

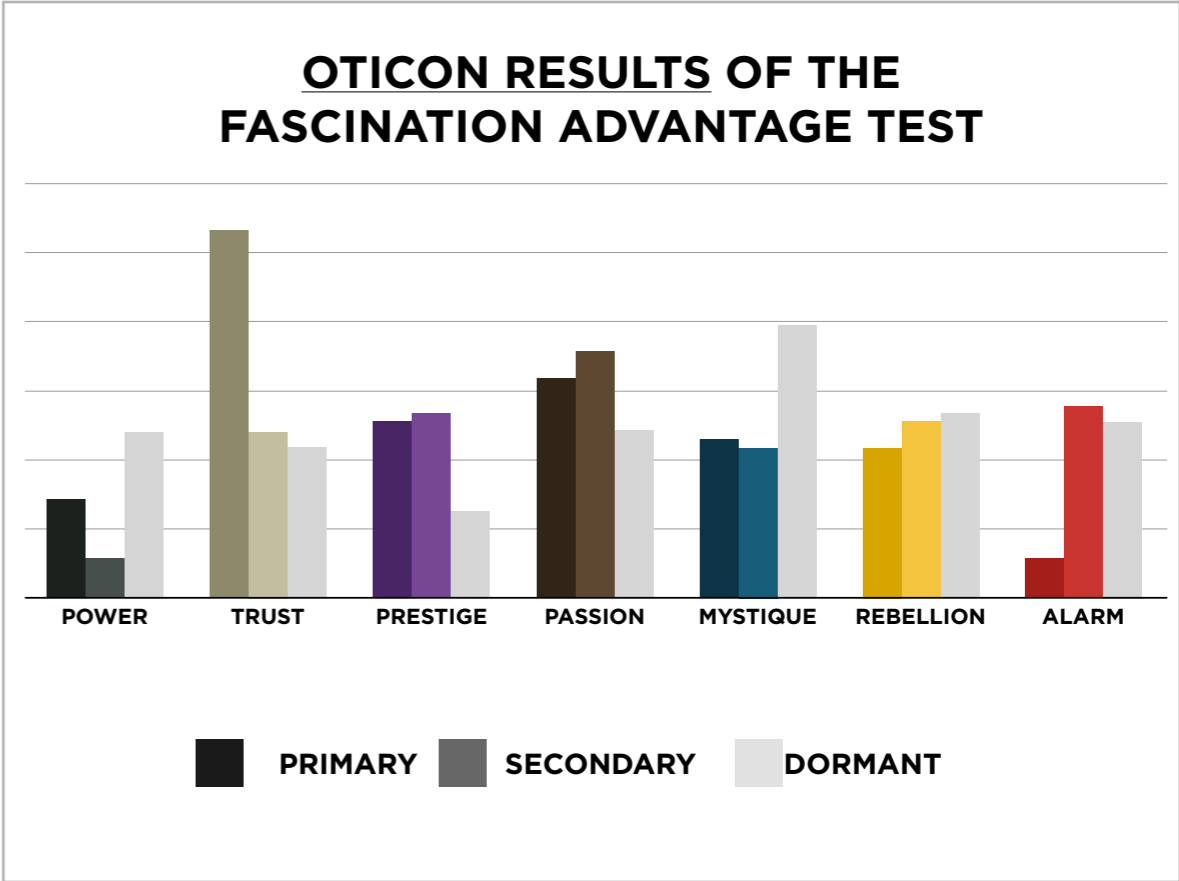
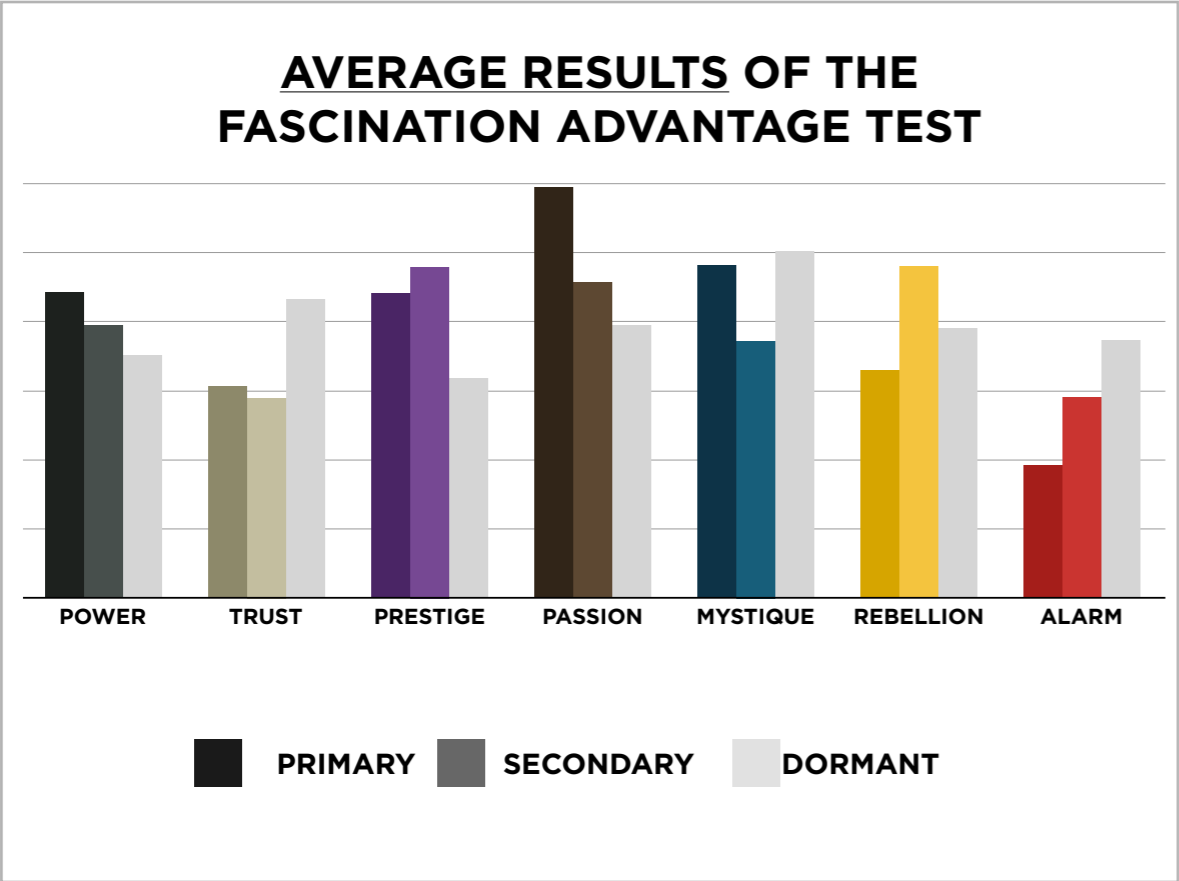
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
OTICON ON 10/20/2013



