

# AN INSIDER'S *look* AT THE RESEARCH

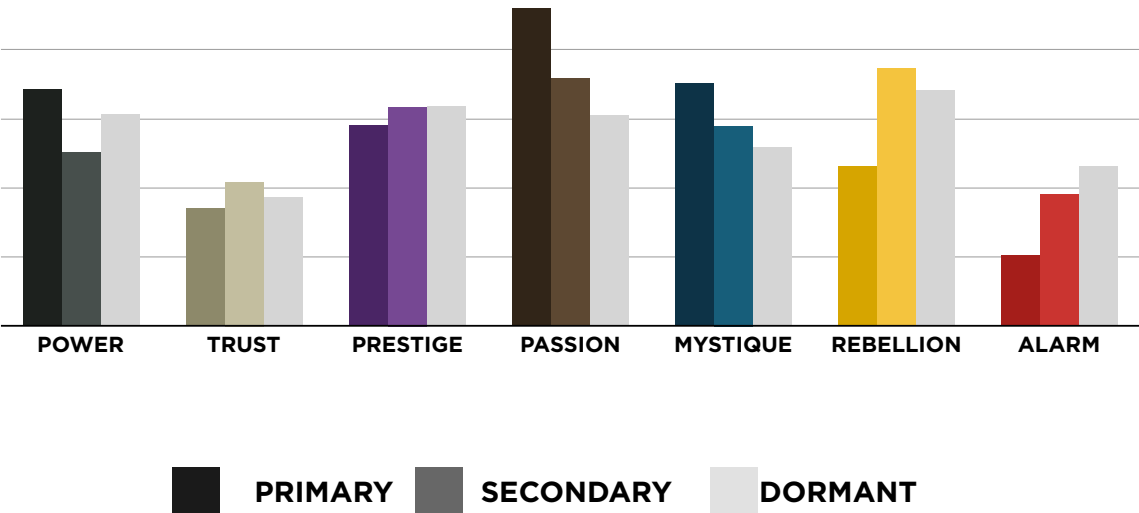
FROM SALLY HOGSHEAD'S PRESENTATION TO  
NFP SCHOOL OF EXCELLENCE ON 05/07/13



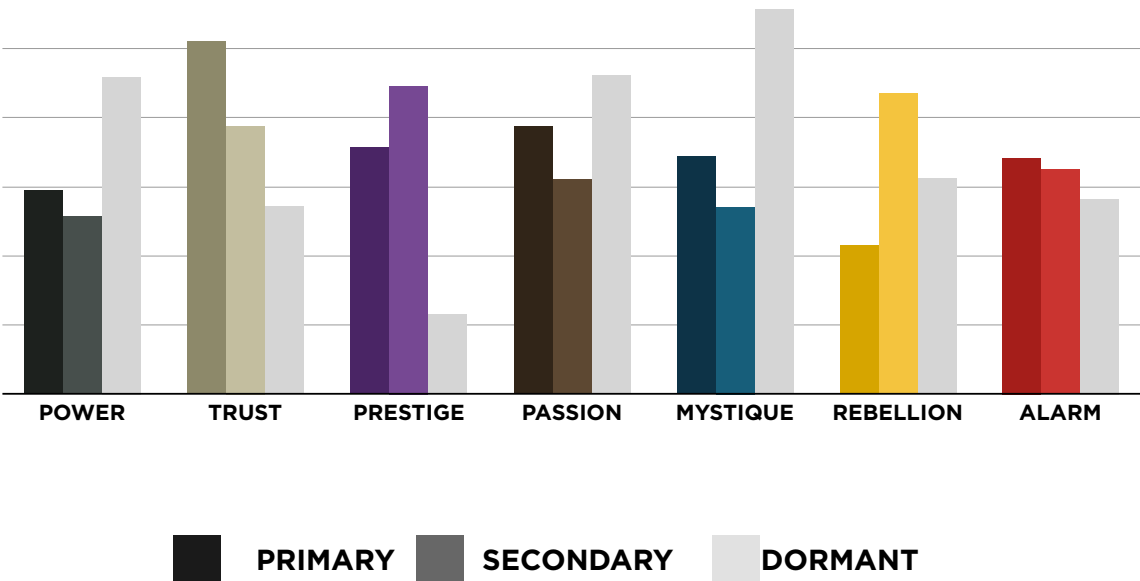
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.**

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**AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST**



