

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
PURE INSURANCE ON 10/18/17

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## 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

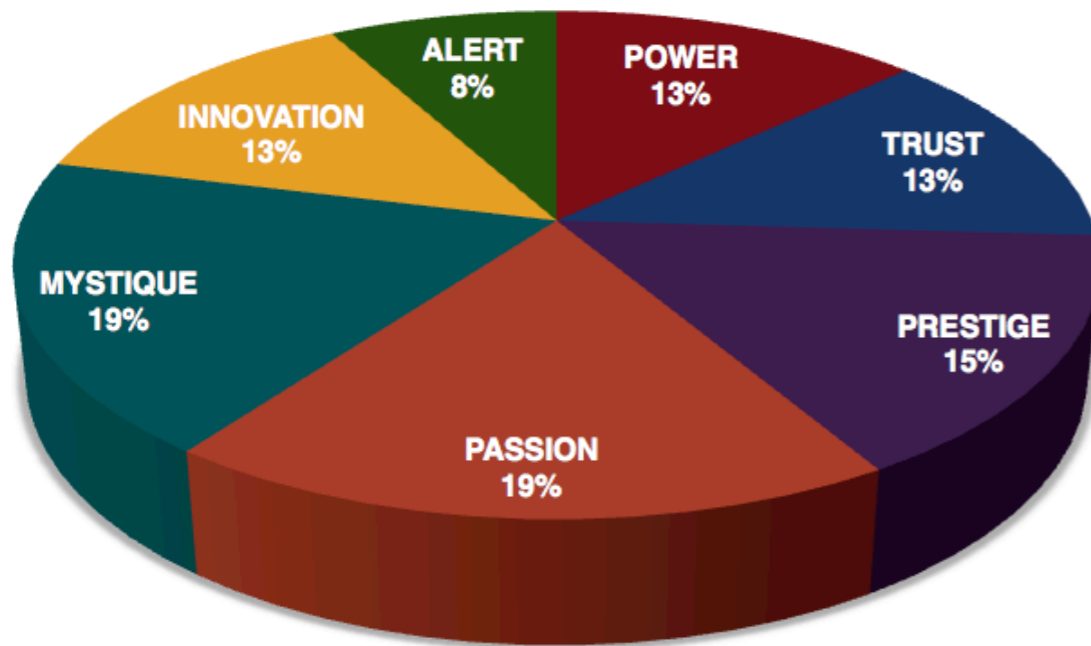
**ALERT**

PRECISE DETAIL MANAGER

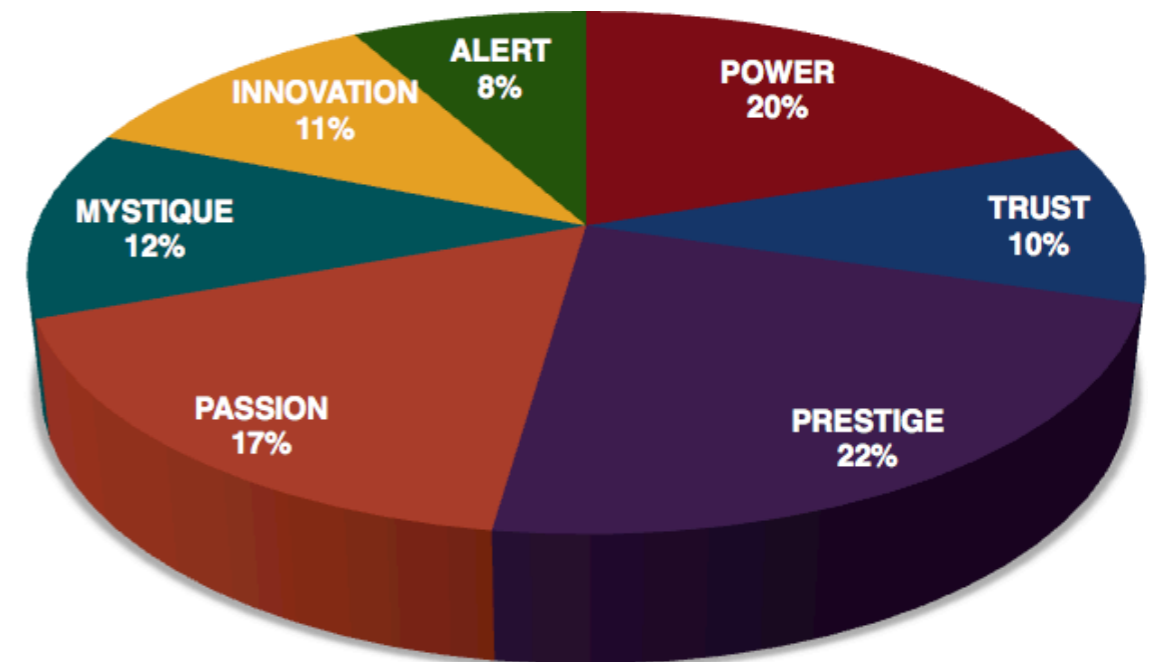
# PURE INSURANCE'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