**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 200,000 PEOPLE.**

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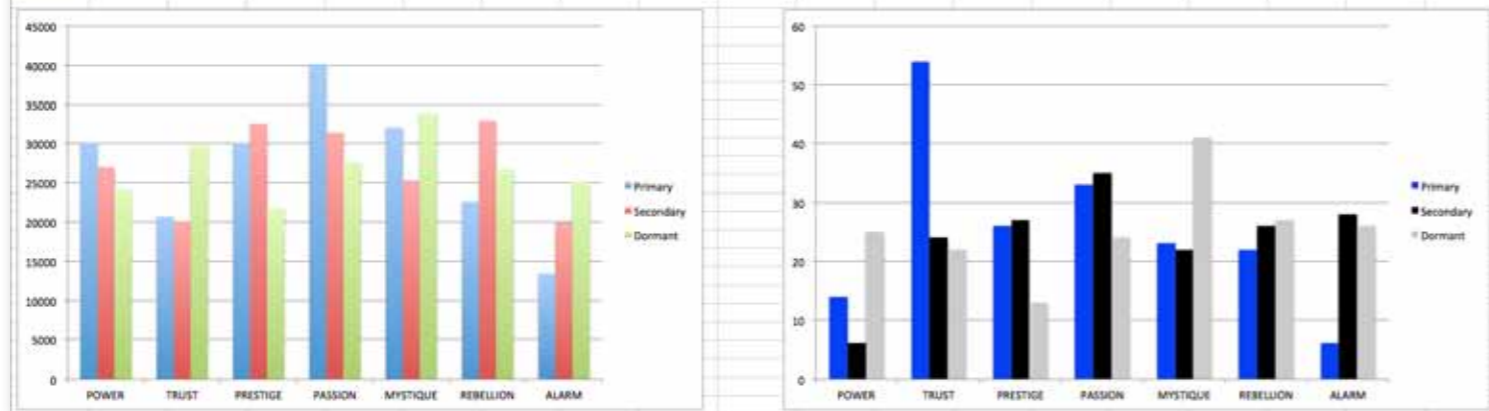
Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Trust	Prestige	The Diplomat	14	7.87%	PASSION		3	3	3	4	7	13
Passion	Rebellion	The Catalyst	13	7.30%	TRUST	13		11	14	3	7	6
Trust	Passion	The Authentic	13	7.30%	MYSTIQUE	2	8		1	2	6	4
Trust	Mystique	The Vault	11	6.18%	PRESTIGE	10	3	5		4	1	3
Prestige	Passion	The Connoisseur	10	5.62%	POWER	1	5		4		4	
Mystique	Trust	The Wise Owl	8	4.49%	ALARM	1	3	1	1			
Rebellion	Passion	The Rockstar	8	4.49%	REBELLION	8	2	2	4	3	3	
Passion	Alarm	The Orchestrator	7	3.93%								
Trust	Alarm	The Good Citizen	7	3.93%								
Mystique	Alarm	The Bullseye	6	3.37%	PASSION		1.7%	1.7%	1.7%	2.2%	3.9%	7.3%
Trust	Rebellion	The Evolutionary	6	3.37%	TRUST	7.3%		6.2%	7.9%	1.7%	3.9%	3.4%
Power	Trust	The Guardian	5	2.81%	MYSTIQUE	1.1%	4.5%		0.6%	1.1%	3.4%	2.2%
Prestige	Mystique	The Architect	5	2.81%	PRESTIGE	5.6%	1.7%	2.8%		2.2%	0.6%	1.7%
Mystique	Rebellion	The Secret Weapon	4	2.25%	POWER	0.6%	2.8%		2.2%		2.2%	
Passion	Power	The Advocate	4	2.25%	ALARM	0.6%	1.7%	0.6%	0.6%			
Power	Alarm	The Watchdog	4	2.25%	REBELLION	4.5%	1.1%	1.1%	2.2%	1.7%	1.7%	
Power	Prestige	The Maestro	4	2.25%								
Prestige	Power	The Victor	4	2.25%								
Rebellion	Prestige	The Trendsetter	4	2.25%								
Alarm	Trust	The Sustainer	3	1.69%								
Passion	Mystique	The Intrigue	3	1.69%								
Passion	Prestige	The Talent	3	1.69%								
Passion	Trust	The Beloved	3	1.69%								
Prestige	Rebellion	The Avant-Garde	3	1.69%								
Prestige	Trust	The Blue Chip	3	1.69%								
Rebellion	Alarm	The Quick-Start	3	1.69%								
Rebellion	Power	The Maverick Leader	3	1.69%								
Trust	Power	The Gravitas	3	1.69%								
Mystique	Passion	The Subtle Touch	2	1.12%								

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

AVERAGE POPULATION									OTICON								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	30162	20689	30098	40147	32053	22629	13398	189176	Primary	14	54	26	33	23	22	6	178
Secondary	26966	20045	32578	31401	25246	32958	19982	189176	Secondary	6	24	27	35	22	26	28	168
Dormant	24064	29770	21836	27606	33984	26807	25109	189176	Dormant	25	22	13	24	41	27	26	178