**NATIONAL FINANCIAL PARTNERS RESULTS OF THE FASCINATION ADVANTAGE TEST**

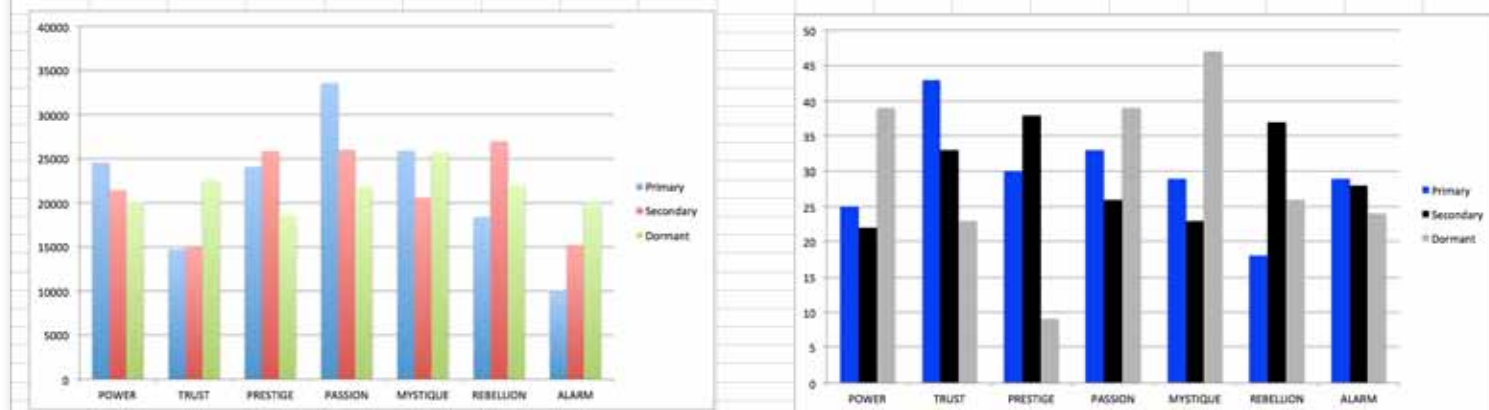


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Rebellion	The Catalyst	13	5.65%	PASSION	6	6	4	5	3	9	13
Trust	Prestige	The Diplomat	11	4.78%	TRUST	6	6	11	11	3	10	5
Power	Prestige	The Maestro	11	4.78%	MYSTIQUE	1	6	4	4	4	8	7
Trust	Mystique	The Vault	11	4.78%	PRESTIGE	8	4	3	6	6	3	9
Alarm	Passion	The Coordinator	10	4.35%	POWER	2	8	2	11	3	1	5
Trust	Alarm	The Good Citizen	10	4.35%	ALARM	10	8	3	7	3	2	1
Prestige	Rebellion	The Avant-Garde	9	3.91%	REBELLION	2	3	2	5	6	2	
Passion	Alarm	The Orchestrator	9	3.91%								
Mystique	Alarm	The Bullseye	8	3.48%								
Prestige	Passion	The Connoisseur	8	3.48%		PASSION	2.6%	1.7%	2.2%	1.3%	3.9%	5.7%
Power	Trust	The Guardian	8	3.48%	PASSION	2.6%	2.6%	4.8%	4.8%	1.3%	4.3%	2.2%
Alarm	Trust	The Sustainer	8	3.48%	TRUST	0.4%	2.6%	1.7%	1.7%	1.7%	3.5%	3.0%
Alarm	Prestige	The Editor-in-Chief	7	3.04%	MYSTIQUE	3.5%	1.7%	1.3%	2.6%	1.3%	1.3%	3.9%
Mystique	Rebellion	The Secret Weapon	7	3.04%	PRESTIGE	0.9%	3.5%	0.9%	4.8%	0.4%	0.4%	2.2%
Trust	Passion	The Authentic	6	2.61%	POWER	4.3%	3.5%	1.3%	3.0%	1.3%	0.4%	0.4%
Passion	Trust	The Beloved	6	2.61%	ALARM	0.9%	1.3%	0.9%	2.2%	2.6%	0.9%	
Rebellion	Power	The Maverick Leader	6	2.61%	REBELLION							
Prestige	Power	The Victor	6	2.61%								
Mystique	Trust	The Wise Owl	6	2.61%								
Power	Rebellion	The Change Agent	5	2.17%		: Missing Archetypes						
Trust	Rebellion	The Evolutionary	5	2.17%		: Most Prevalent Archetypes						
Passion	Prestige	The Talent	5	2.17%								
Rebellion	Prestige	The Trendsetter	5	2.17%								
Prestige	Trust	The Blue Chip	4	1.74%								
Alarm	Mystique	The Inspector	4	1.74%								
Mystique	Prestige	The Royal Guard	4	1.74%								
Mystique	Power	The Veiled Strength	4	1.74%								