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RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



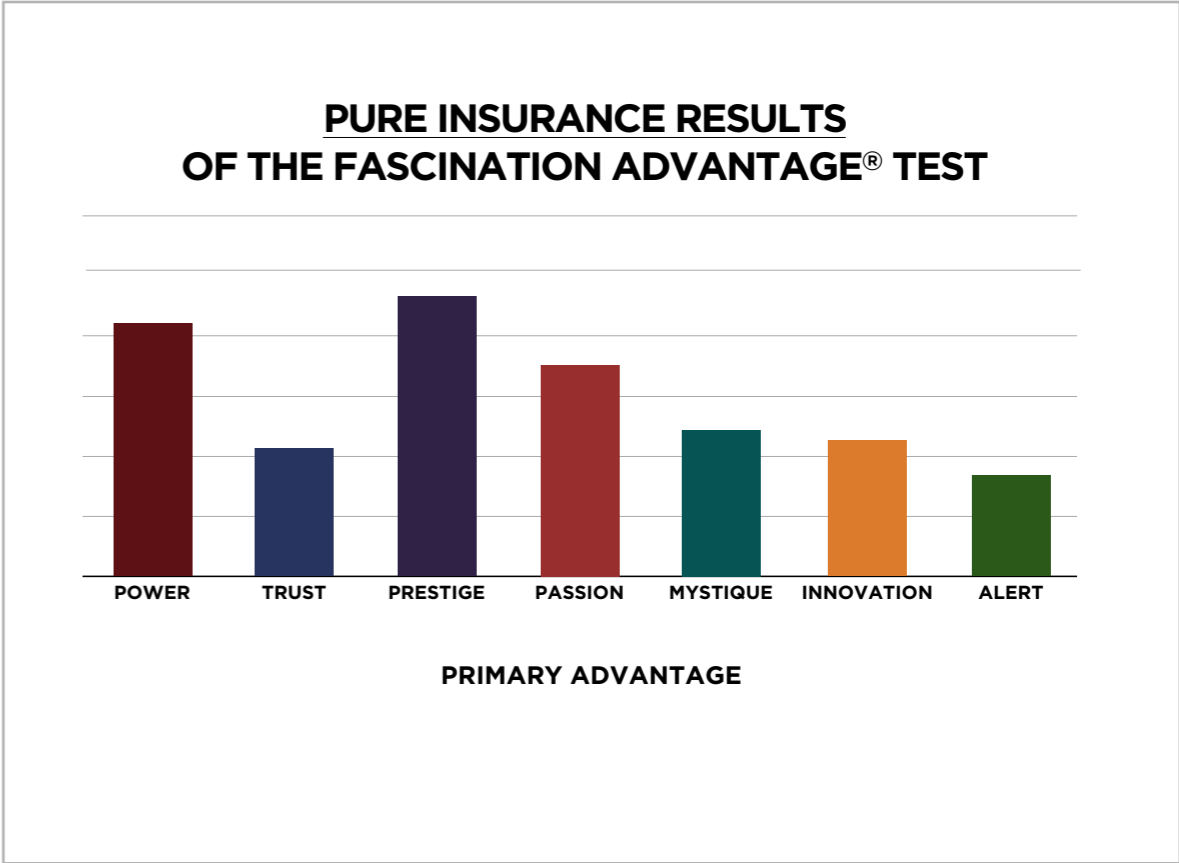
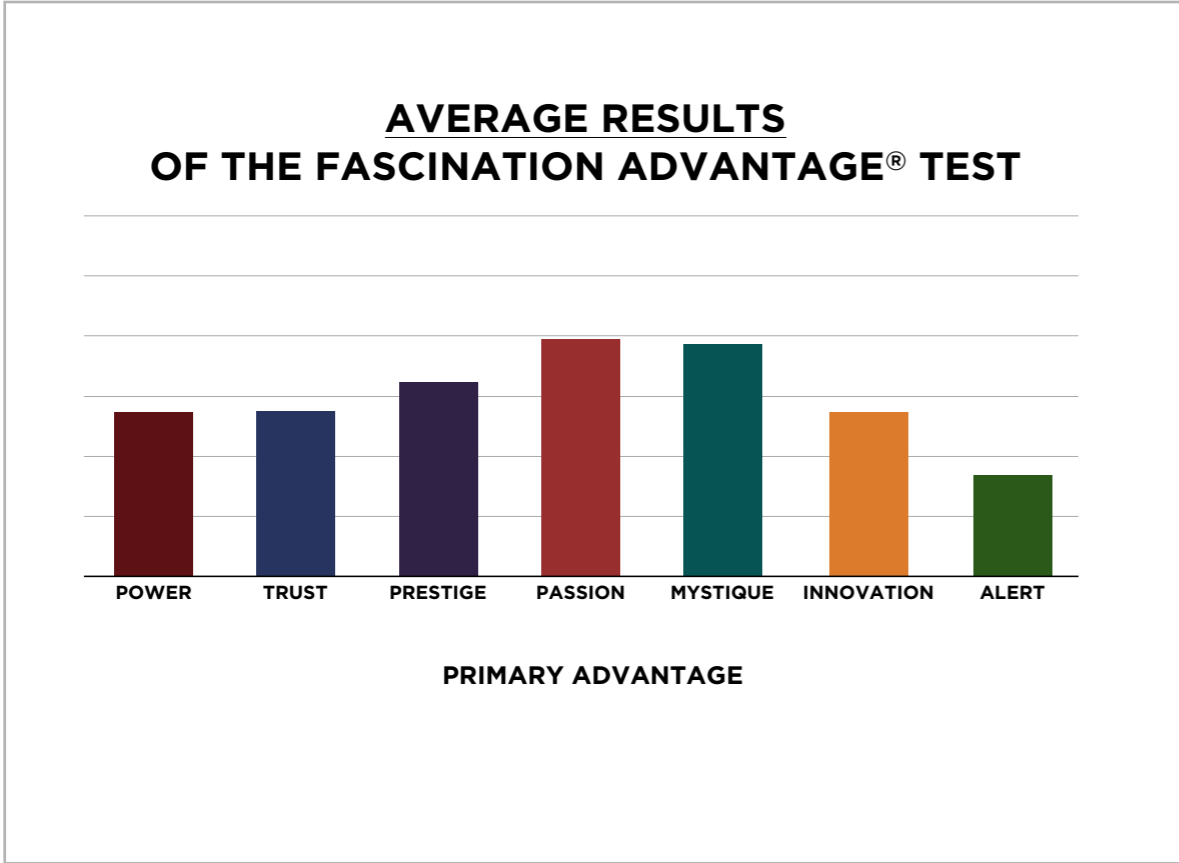
RESULTS FROM PURE INSURANCE FOR THE FASCINATION ADVANTAGE® TEST



