

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
SHRM ON 06/24/14



HOW TO HAVE A HIGH-PERFORMING TEAM

INTRODUCING OUR NEW ANTHEM TRAINING PROGRAM

An “Anthem” is a very short phrase, only two or three words. It’s the tagline for your personality.

This program gives you the perfect words to describe why you are different, and what you do best.

WHAT IT IS:

In less than an hour, we guarantee every participant will have an immediate shorthand to summarize how his personality is primed to add value to the team, and to customers and clients.

WHY YOU NEED IT:

Once you create your Anthem, you’ll have a strong and persuasive phrase to confidently describe how you are most likely to add value. This short phrase goes a long way toward a positive impression.

WHY YOUR TEAM NEEDS THIS:

Once you understand how each person on your team adds value, your whole team becomes more valuable.

DISCOVER THE HIGHEST VALUE OF EVERYONE IN YOUR GROUP!

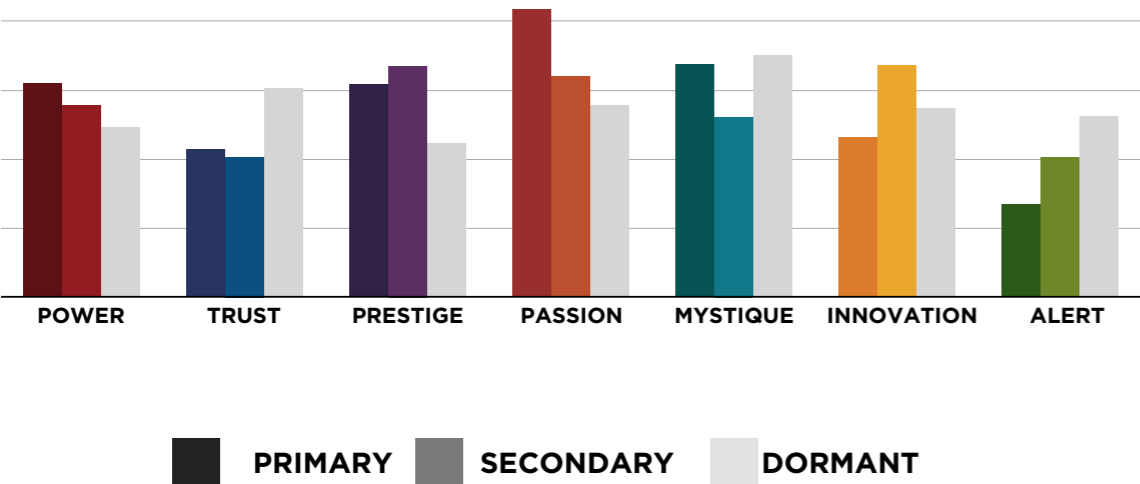


OPTIMIZE YOUR TEAM WITH OUR HIGH-PERFORMANCE TRAINING

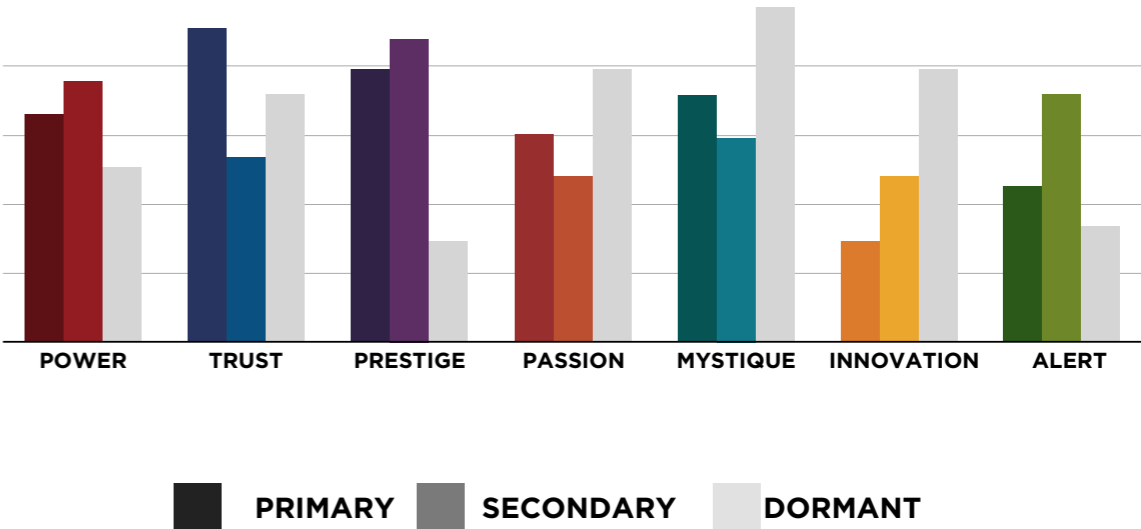
We offer a range of training for teams and leaders. To learn how we can help everyone on your team reach their highest value, contact us today: Start@HowToFascinate.com

