

AN INSIDER'S *look* AT THE RESEARCH

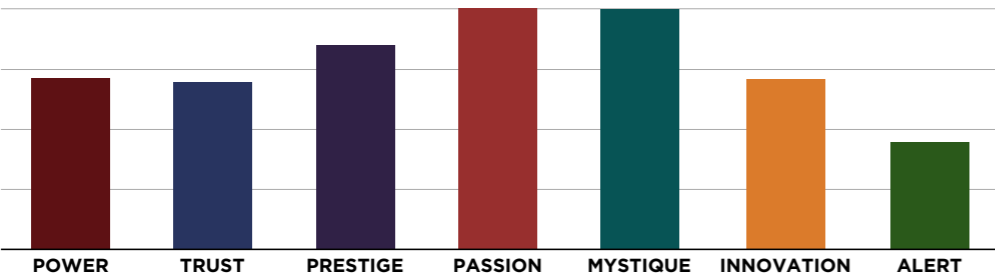
FROM SALLY HOGSHEAD'S PRESENTATION TO 22ND
HEALTHCARE MARKETING & PHYSICIAN RELATIONS SUMMIT ON 05/09/17

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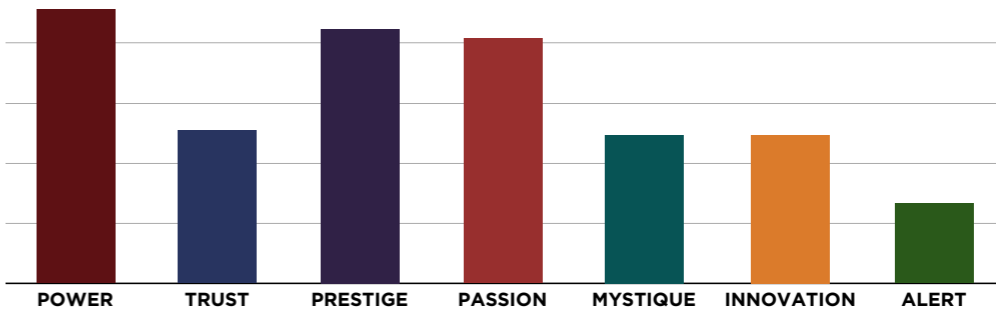
THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



