

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
RITACON 2017 ON 11/03/17

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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

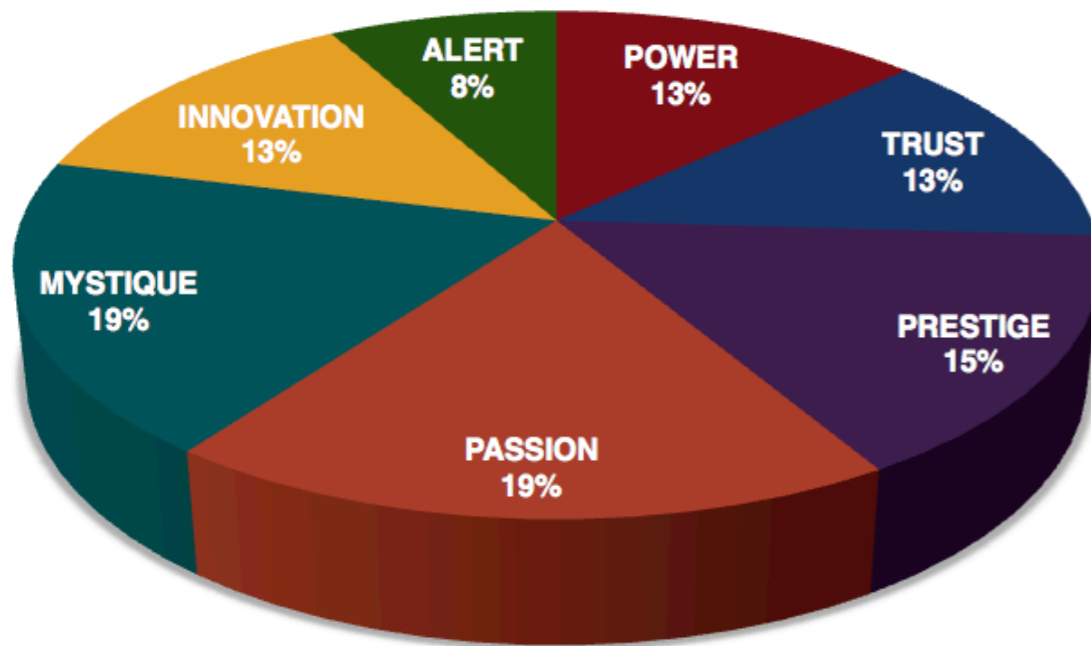
**ALERT**

PRECISE DETAIL MANAGER

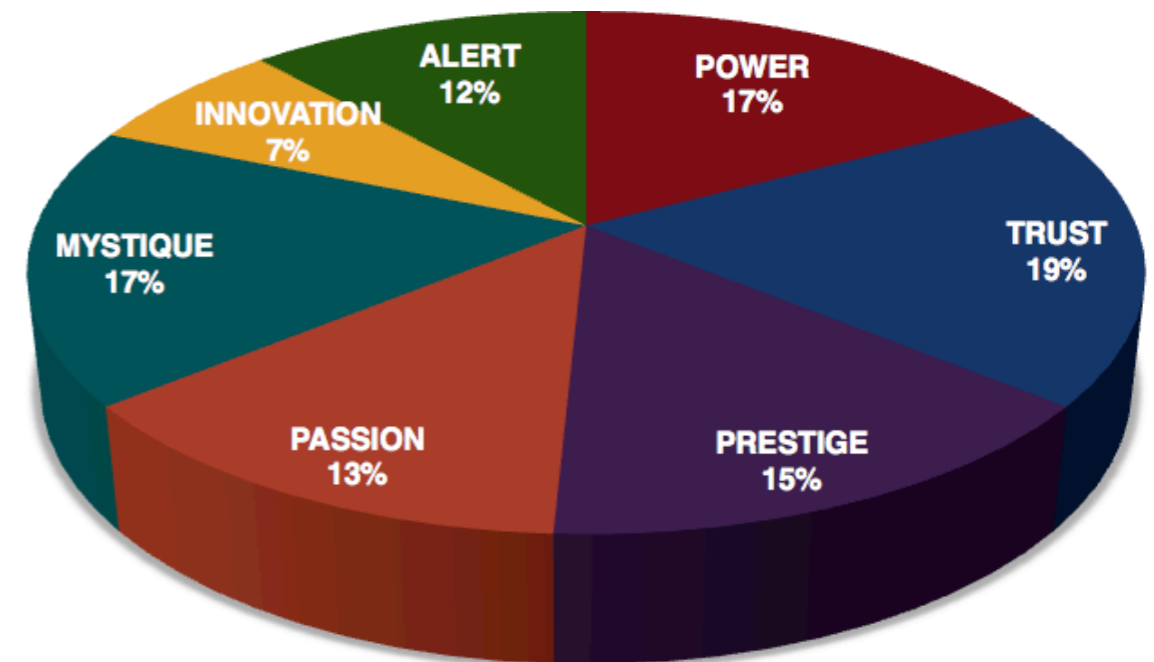
# RITACON 2017'S PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