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

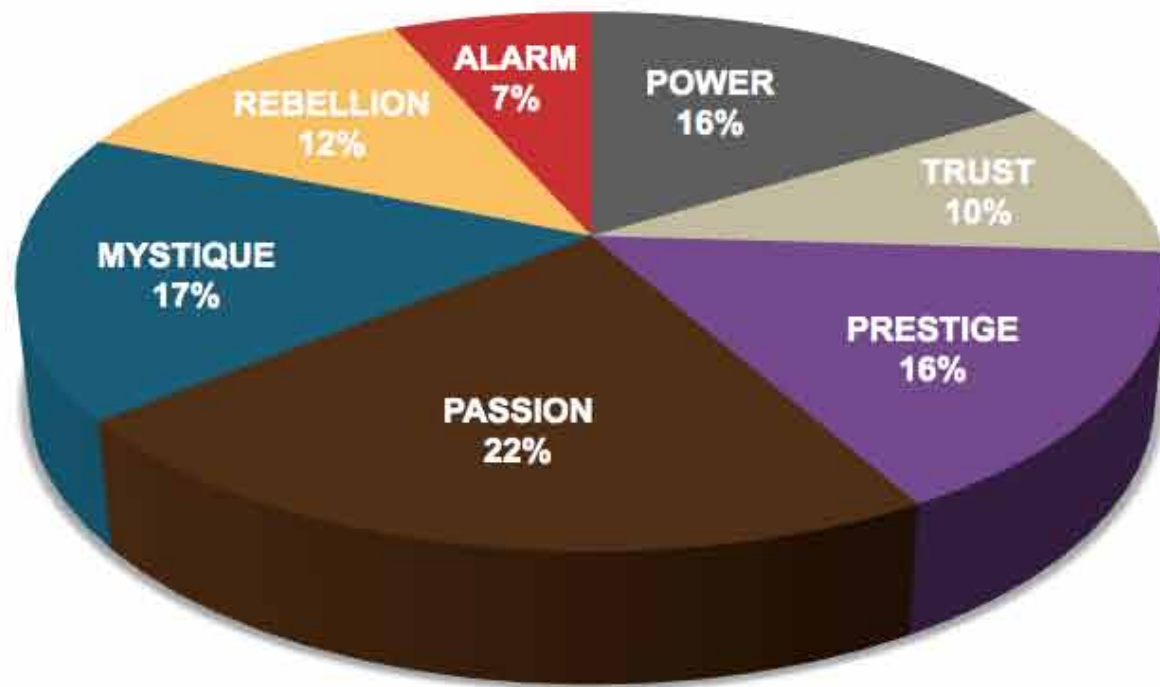
AVERAGE POPULATION									National Financial Partners												
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	Secondary	Dormant	24534	14675	24029	33641	25897	18401	9937	151114	Primary	Secondary	Dormant	25	43	30	33	29	18	29	207
Primary	Secondary	Dormant	21461	15051	25844	26000	20597	26968	15193	151114	Primary	Secondary	Dormant	22	33	38	26	23	37	28	207
Primary	Secondary	Dormant	20128	22614	18655	21846	25645	22042	20184	151114	Primary	Secondary	Dormant	39	23	9	39	47	26	24	207