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 250,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



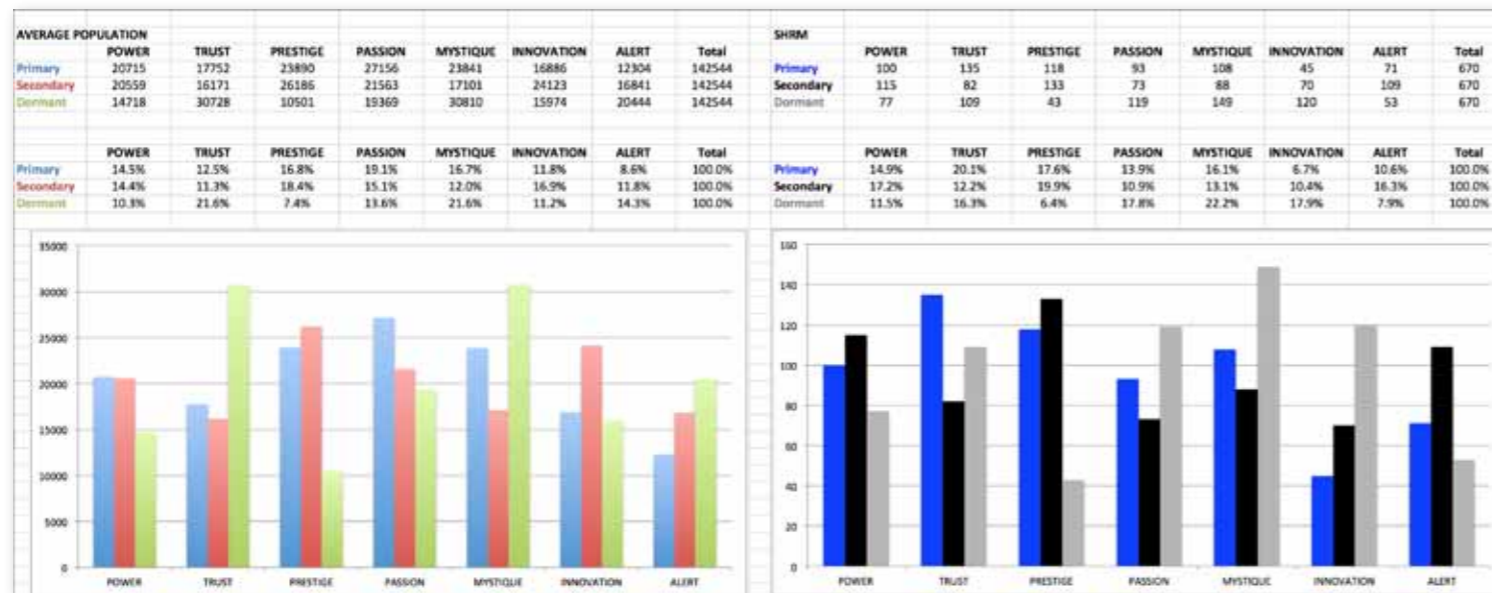
SHRM RESULTS OF THE FASCINATION ADVANTAGE TEST