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RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



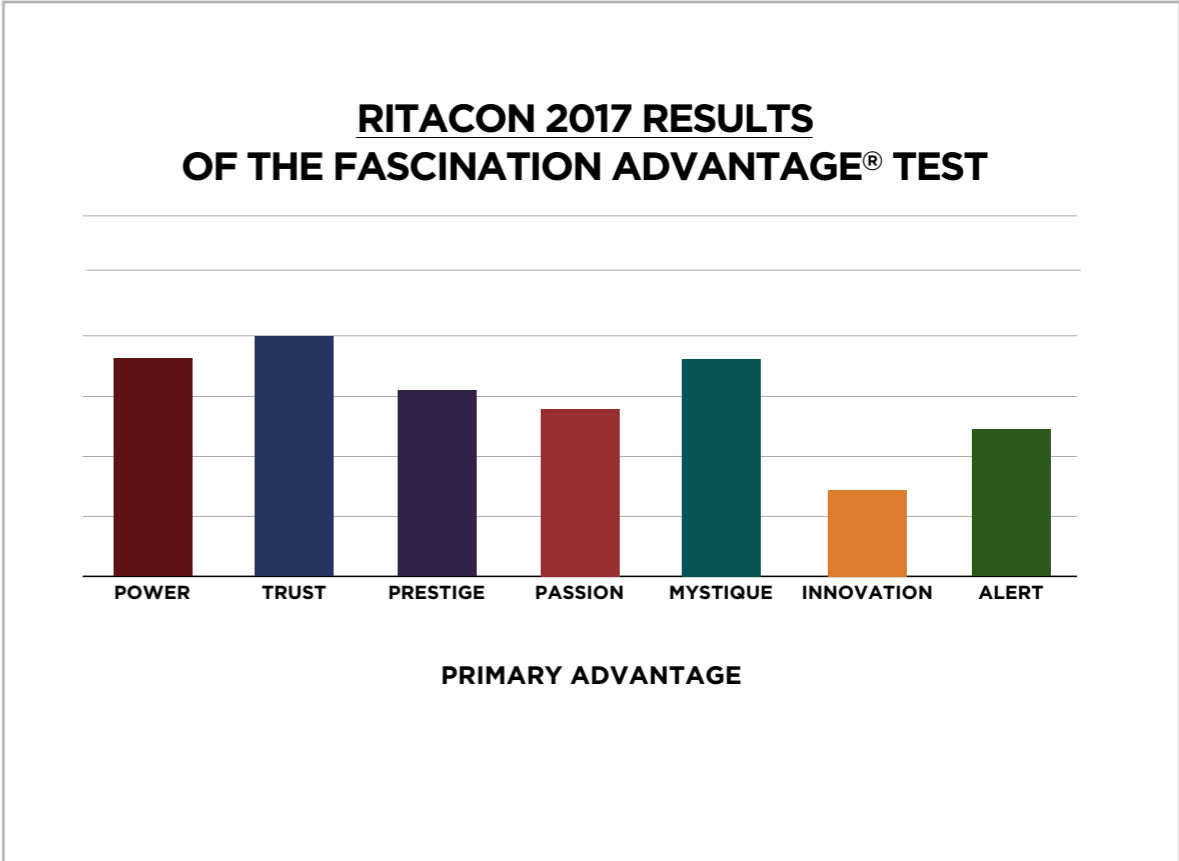
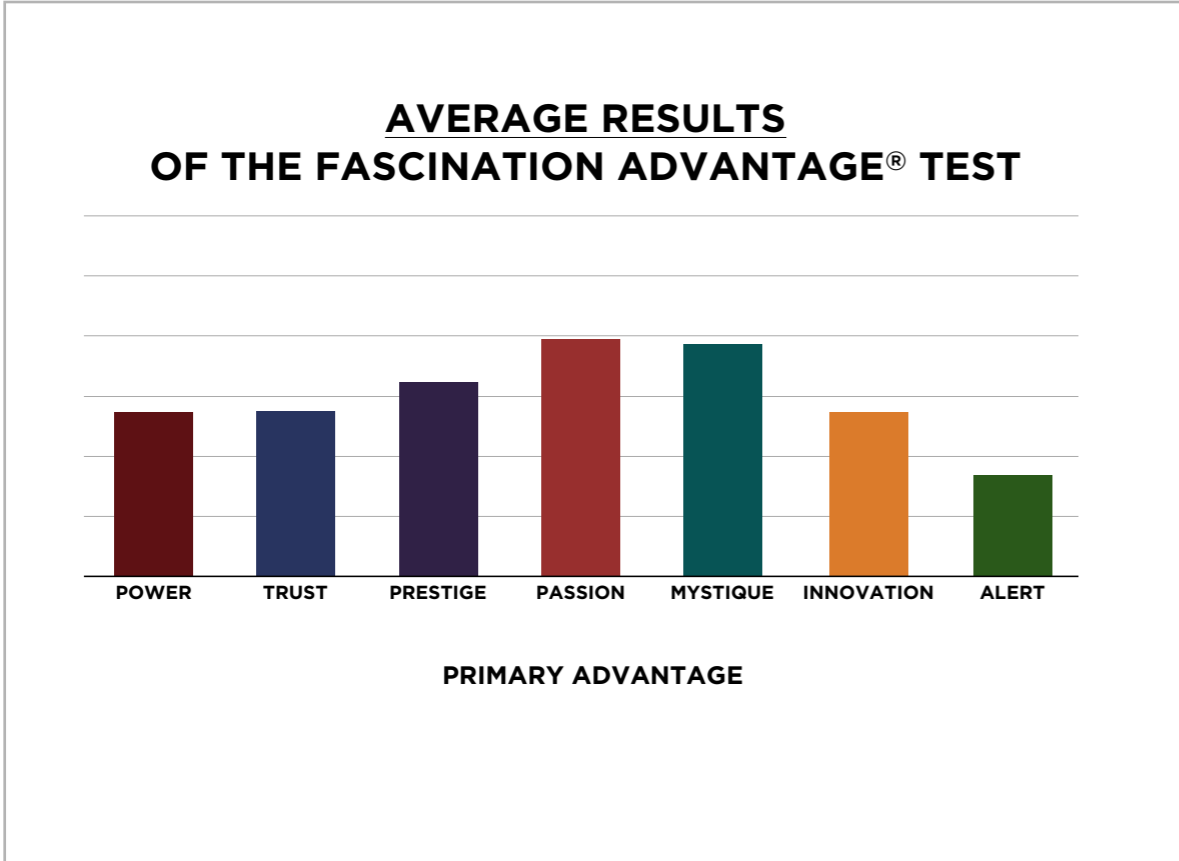
RESULTS FROM RITACON 2017 FOR THE FASCINATION ADVANTAGE® TEST



