

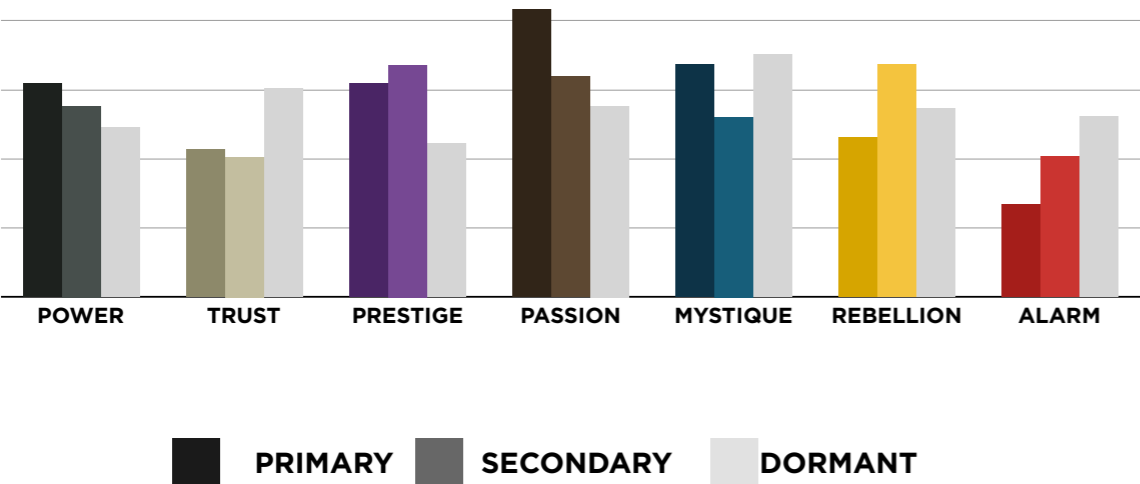
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
SIEGFRIED ON 04/26/14