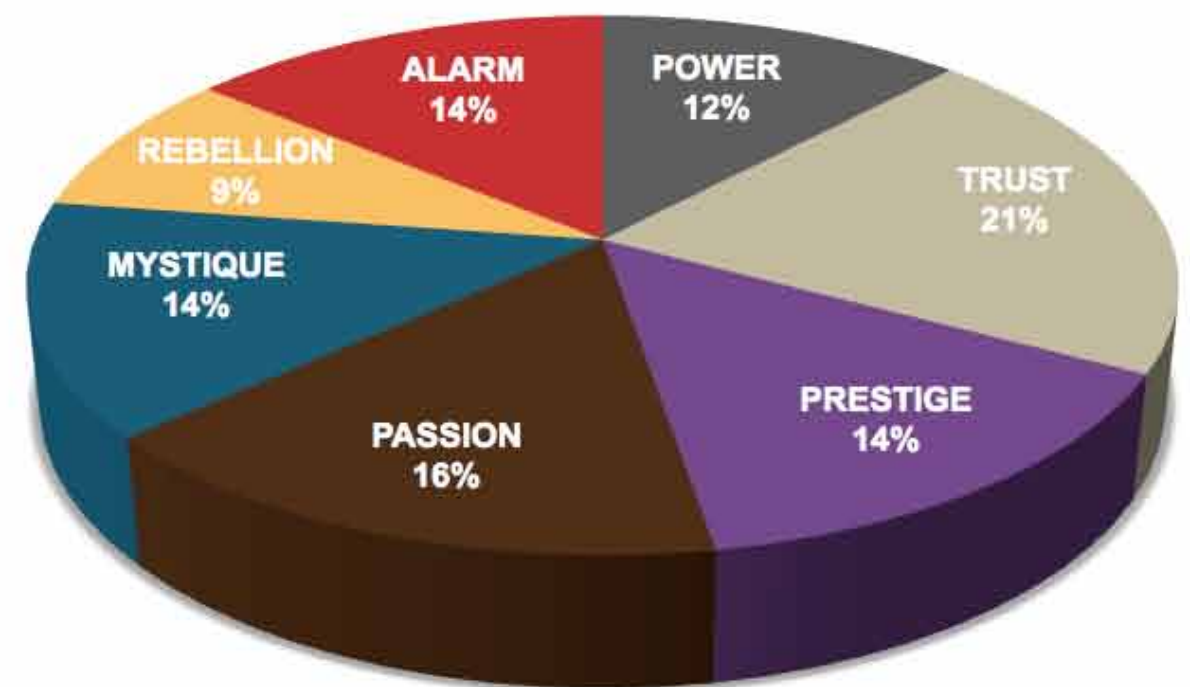
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**NATIONAL FINANCIAL PARTNERS RESULTS FROM THE FASCINATION ADVANTAGE TEST**