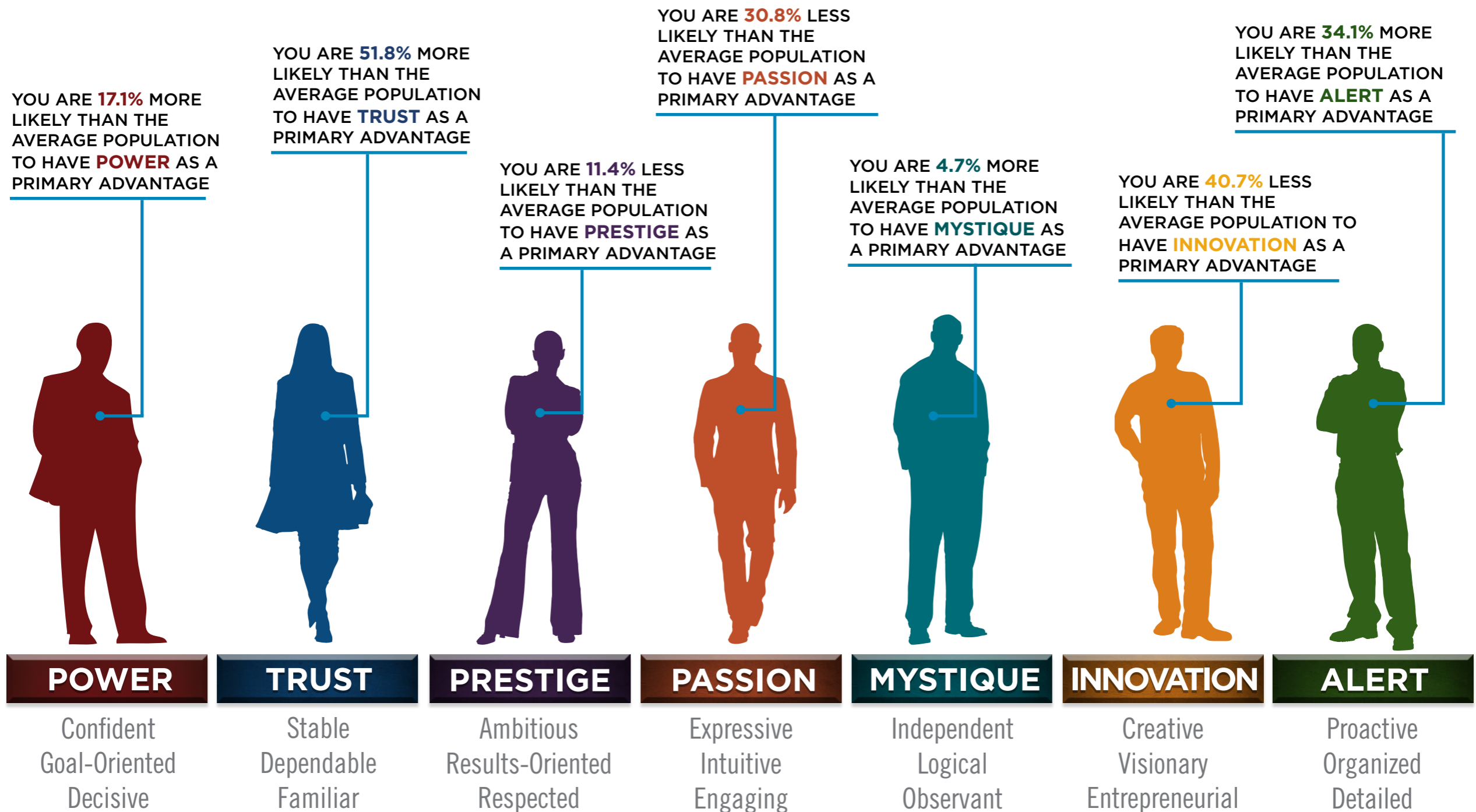
Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

**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: RITACON 2017'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**