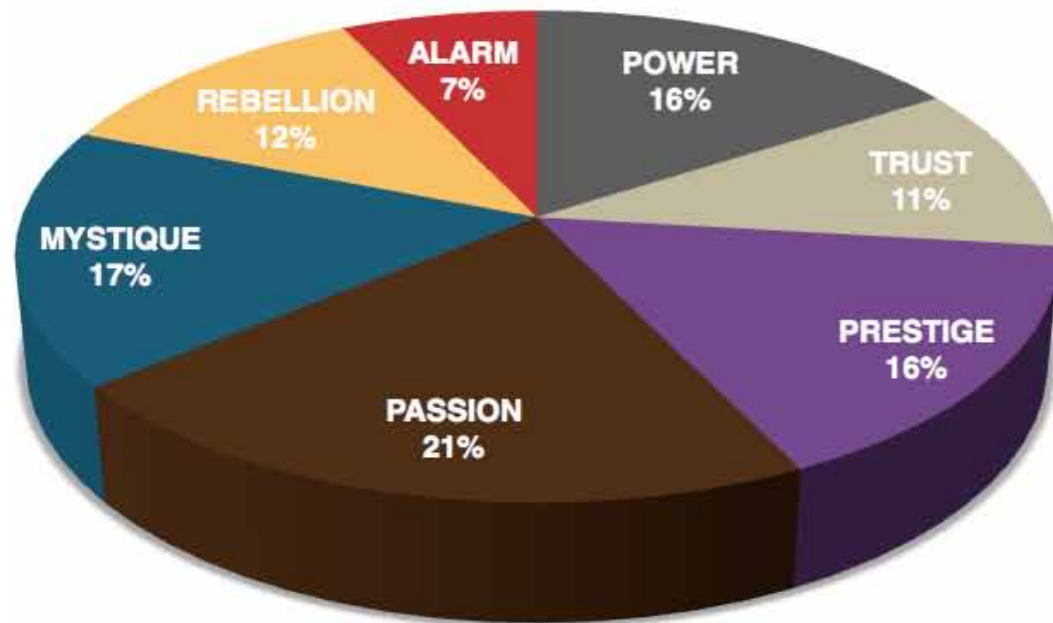
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	15.9%	10.9%	15.9%	21.2%	16.9%	12.0%	7.1%	100.0%	Primary	7.9%	30.3%	14.6%	18.5%	12.9%	12.4%	3.4%	100.0%
Secondary	14.3%	10.6%	17.2%	16.6%	13.3%	17.4%	10.6%	100.0%	Secondary	3.6%	14.3%	16.1%	20.8%	13.1%	15.5%	16.7%	100.0%
Dormant	12.7%	15.7%	11.5%	14.6%	18.0%	14.2%	13.3%	100.0%	Dormant	14.0%	12.4%	7.3%	13.5%	23.0%	15.2%	14.6%	100.0%