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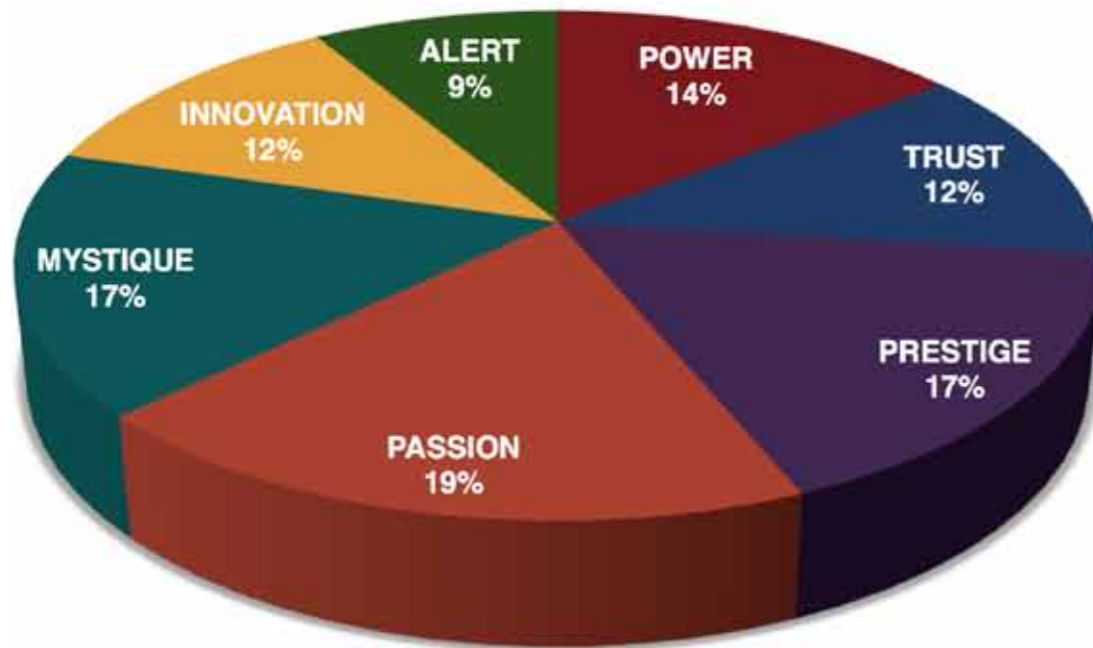
Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	51	7.61%	INNOVATION	9	11	10	2	5	8
Prestige	Power	The Victor	38	5.67%	PASSION	14	20	17	8	20	14
Trust	Mystique	The Anchor	36	5.37%	POWER	8	11	51	14	5	11
Trust	Alert	The Good Citizen	34	5.07%	PRESTIGE	18	38	7	15	14	14
Alert	Passion	The Coordinator	32	4.78%	TRUST	4	16	29	36	34	28
Trust	Prestige	The Diplomat	29	4.33%	MYSTIQUE	22	5	17	9	27	28
Mystique	Alert	The Archer	28	4.18%	ALERT	4	32	13	17	24	7
Mystique	Trust	The Wise Owl	27	4.03%							
Alert	Trust	The Mediator	24	3.58%	INNOVATION	1.3%	1.6%	1.5%	0.3%	0.7%	1.2%
Mystique	Innovation	The Secret Weapon	22	3.28%	PASSION	2.1%	3.0%	2.5%	1.2%	3.0%	2.1%
Passion	Mystique	The Intrigue	20	2.99%	POWER	1.2%	1.6%	7.6%	2.1%	0.7%	1.6%
Passion	Power	The Peoples Champion	20	2.99%	PRESTIGE	2.7%	5.7%	1.0%	2.2%	2.1%	2.1%
Prestige	Innovation	The Avant-Garde	18	2.69%	TRUST	0.6%	2.4%	4.3%	5.4%	5.1%	5.1%
Alert	Prestige	The Editor-in-Chief	17	2.54%	MYSTIQUE	3.3%	0.7%	2.5%	1.3%	4.0%	4.2%
Mystique	Power	The Veiled Strength	17	2.54%	ALERT	0.6%	4.8%	1.9%	2.5%	3.6%	1.0%
Passion	Prestige	The Talent	17	2.54%							
Trust	Passion	The Authentic	16	2.39%							
Trust	Power	The Gravitas	16	2.39%							
Prestige	Mystique	The Architect	15	2.24%							
Passion	Alert	The Orchestrator	14	2.09%							
Passion	Innovation	The Catalyst	14	2.09%							
Power	Trust	The Guardian	14	2.09%							
Prestige	Alert	The Scholar	14	2.09%							
Alert	Power	The Ace	13	1.94%							
Innovation	Power	The Maverick Leader	11	1.64%							
Power	Alert	The Defender	11	1.64%							
Power	Passion	The Ringleader	11	1.64%							
Innovation	Prestige	The Trendsetter	10	1.49%							
Innovation	Passion	The Rockstar	9	1.34%							
Mystique	Prestige	The Royal Guard	9	1.34%							
Innovation	Alert	The Quick-Start	8	1.19%							