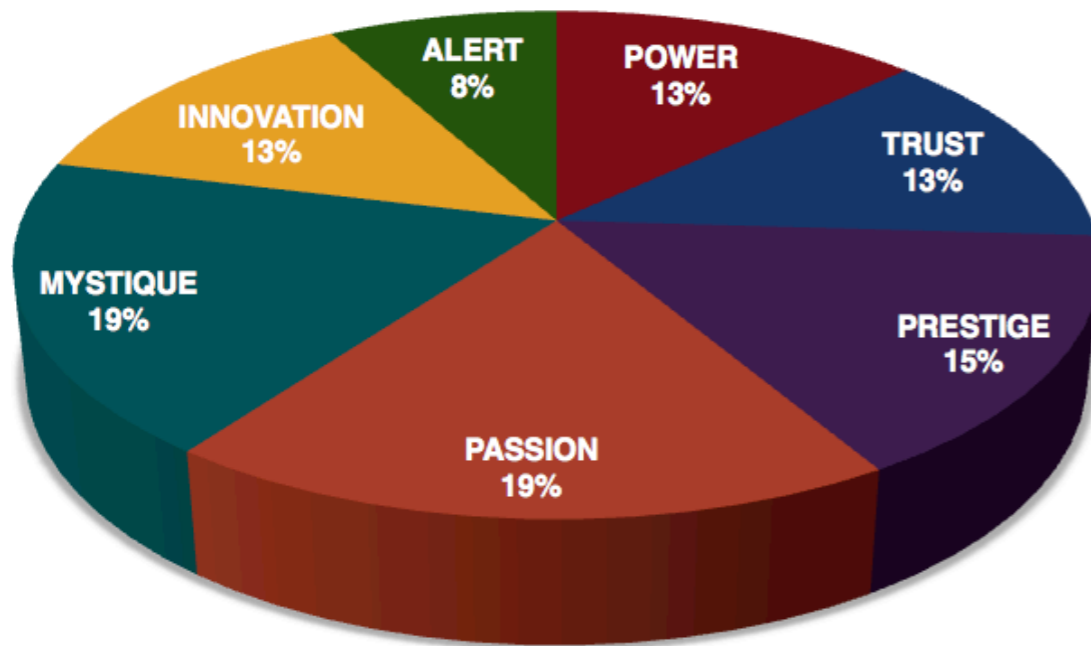
WANTS CLEAR, OPEN,  
CANDID DISCUSSION

**ALERT**

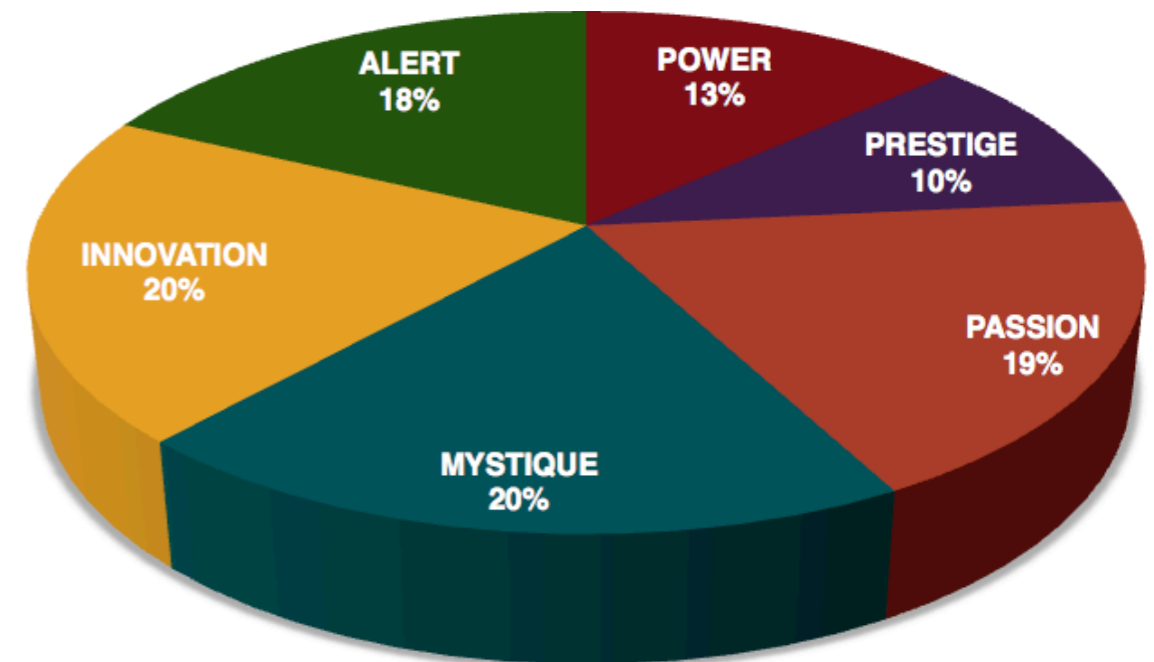
EXHAUSTED BY DETAILS; THRIVES WHEN  
LOOKING AT THE BIGGER PICTURE

# RITACON 2017'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 RITACON 2017 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