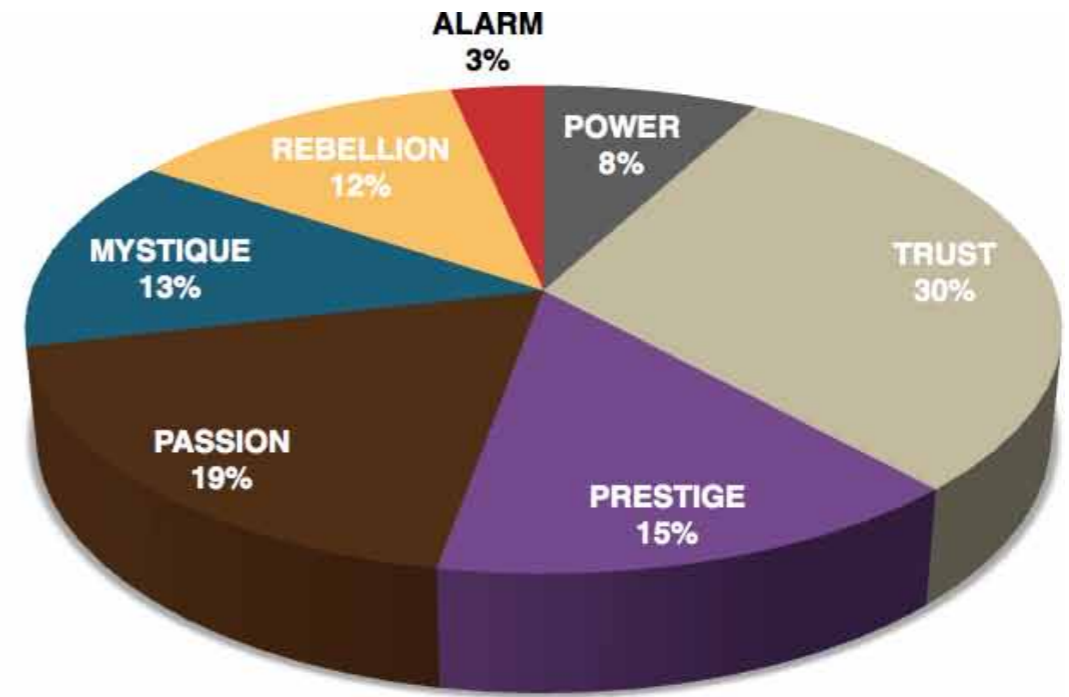
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



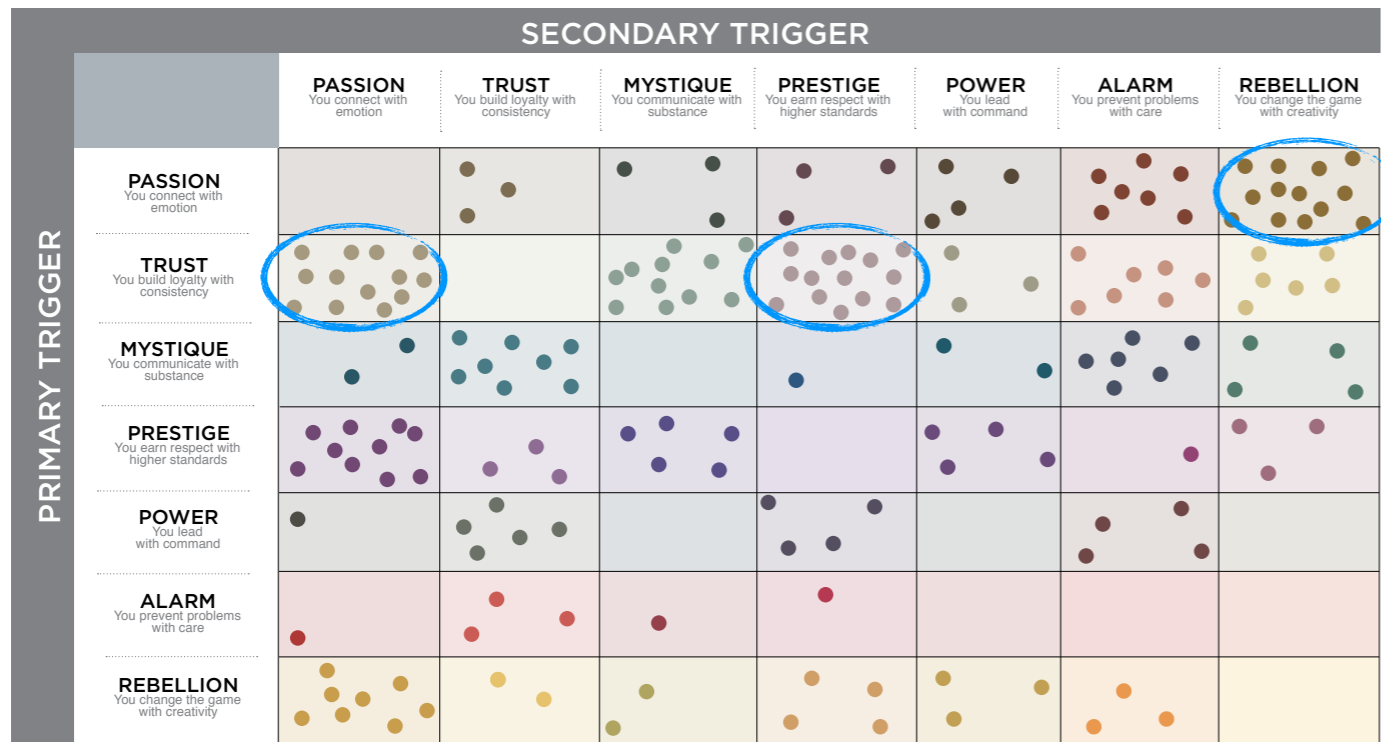
**OTICON RESULTS FROM THE FASCINATION ADVANTAGE TEST**