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

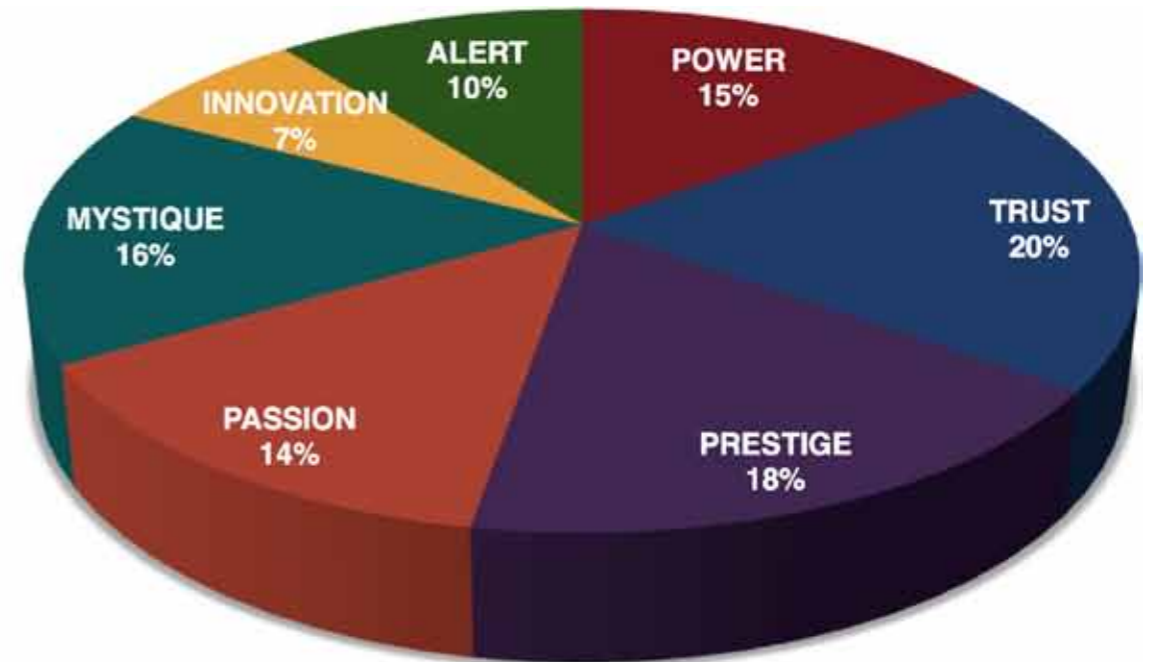


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



SHRM RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

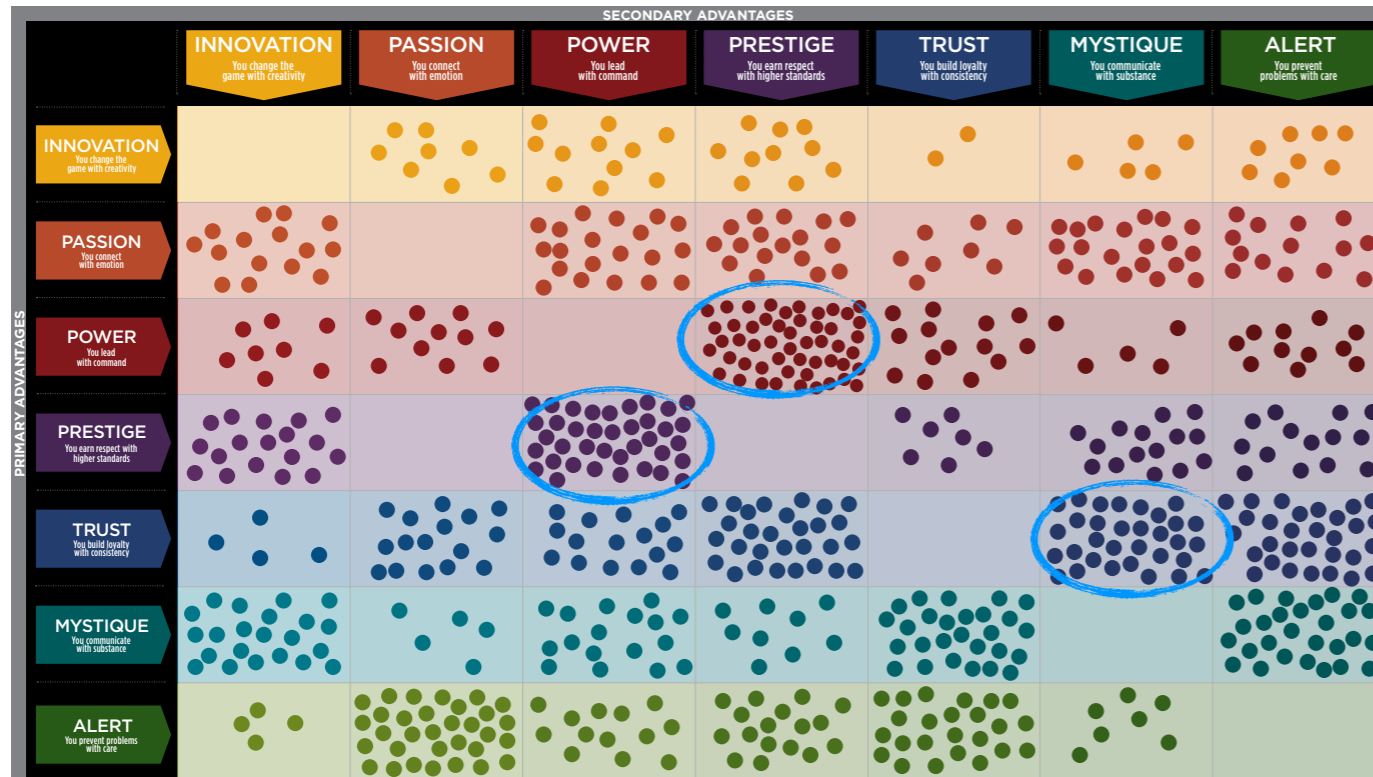
CREATED BY SALLY HOGSHEAD
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SECONDARY FASCINATION ADVANTAGE®