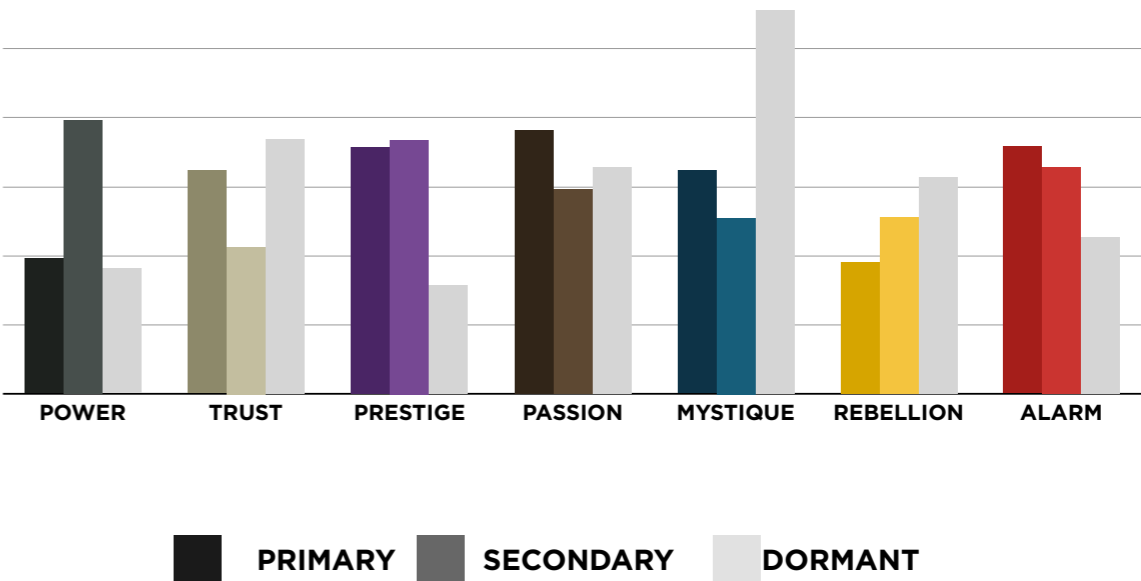


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.**

**AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST**



**SIEGFRIED RESULTS OF THE FASCINATION ADVANTAGE TEST**

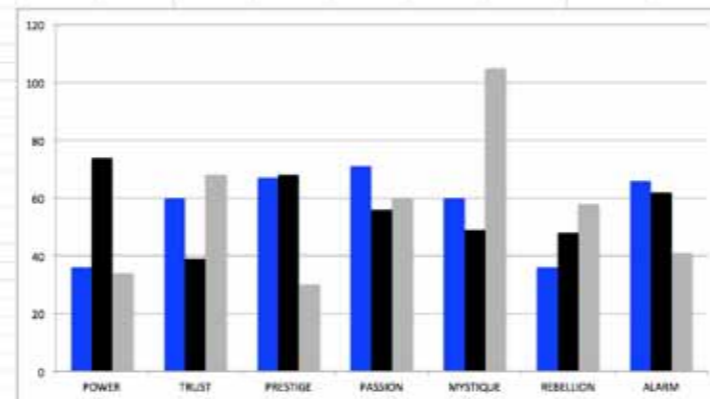
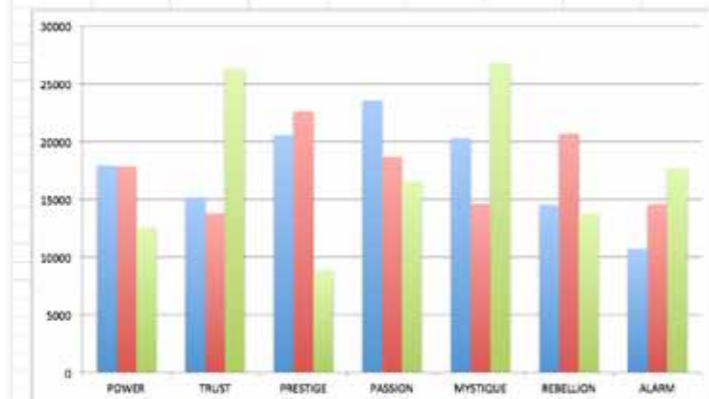


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Rebellion	The Catalyst	25	6.31%	PASSION		3	17	13	7	6	25
Prestige	Passion	The Connoisseur	22	5.56%	TRUST	7		13	15	9	16	
Mystique	Alarm	The Bullseye	21	5.30%	MYSTIQUE	6	9		8	8	21	8
Prestige	Power	The Victor	20	5.05%	PRESTIGE	22	2	6		20	9	8
Alarm	Power	The Sheriff	17	4.29%	POWER	8	7	3	13		3	2
Passion	Mystique	The Intrigue	17	4.29%	ALARM	9	16	9	10	17		5
Alarm	Trust	The Sustainer	16	4.04%	REBELLION	4	2	1	9	13	7	
Trust	Alarm	The Good Citizen	16	4.04%								
Trust	Prestige	The Diplomat	15	3.79%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Prestige	The Talent	13	3.28%	PASSION		0.8%	4.3%	3.3%	1.8%	1.5%	6.3%
Power	Prestige	The Maestro	13	3.28%	TRUST	1.8%		3.3%	3.8%	2.3%	4.0%	
Rebellion	Power	The Maverick Leader	13	3.28%	MYSTIQUE	1.5%	2.3%		2.0%	2.0%	5.3%	2.0%
Trust	Mystique	The Vault	13	3.28%	PRESTIGE	5.6%	0.5%	1.5%		5.1%	2.3%	2.0%
Alarm	Prestige	The Editor-in-Chief	10	2.53%	POWER	2.0%	1.8%	0.8%	3.3%		0.8%	0.5%
Alarm	Mystique	The Inspector	9	2.27%	ALARM	2.3%	4.0%	2.3%	2.5%	4.3%		1.3%
Alarm	Passion	The Coordinator	9	2.27%	REBELLION	1.0%	0.5%	0.3%	2.3%	3.3%	1.8%	
Mystique	Trust	The Wise Owl	9	2.27%								
Prestige	Alarm	The Perfectionist	9	2.27%								
Rebellion	Prestige	The Trendsetter	9	2.27%								
Trust	Power	The Gravitas	9	2.27%								
Mystique	Power	The Veiled Strength	8	2.02%								
Mystique	Prestige	The Royal Guard	8	2.02%								
Mystique	Rebellion	The Secret Weapon	8	2.02%								
Power	Passion	The Ringleader	8	2.02%								
Prestige	Rebellion	The Avant-Garde	8	2.02%								
Passion	Power	The Advocate	7	1.77%								
Power	Trust	The Guardian	7	1.77%								
Rebellion	Alarm	The Quick-Start	7	1.77%								
Trust	Passion	The Authentic	7	1.77%								
Mystique	Passion	The Subtle Touch	6	1.52%								