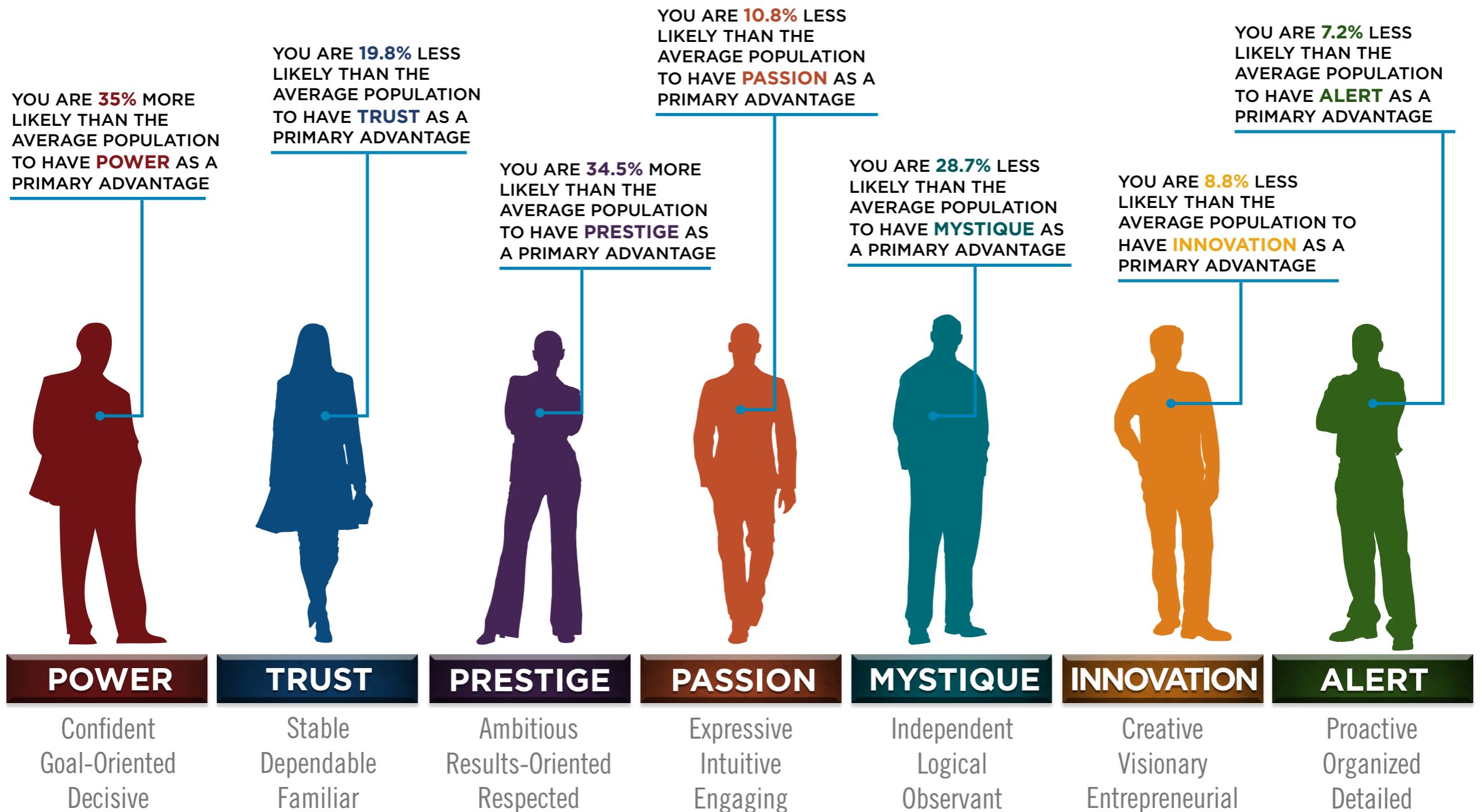
Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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