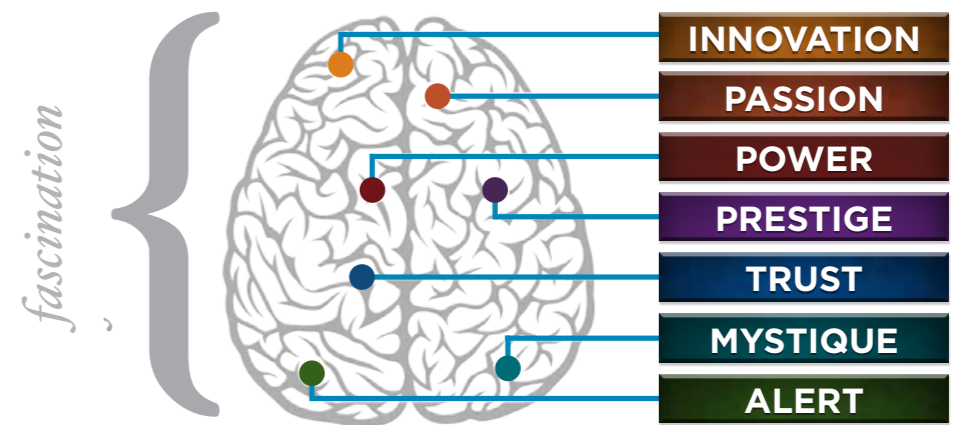
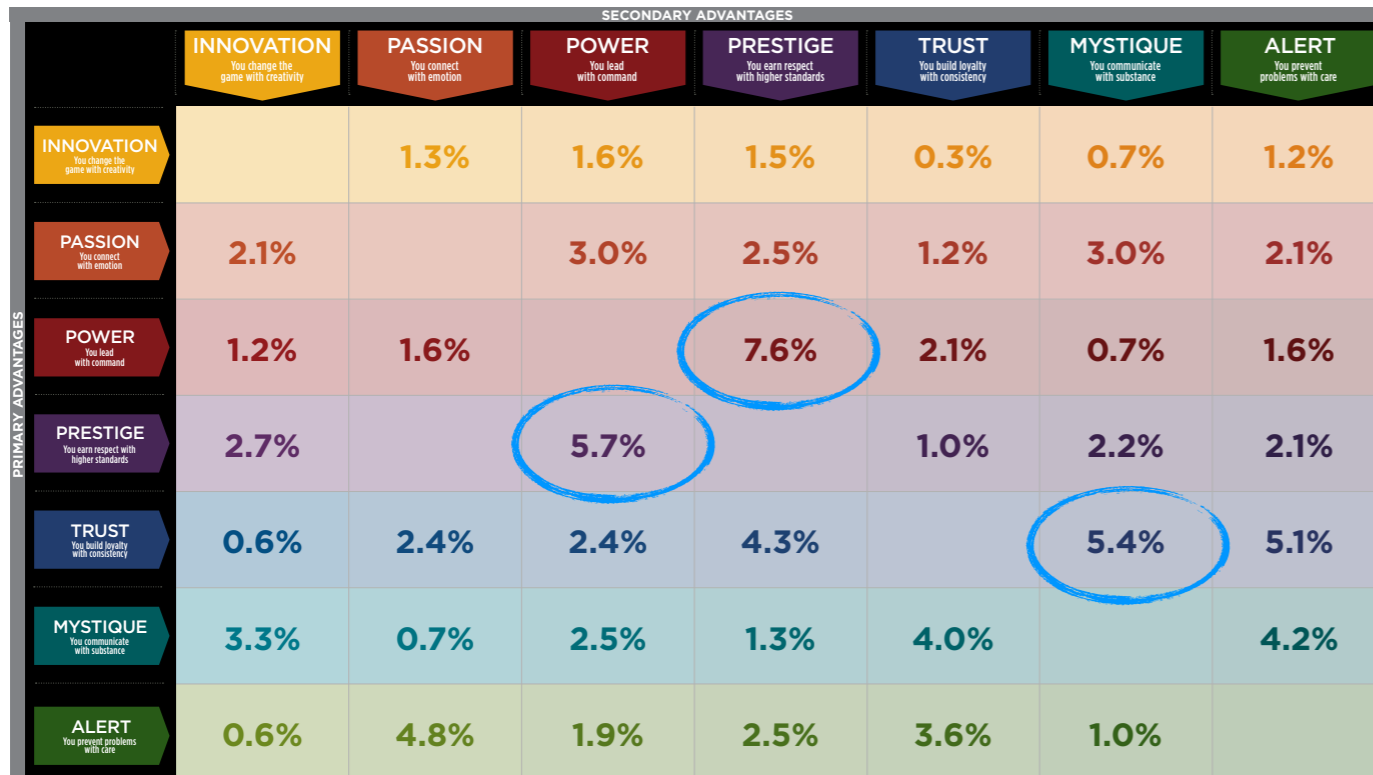
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