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

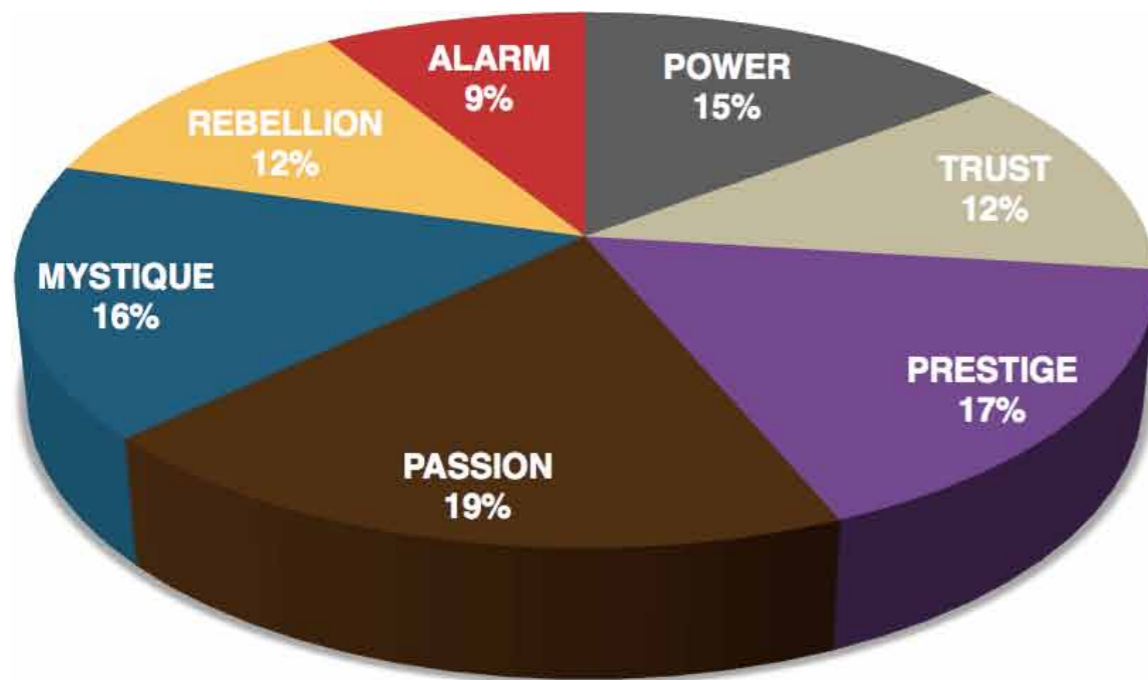
AVERAGE POPULATION									SIEGFRIED												
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	Secondary	Dormant	17940	15175	20565	23553	20279	14541	10722	122775	Primary	Secondary	Dormant	36	60	67	71	60	36	66	396
Primary	Secondary	Dormant	17813	13793	22601	18667	14632	20688	14581	122775	Primary	Secondary	Dormant	74	39	68	56	49	48	62	396
Primary	Secondary	Dormant	12568	26335	8953	16591	26838	13764	17726	122775	Primary	Secondary	Dormant	34	68	30	60	105	58	41	396