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



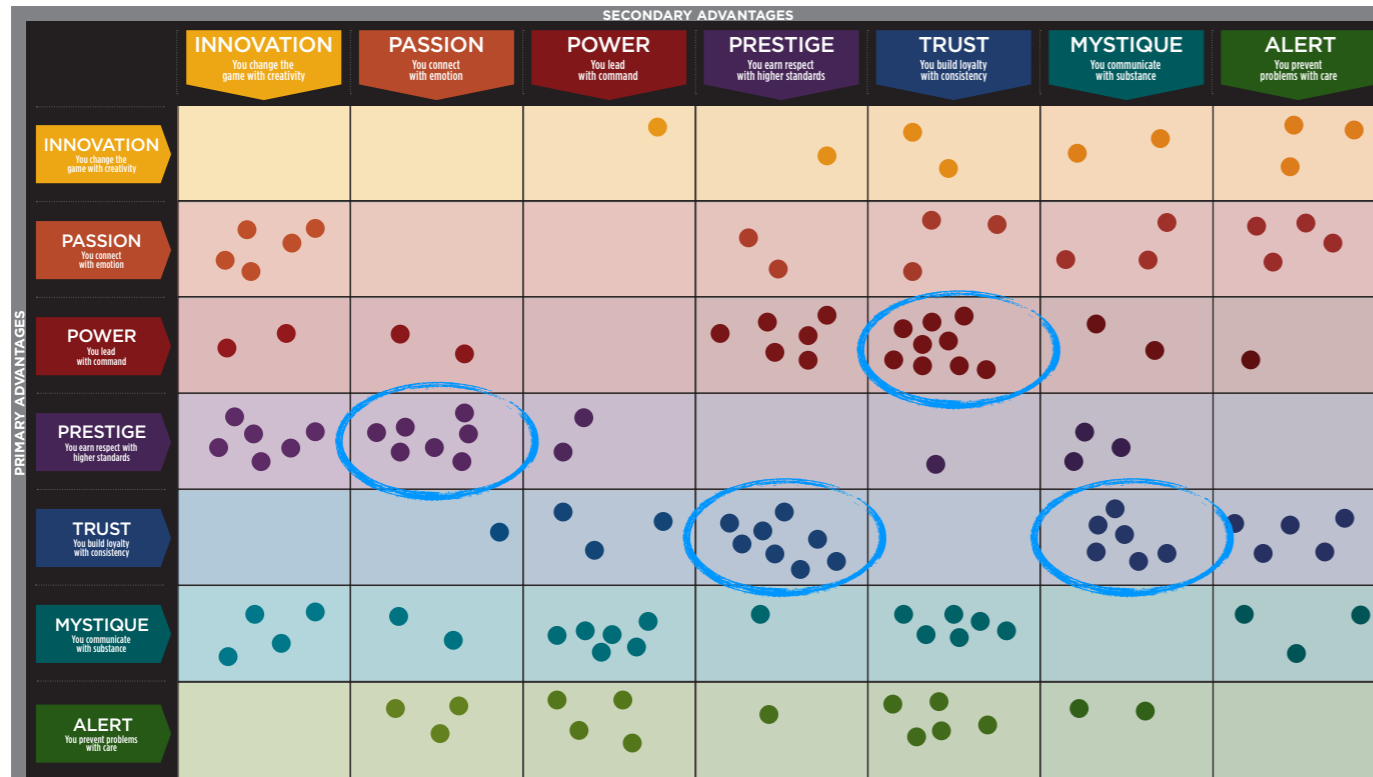
DOTTED STROKE = DOUBLE TROUBLE

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

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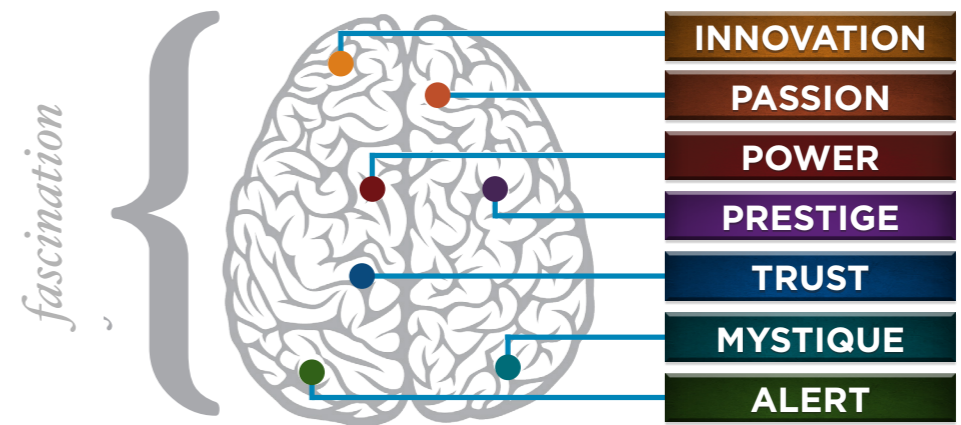
# RITACON 2017'S "FASCINATION FINGERPRINT"



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>
INNOVATION <small>You change the game with creativity</small>			0.8%	0.8%	1.6%	1.6%	2.3%
PASSION <small>You connect with emotion</small>	3.9%			1.6%	2.3%	2.3%	3.1%
POWER <small>You lead with command</small>	1.6%	1.6%		4.7%	7.0%	1.6%	0.8%
PRESTIGE <small>You earn respect with higher standards</small>	4.7%	5.5%	1.6%		0.8%	2.3%	
TRUST <small>You build loyalty with consistency</small>		0.8%	2.3%	6.3%		5.5%	3.9%
MYSTIQUE <small>You communicate with substance</small>	3.1%	1.6%	4.7%	0.8%	4.7%		2.3%
ALERT <small>You prevent problems with care</small>		2.3%	3.1%	0.8%	3.9%	1.6%	

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.