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# CUSTOMIZED INSIGHT: PURE INSURANCE'S UNIQUE PERSONALITY ADVANTAGES COMPARED TO THE GENERAL POPULATION



## TRAITS FOR DORMANT ADVANTAGES

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**INNOVATION**

FRUSTRATED BY CHAOS  
OR AMBIGUITY

**PASSION**

PERSUADED BY FACTS, NOT EMOTION

**POWER**

UNLIKELY TO FORCE OPINIONS OR  
“BULLY” TEAMS

**PRESTIGE**

BUILDS CONSENSUS IN GROUPS  
RATHER THAN COMPETITION

**TRUST**

SEEKS TO EXPLORE AND EXPERIMENT,  
DISLIKES RIDGID STRUCTURES

**MYSTIQUE**

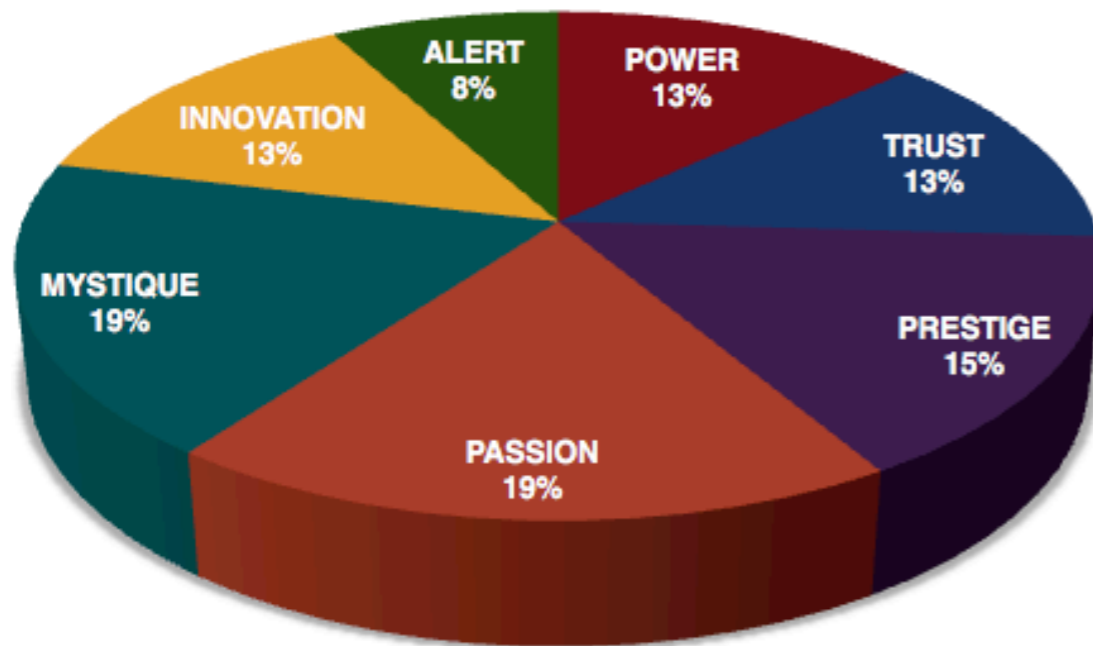
WANTS CLEAR, OPEN,  
CANDID DISCUSSION

**ALERT**

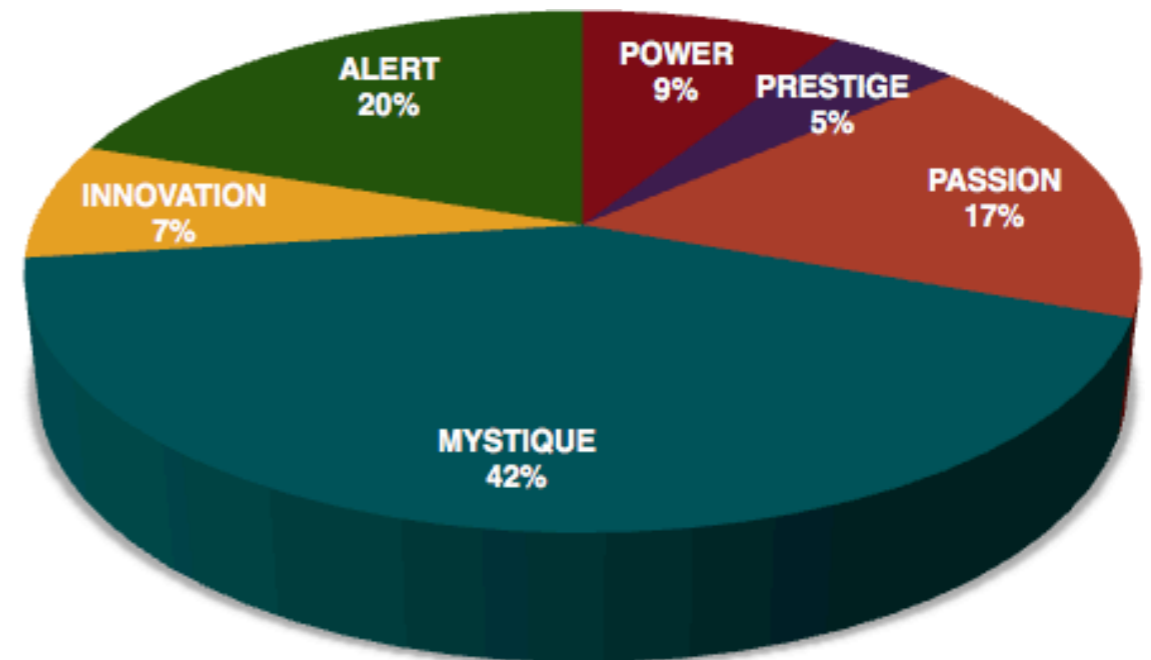
EXHAUSTED BY DETAILS; THRIVES WHEN  
LOOKING AT THE BIGGER PICTURE

# PURE INSURANCE'S DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM PURE INSURANCE FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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

## THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

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		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