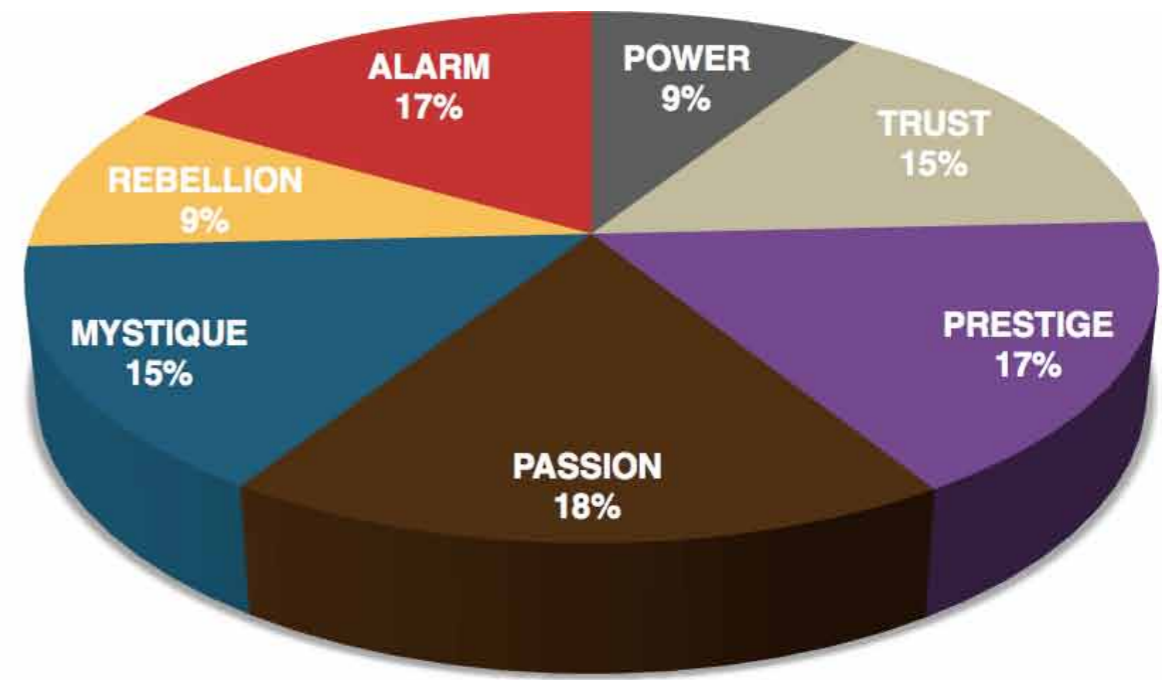
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



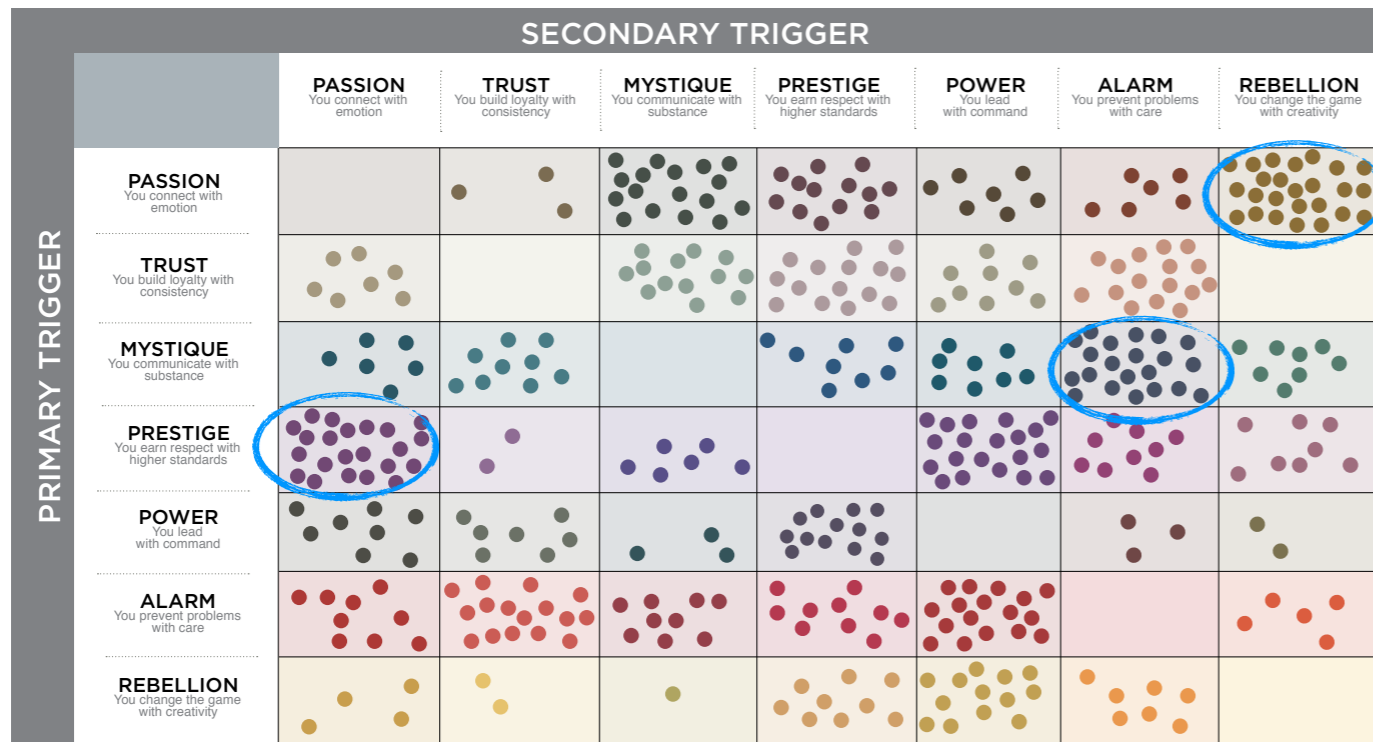
**SIEGFRIED RESULTS FROM THE FASCINATION ADVANTAGE TEST**