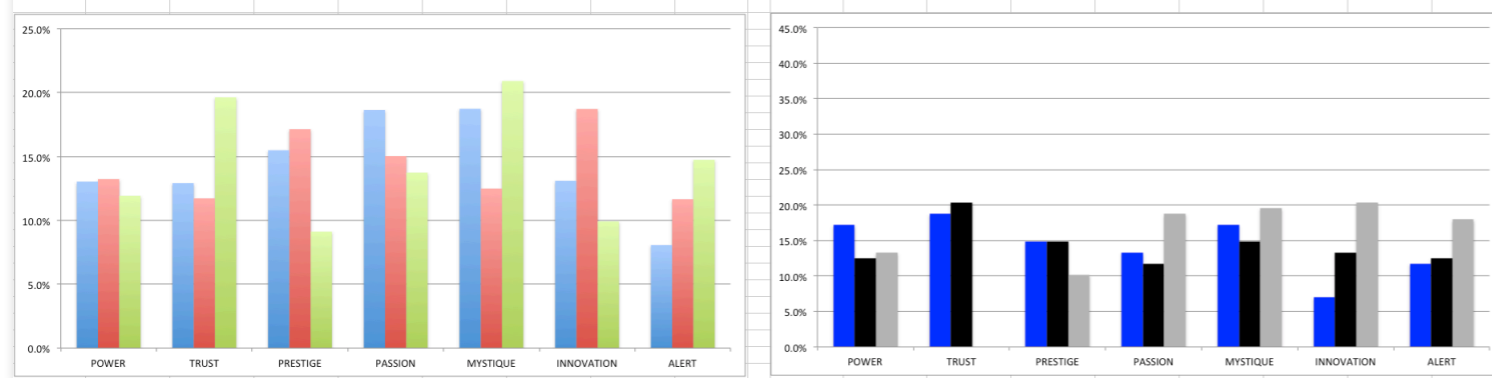
# THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Trust	The Guardian	9	7.03%	INNOVATION		1	1	2	2	3
Trust	Prestige	The Diplomat	8	6.25%	PASSION	5		2	3	3	4
Trust	Mystique	The Anchor	7	5.47%	POWER	2	2	6	9	2	1
Prestige	Passion	The Connoisseur	7	5.47%	PRESTIGE	6	7	2	1	3	
Prestige	Innovation	The Avant-Garde	6	4.69%	TRUST		1	3	8	7	5
Mystique	Power	The Veiled Strength	6	4.69%	MYSTIQUE	4	2	6	1	6	3
Power	Prestige	The Maestro	6	4.69%	ALERT		3	4	1	5	2
Mystique	Trust	The Wise Owl	6	4.69%							
Trust	Alert	The Good Citizen	5	3.91%	INNOVATION						
Passion	Innovation	The Catalyst	5	3.91%	INNOVATION		0.8%	0.8%	1.6%	1.6%	2.3%
Alert	Trust	The Mediator	5	3.91%	PASSION	3.9%		1.6%	2.3%	2.3%	3.1%
Passion	Alert	The Orchestrator	4	3.13%	POWER	1.6%	1.6%	4.7%	7.0%	1.6%	0.8%
Mystique	Innovation	The Secret Weapon	4	3.13%	PRESTIGE	4.7%	5.5%	1.6%	0.8%	2.3%	
Alert	Power	The Ace	4	3.13%	TRUST		0.8%	2.3%	6.3%	5.5%	3.9%
Innovation	Alert	The Quick-Start	3	2.34%	MYSTIQUE	3.1%	1.6%	4.7%	0.8%	4.7%	2.3%
Mystique	Alert	The Archer	3	2.34%	ALERT		2.3%	3.1%	0.8%	3.9%	1.6%
Passion	Mystique	The Intrigue	3	2.34%							
Prestige	Mystique	The Architect	3	2.34%							
Alert	Passion	The Coordinator	3	2.34%							
Trust	Power	The Gravitas	3	2.34%							
Passion	Trust	The Beloved	3	2.34%							
Power	Innovation	The Change Agent	2	1.56%							
Alert	Mystique	The Detective	2	1.56%							
Innovation	Mystique	The Provocateur	2	1.56%							
Power	Mystique	The Mastermind	2	1.56%							
Mystique	Passion	The Subtle Touch	2	1.56%							

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

AVERAGE POPULATION									RitaCon 2017								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	89379	88568	106228	127829	128471	89813	55306	685594	Primary	22	24	19	17	22	9	15	128
Secondary	90738	80381	117515	103059	85630	128375	79896	685594	Secondary	16	26	19	15	19	17	16	128
Dormant	81774	134625	62528	94201	143387	68008	101071	685594	Dormant	17	0	13	24	25	26	23	128

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





# HOW WOULD YOU LIKE TO BOOST THE EFFECTIVENESS OF ALL **YOUR MARKETING AND COMMUNICATION USING AN ASSET YOU ALREADY OWN?**

Are you interested in leveraging your personality in a step-by-step way to grow your business and attract life-long customers?

When you understand both your built-in personality Advantages and your Brand Advantages and how you can leverage them in marketing, management, leadership and even while building your own business, there are no limits to your success. With the Fascination Marketing System, you'll discover how to create effective and productive teams as well as a company brand that stands out.

**YES! I WANT THE  
COMPLETE FASCINATION BUSINESS SYSTEM**

## **RitaCon 2017 Member only bonuses:**

- 6 detailed online reference modules with critical thinking exercises, practical suggestions, and over ten years of research that backs up why being fascinating is the key to your success.
- 25 Fascination Advantage® Assessments
- Cheat sheets including 'How to be More Fascinating: One-on-One Sales'
- 25 Fascination Advantage Assessments
- Copywriting Action Pack
- And much more!