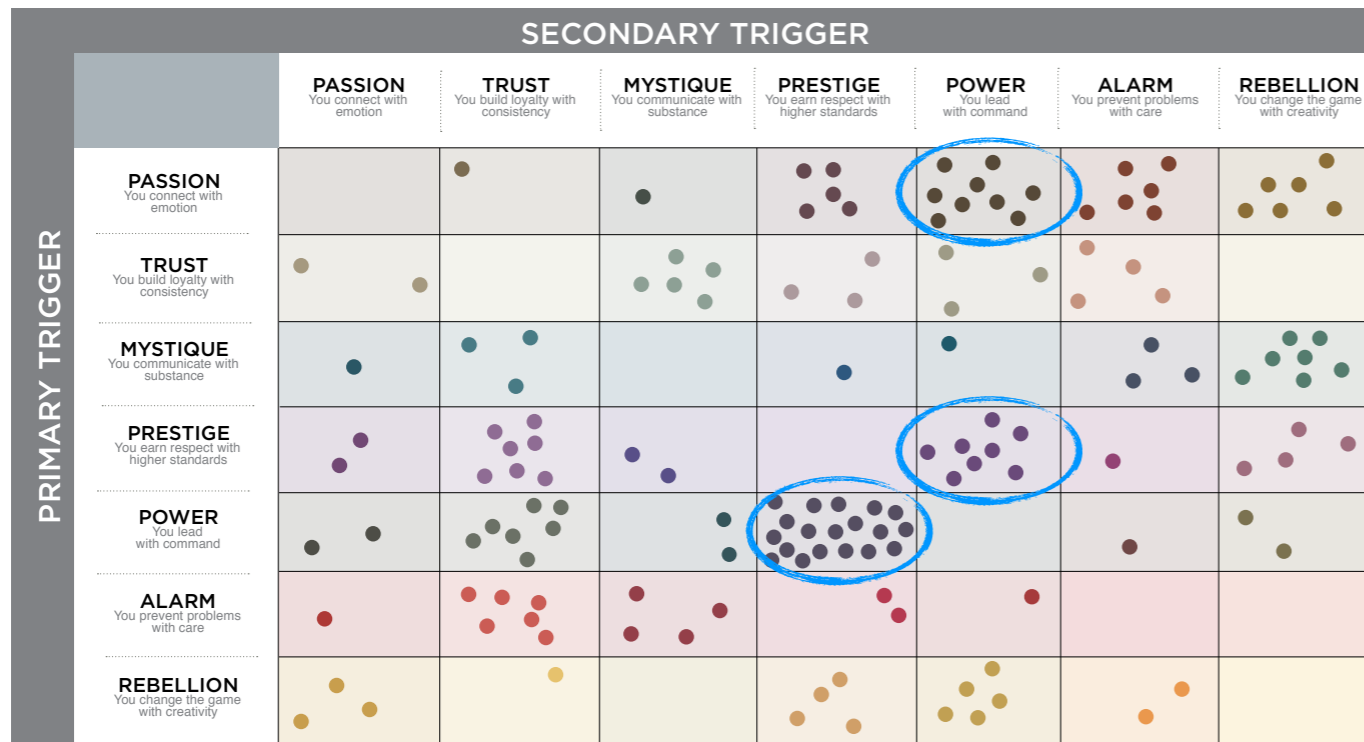
NATIONAL SPORTING GOODS ASSOCIATION RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

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

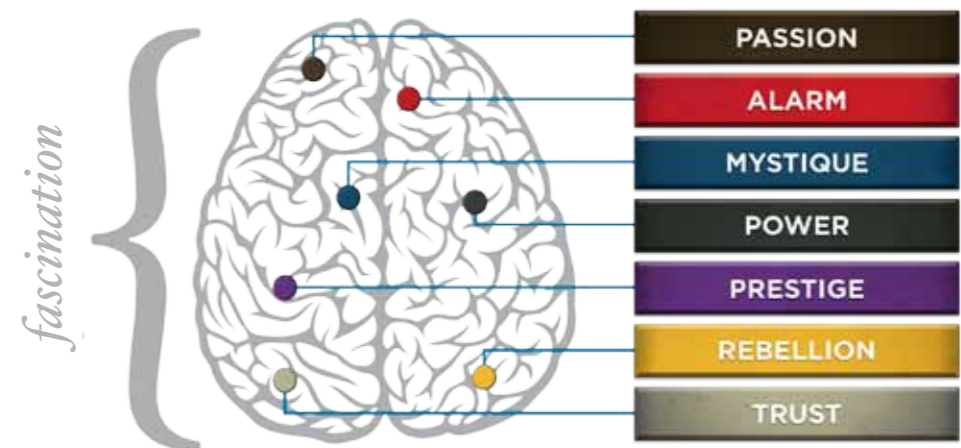
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		0.7%	0.7%	3.5%	6.3%	4.2%	4.2%
	TRUST <small>You build loyalty with consistency</small>	1.4%		3.5%	2.1%	2.1%	2.8%	
	MYSTIQUE <small>You communicate with substance</small>	0.7%	2.1%		0.7%	0.7%	2.1%	4.9%
	PRESTIGE <small>You earn respect with higher standards</small>	1.4%	0.7%	2.1%		5.6%	0.7%	2.8%
	POWER <small>You lead with command</small>	0.5%	4.9%	1.4%	13.4%		0.7%	1.4%
	ALARM <small>You prevent problems with care</small>	0.7%	4.2%	2.8%	1.4%	0.7%		
	REBELLION <small>You change the game with creativity</small>	2.1%	0.7%		2.8%	3.5%	1.4%	

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.

13.4% OF YOU ARE "THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRER
- » FOCUSED



POWER

Confident
Driven
Influential

YOU ARE 22.2% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE PRESTIGE AS A PRIMARY TRIGGER



PRESTIGE

Ambitious
Discerning
Strong-Willed

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



MYSTIQUE

Understated
Complex
Deliberate

YOU ARE 4.6% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE PASSION AS A PRIMARY TRIGGER



PASSION

Expressive
Intuitive
Impulsive

YOU ARE 11.5% MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE ALARM AS A PRIMARY TRIGGER



ALARM

Perfectionist
Reliable
Careful

YOU ARE 13.7% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE REBELLION AS A PRIMARY TRIGGER



REBELLION

Innovative
Independent
Unpredictable

YOU ARE 24.9% MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE TRUST AS A PRIMARY TRIGGER



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

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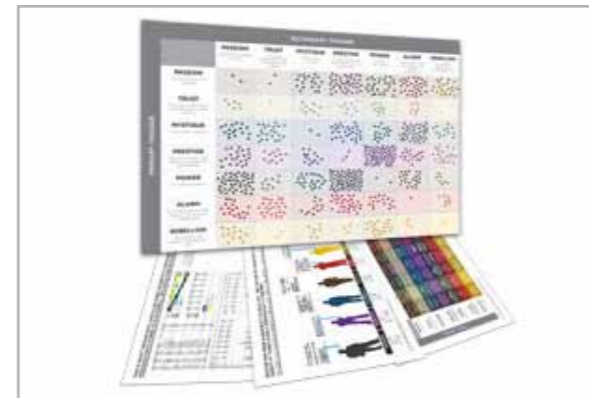
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