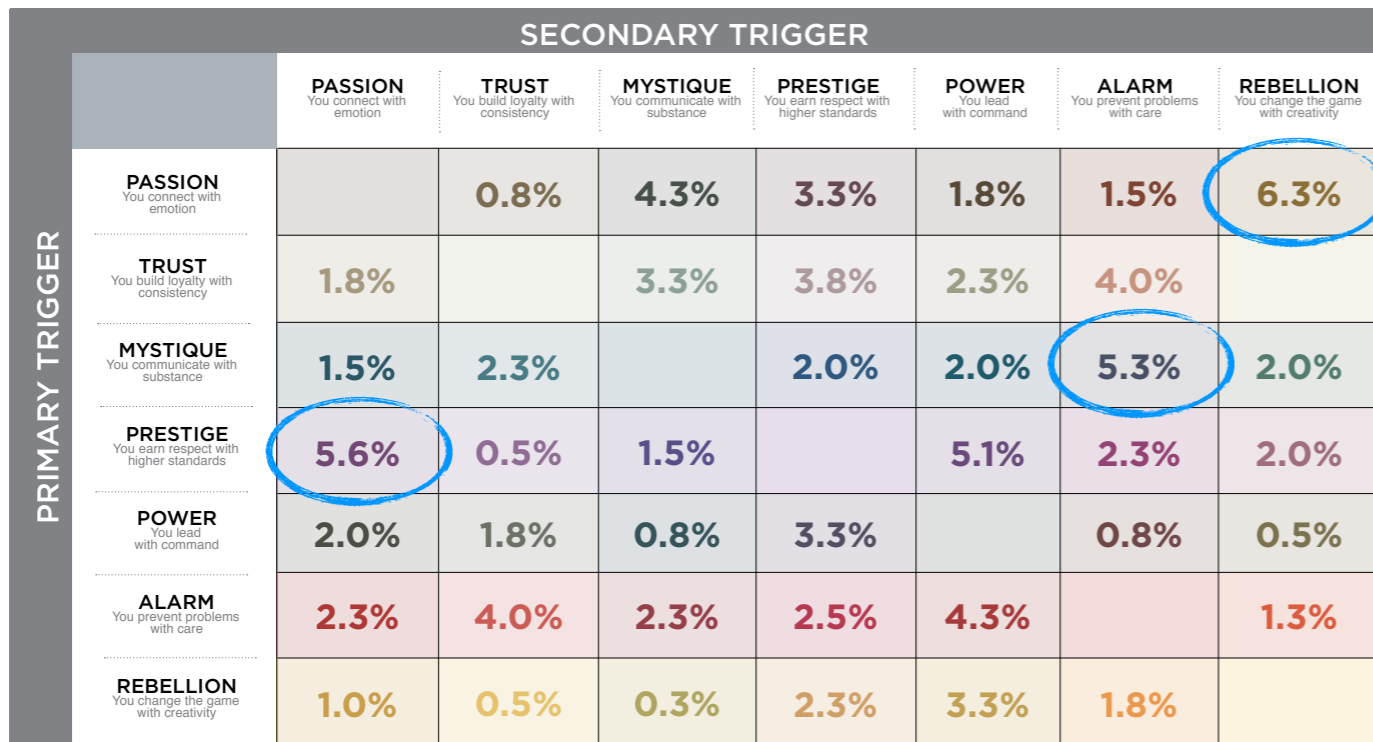
# WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		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