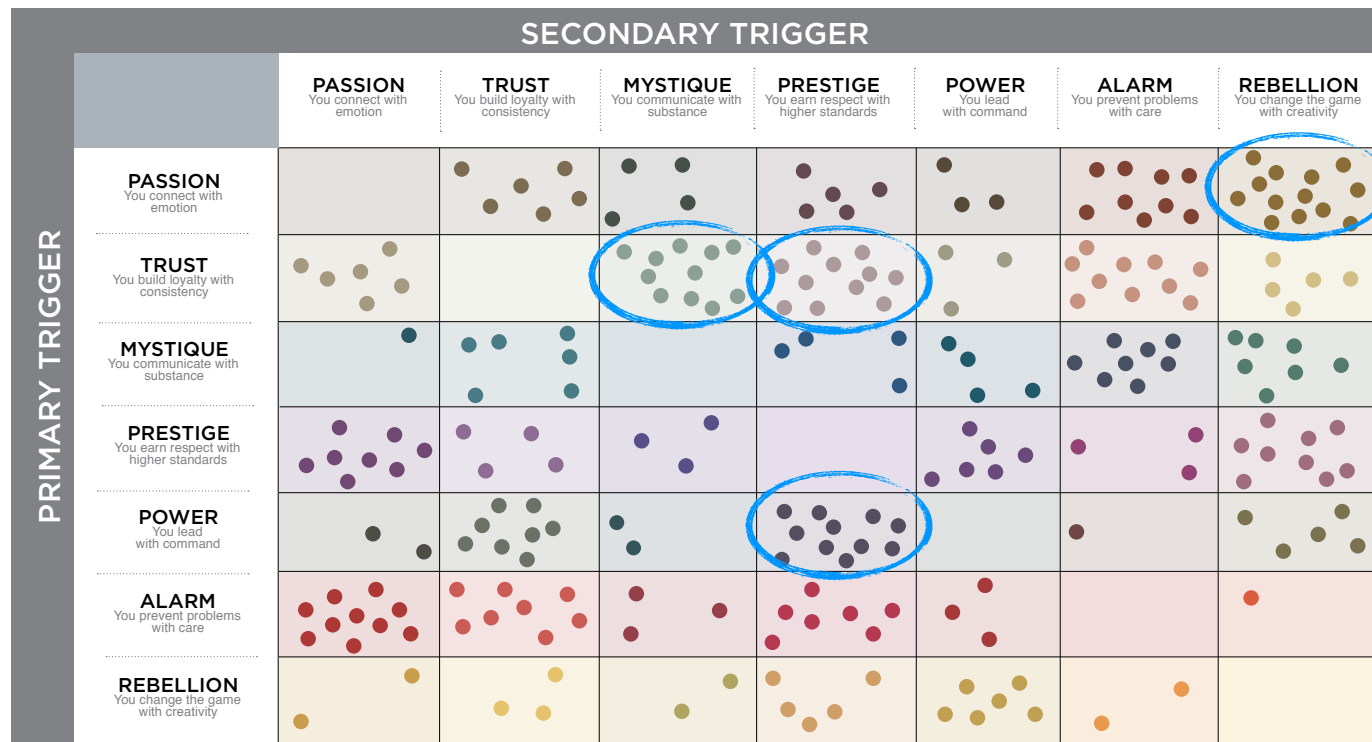


# WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		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



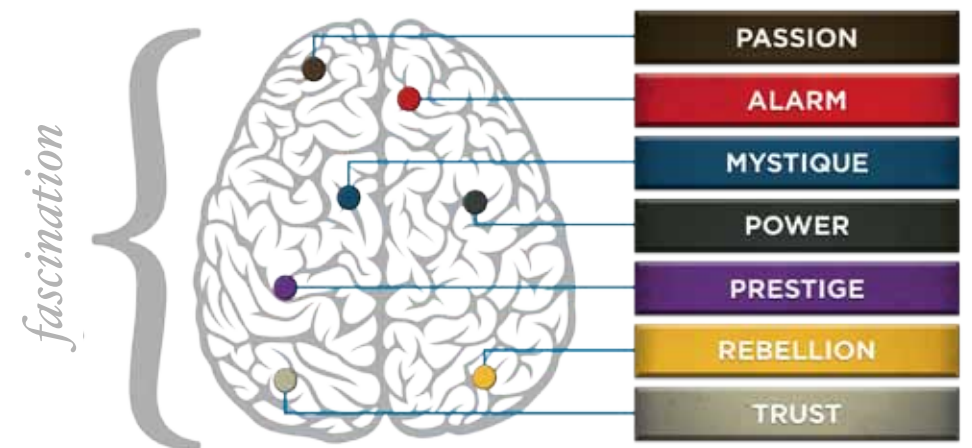
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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		2.6%	1.7%	2.2%	1.3%	3.9%	5.7%
	TRUST You build loyalty with consistency	2.6%	4.8%	4.8%	1.3%	1.3%	4.3%	2.2%
	MYSTIQUE You communicate with substance	0.4%	2.6%		1.7%	1.7%	3.5%	3.0%
	PRESTIGE You earn respect with higher standards	3.5%	1.7%	1.3%		2.6%	1.3%	3.9%
	POWER You lead with command	0.9%	3.5%	0.9%	4.8%		0.4%	2.2%
	ALARM You prevent problems with care	4.3%	3.5%	1.3%	3.0%	1.3%		0.4%
	REBELLION You change the game with creativity	0.9%	1.3%	0.9%	2.2%	2.6%	0.9%	

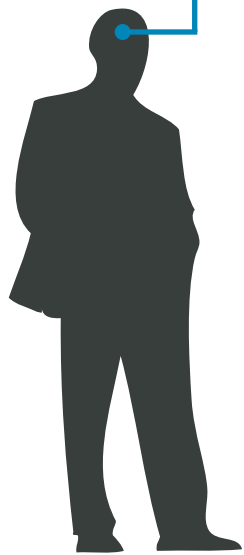
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# 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.

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



**POWER**

Confident  
Driven  
Influential

YOU ARE **15.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER



**PRESTIGE**

Ambitious  
Discerning  
Strong-Willed

YOU ARE **15%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER



**MYSTIQUE**

Understated  
Complex  
Deliberate

5.7% OF YOU ARE "THE CATALYST"

**PASSION + REBELLION**

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



**PASSION**

Expressive  
Intuitive  
Impulsive

YOU ARE **58.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER



**ALARM**

Perfectionist  
Reliable  
Careful

YOU ARE **29%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER



**REBELLION**

Innovative  
Independent  
Unpredictable

YOU ARE **116.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



**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



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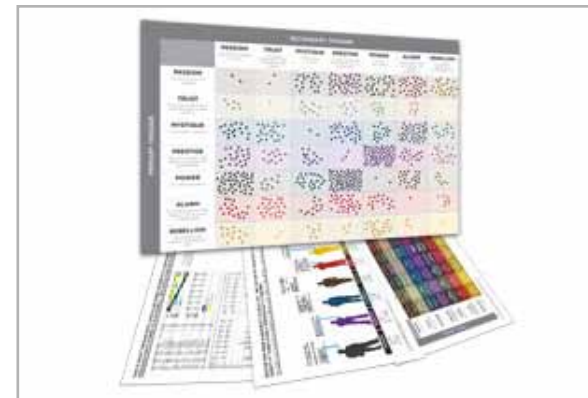
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