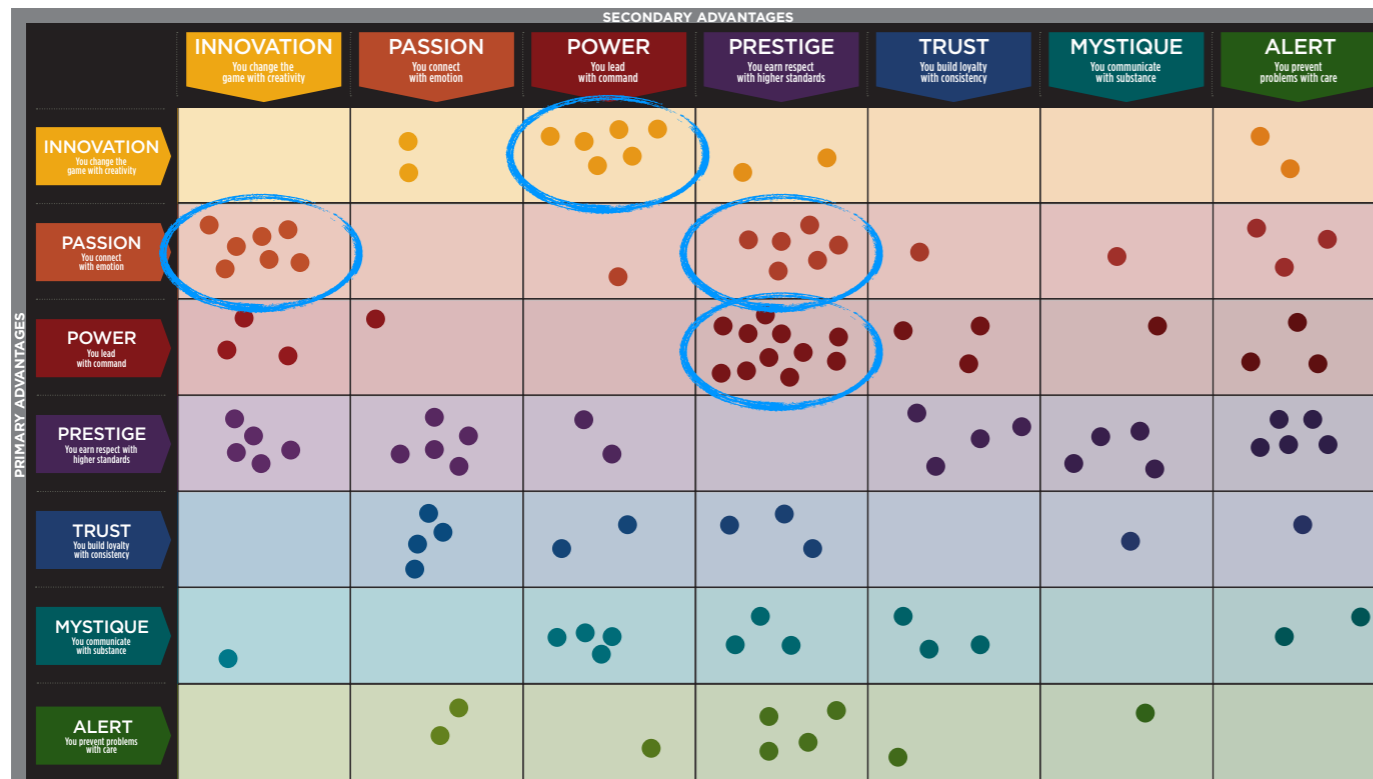
⋮ DOTTED STROKE = DOUBLE TROUBLE

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

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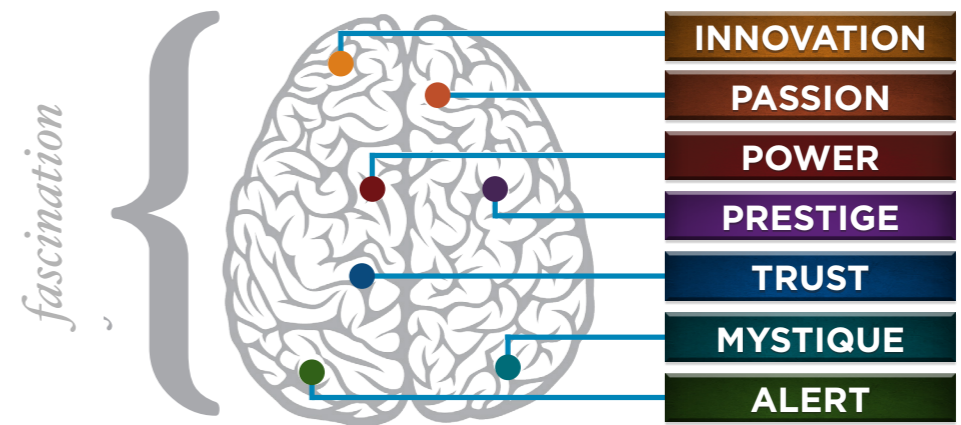
# PURE INSURANCE'S "FASCINATION FINGERPRINT"