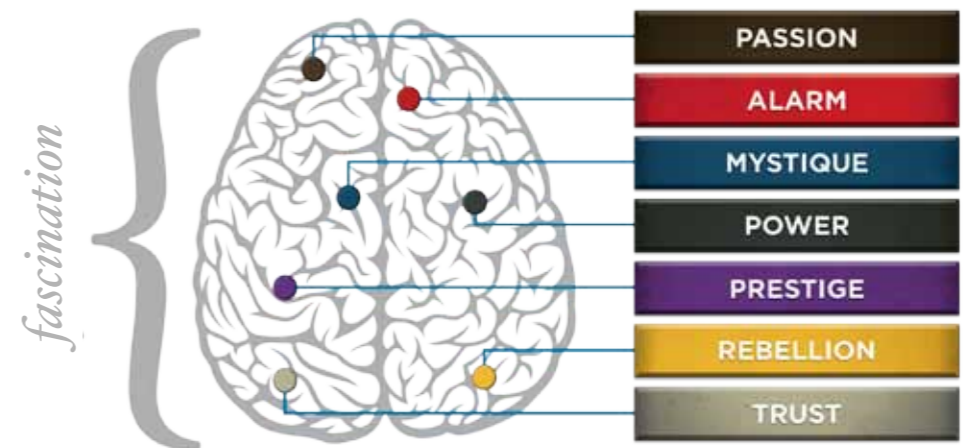
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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



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 **38.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER



**POWER**

Confident  
Driven  
Influential

YOU ARE **1.0%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER



**PRESTIGE**

Ambitious  
Discerning  
Strong-Willed

YOU ARE **7.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER



**MYSTIQUE**

Understated  
Complex  
Deliberate

YOU ARE **6.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER



**PASSION**

Expressive  
Intuitive  
Impulsive

YOU ARE **90.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER



**ALARM**

Perfectionist  
Reliable  
Careful

YOU ARE **23.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER



**REBELLION**

Innovative  
Independent  
Unpredictable

YOU ARE **22.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



**TRUST**

Stable  
Reliable  
Comforting

## 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

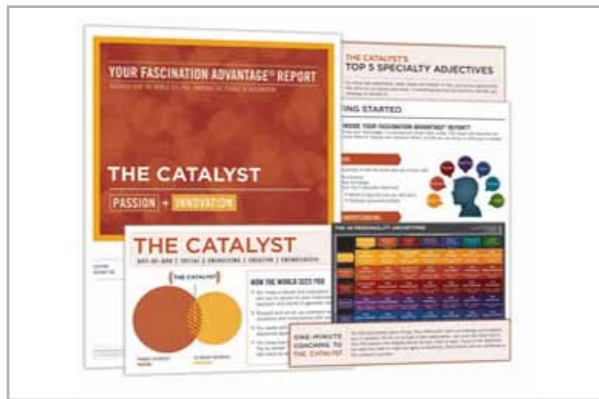


# NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

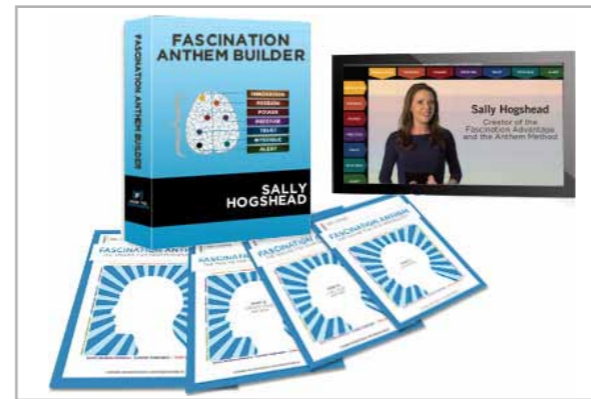
Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's presentation, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

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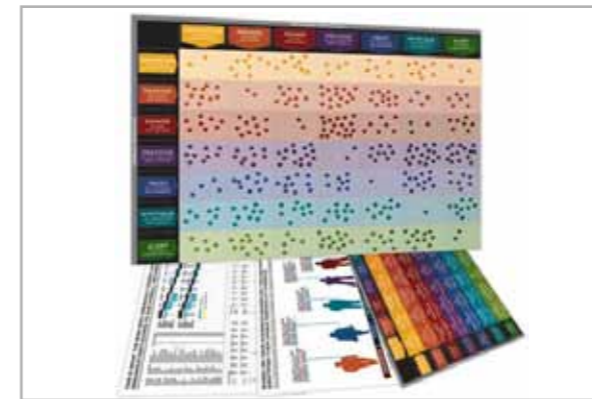
Questions? Don't hesitate to email our friendly team: [Start@howtofascinate.com](mailto:Start@howtofascinate.com)



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