# 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

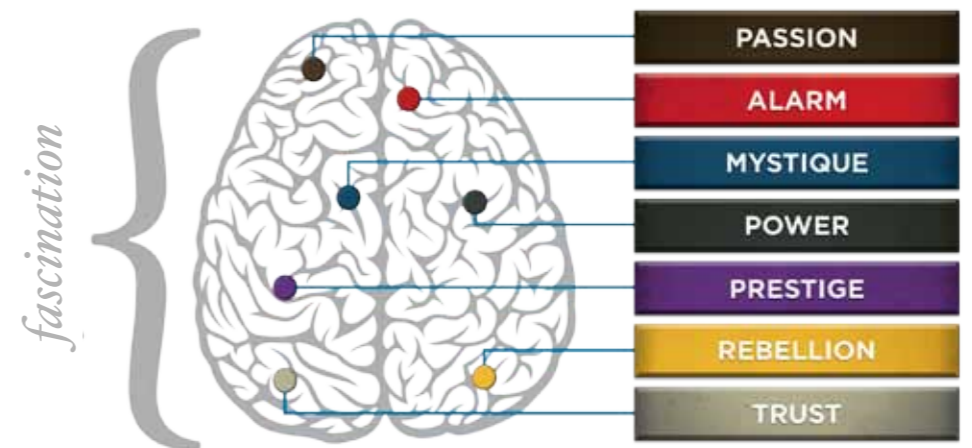
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