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



I WANT TO BUILD A MORE VALUABLE TEAM

5 STEPS TO A MORE ENGAGED TEAM

1 DISCOVER HOW THE WORLD SEES YOU:
Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value.

2 LEARN YOUR TEAM'S PATTERNS:
With a "Heat Map" of your team's top Advantages, you'll see your team's patterns of communication.

3 ONLINE TRAINING:
Create a deeper understanding of core Fascinate principles in an interactive online environment. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.

4 ANTHEM WORKSHOP:
Schedule an Anthem Workshop, so each person in the office can create an Anthem to immediately identify how they are most likely to add value.

5 FREE RESOURCES:
Visit our website to access a range of free ways for everyone on the team to apply their Anthem around the office, in meetings, and with clients.

▶ GET STARTED TODAY WITH ONE OF OUR TEAM TRAINING PACKAGES!
We're ready to help. Email us at [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com) or call 855-9SECOND



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

YOU ARE **1.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **63.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

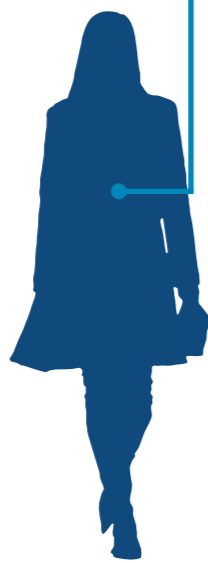
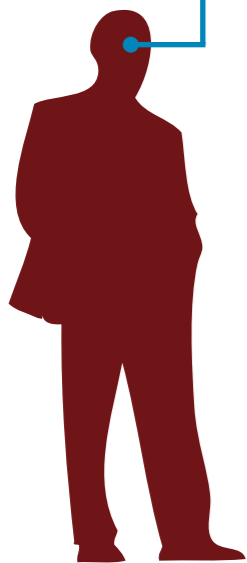
YOU ARE **5.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **27.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **1.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **43.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **21.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

TRUST

Stable
Dependable
Familiar

PRESTIGE

Ambitious
Results-Oriented
Respected

PASSION

Expressive
Intuitive
Engaging

MYSTIQUE

Independent
Logical
Observant

INNOVATION

Creative
Visionary
Entrepreneurial

ALERT

Proactive
Organized
Detailed

7 WAYS HIGH-PERFORMERS ADD VALUE

INNOVATION

CREATIVE PROBLEM-SOLVER

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

POWER

A LEADER WHO MAKES DECISIONS

PRESTIGE

OVERACHIEVER WITH
HIGHER STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

ALERT

PRECISE DETAIL MANAGER