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

		SECONDARY ADVANTAGES						
		INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
PRIMARY ADVANTAGES	INNOVATION <small>You change the game with creativity</small>		1.8%	5.4%	1.8%			1.8%
	PASSION <small>You connect with emotion</small>	6.3%		0.9%	5.4%	0.9%	0.9%	2.7%
	POWER <small>You lead with command</small>	2.7%	0.9%		9.9%	2.7%	0.9%	2.7%
	PRESTIGE <small>You earn respect with higher standards</small>	4.5%	4.5%	1.8%		3.6%	3.6%	4.5%
	TRUST <small>You build loyalty with consistency</small>		3.6%	1.8%	2.7%		0.9%	0.9%
	MYSTIQUE <small>You communicate with substance</small>	0.9%		3.6%	2.7%	2.7%		1.8%
	ALERT <small>You prevent problems with care</small>		1.8%	0.9%	3.6%	0.9%	0.9%	

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



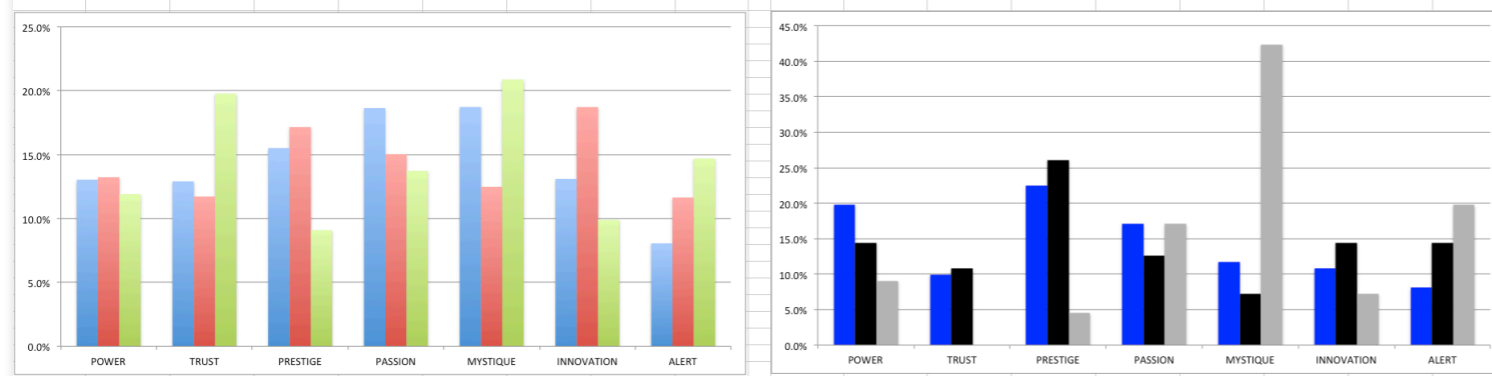
# THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	11	9.91%	INNOVATION		2	6	2			2
Passion	Innovation	The Catalyst	7	6.31%	PASSION	7		1	6	1	1	3
Innovation	Power	The Maverick Leader	6	5.41%	POWER	3	1		11	3	1	3
Passion	Prestige	The Talent	6	5.41%	PRESTIGE	5	5	2		4	4	5
Prestige	Alert	The Scholar	5	4.50%	TRUST		4	2	3		1	1
Prestige	Innovation	The Avant-Garde	5	4.50%	MYSTIQUE	1		4	3	3		2
Prestige	Passion	The Connoisseur	5	4.50%	ALERT		2	1	4	1	1	
Prestige	Mystique	The Architect	4	3.60%								
Trust	Passion	The Authentic	4	3.60%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Mystique	Power	The Veiled Strength	4	3.60%	INNOVATION		1.8%	5.4%	1.8%			1.8%
Alert	Prestige	The Editor-in-Chief	4	3.60%	PASSION	6.3%		0.9%	5.4%	0.9%	0.9%	2.7%
Prestige	Trust	The Blue Chip	4	3.60%	POWER	2.7%	0.9%		9.9%	2.7%	0.9%	2.7%
Passion	Alert	The Orchestrator	3	2.70%	PRESTIGE	4.5%	4.5%	1.8%		3.6%	3.6%	4.5%
Power	Alert	The Defender	3	2.70%	TRUST		3.6%	1.8%	2.7%		0.9%	0.9%
Power	Innovation	The Change Agent	3	2.70%	MYSTIQUE	0.9%		3.6%	2.7%	2.7%		1.8%
Mystique	Prestige	The Royal Guard	3	2.70%	ALERT		1.8%	0.9%	3.6%	0.9%	0.9%	
Trust	Prestige	The Diplomat	3	2.70%								
Mystique	Trust	The Wise Owl	3	2.70%								
Power	Trust	The Guardian	3	2.70%								
Innovation	Alert	The Quick-Start	2	1.80%								
Mystique	Alert	The Archer	2	1.80%								
Alert	Passion	The Coordinator	2	1.80%								
Innovation	Passion	The Rockstar	2	1.80%								
Prestige	Power	The Victor	2	1.80%								
Trust	Power	The Gravitas	2	1.80%								
Innovation	Prestige	The Trendsetter	2	1.80%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									PURE Insurance Growth Forum								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	88678	87773	105510	126821	127401	89114	54789	680086	Primary	22	11	25	19	13	12	9	111
Secondary	89972	79708	116700	102276	84895	127352	79183	680086	Secondary	16	12	29	14	8	16	16	111
Dormant	80987	134555	61799	93374	142056	67326	99989	680086	Dormant	10	0	5	19	47	8	22	111