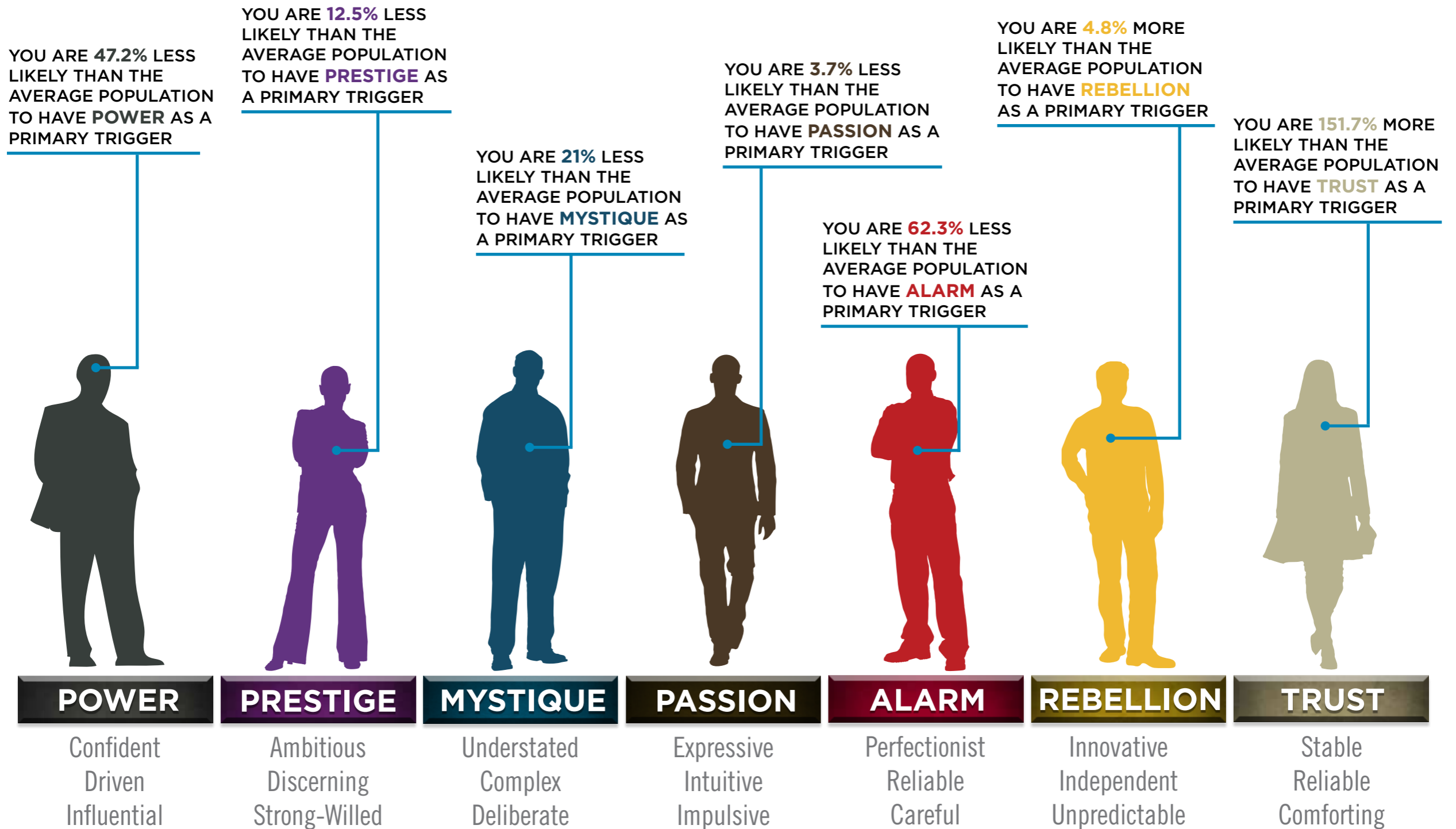
		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion		1.7%	1.7%	1.7%	2.2%	3.9%	7.3%
	TRUST You build loyalty with consistency	7.3%		6.2%	7.9%	1.7%	3.9%	3.4%
	MYSTIQUE You communicate with substance	1.1%	4.5%		0.6%	1.1%	3.4%	2.2%
	PRESTIGE You earn respect with higher standards	5.6%	1.7%	2.8%		2.2%	0.6%	1.7%
	POWER You lead with command	0.6%	2.8%		2.2%		2.2%	
	ALARM You prevent problems with care	0.6%	1.7%	0.6%	0.6%			
	REBELLION You change the game with creativity	4.5%	1.1%	1.1%	2.2%	1.7%	1.7%	

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.



## 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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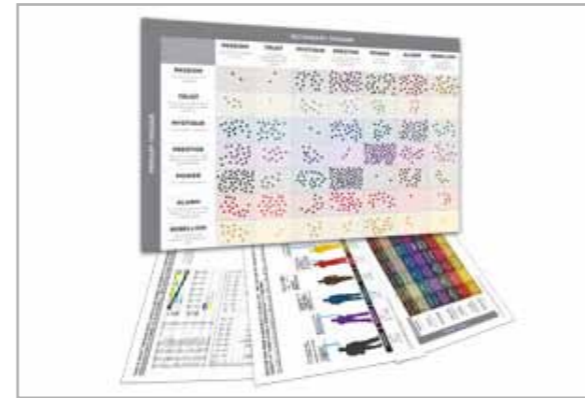
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