These graphs include data on Primary, Secondary and Dormant Advantages.



# 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 \$20 each)

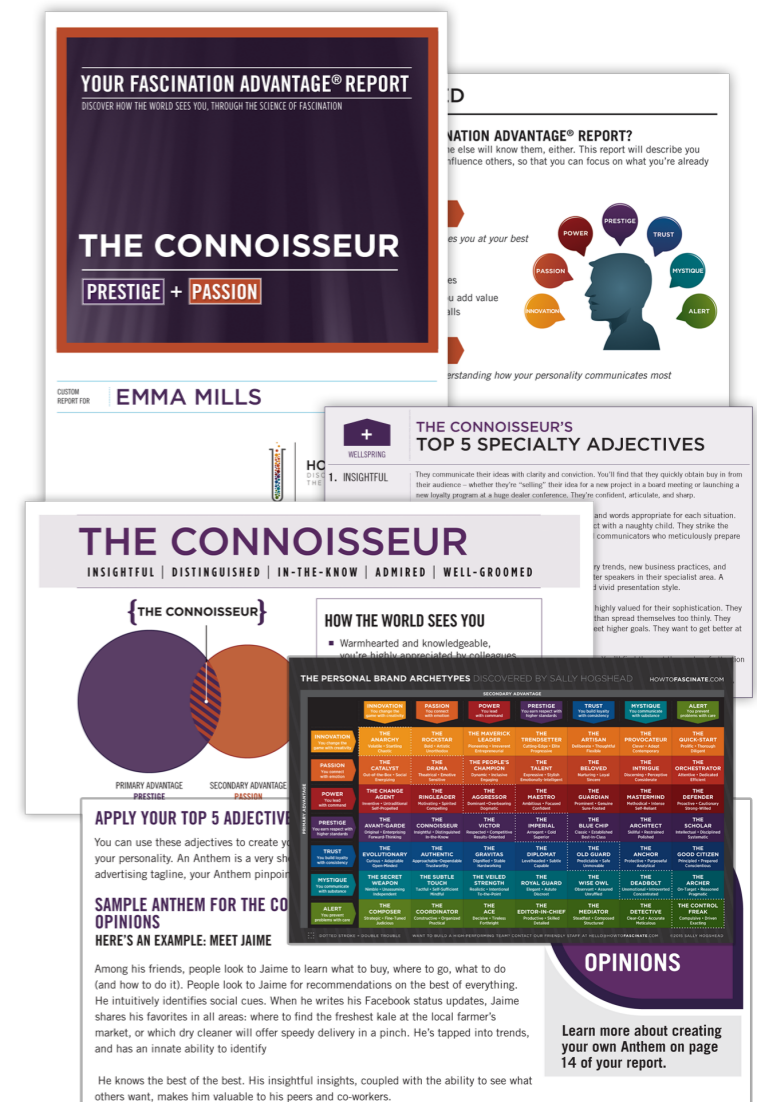
1 VISIT [HowToFascinate.com/YOU](http://HowToFascinate.com/YOU)

2 FOR THE ACCESS CODE, ENTER **PureShare**

3 THIS OFFER EXPIRES ON 11/10/17

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).



LET'S START A CONVERSATION.