PRIMARY ADVANTAGE

**22ND HEALTHCARE MARKETING & PHYSICIAN
RELATIONS SUMMIT RESULTS
OF THE FASCINATION ADVANTAGE TEST**



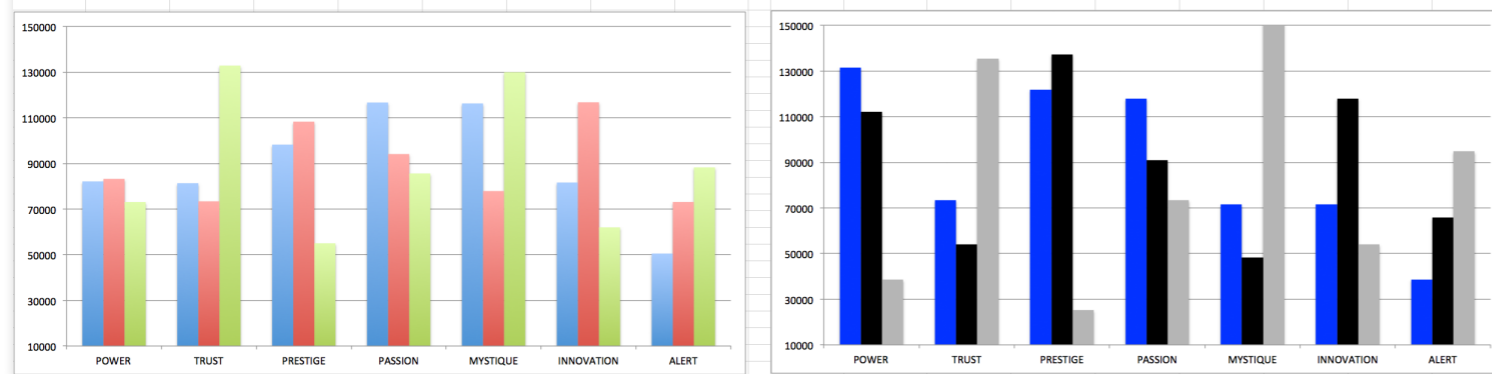
PRIMARY ADVANTAGE

THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE 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	35	10.80%	INNOVATION		8	15	8	1	1	4
Passion	Innovation	The Catalyst	27	8.33%	PASSION	27		7	13	1	9	4
Prestige	Power	The Victor	23	7.10%	POWER	9	10		35	10	1	3
Innovation	Power	The Maverick Leader	15	4.63%	PRESTIGE	11	13	23		4	8	4
Passion	Prestige	The Talent	13	4.01%	TRUST	2	8	6	5		5	12
Prestige	Passion	The Connoisseur	13	4.01%	MYSTIQUE	12	6	2	5	5		7
Mystique	Innovation	The Secret Weapon	12	3.70%	ALERT		2	5	5	7	1	
Trust	Alert	The Good Citizen	12	3.70%								
Prestige	Innovation	The Avant-Garde	11	3.40%		INNOVATION						
Power	Passion	The Ringleader	10	3.09%	INNOVATION		2.5%	4.6%	2.5%	0.3%	0.3%	1.2%
Power	Trust	The Guardian	10	3.09%	PASSION	8.3%		2.2%	4.0%	0.3%	2.8%	1.2%
Passion	Mystique	The Intrigue	9	2.78%	POWER	2.8%	3.1%		10.8%	3.1%	0.3%	0.9%
Power	Innovation	The Change Agent	9	2.78%	PRESTIGE	3.4%	4.0%	7.1%		1.2%	2.5%	1.2%
Innovation	Passion	The Rockstar	8	2.47%	TRUST	0.6%	2.5%	1.9%	1.5%		1.5%	3.7%
Innovation	Prestige	The Trendsetter	8	2.47%	MYSTIQUE	3.7%	1.9%	0.6%	1.5%	1.5%		2.2%
Prestige	Mystique	The Architect	8	2.47%	ALERT		0.6%	1.5%	1.5%	2.2%	0.3%	
Trust	Passion	The Authentic	8	2.47%								
Alert	Trust	The Mediator	7	2.16%								
Mystique	Alert	The Archer	7	2.16%								
Passion	Power	The Peoples Champion	7	2.16%								
Mystique	Passion	The Subtle Touch	6	1.85%								
Trust	Power	The Gravitas	6	1.85%								
Alert	Power	The Ace	5	1.54%								
Alert	Prestige	The Editor-in-Chief	5	1.54%								
Mystique	Prestige	The Royal Guard	5	1.54%								
Mystique	Trust	The Wise Owl	5	1.54%								
Trust	Mystique	The Anchor	5	1.54%								
Trust	Prestige	The Diplomat	5	1.54%								
Innovation	Alert	The Quick-Start	4	1.23%								

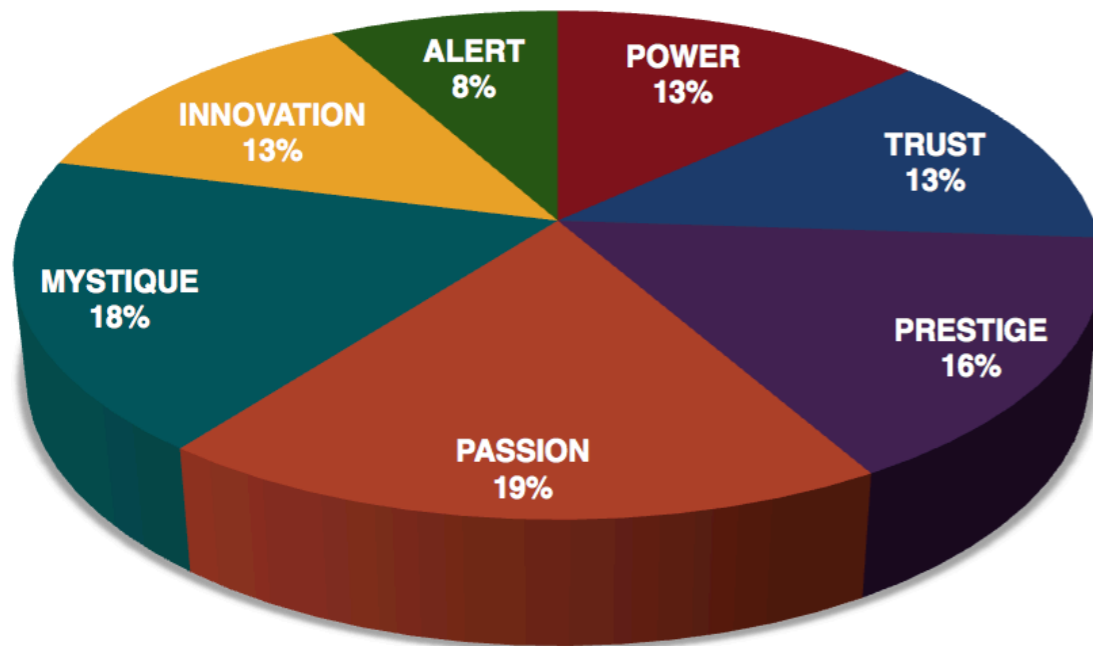
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION										22nd Healthcare Marketing & Physician Relations Summit									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	82125	81348	98246	116695	116298	81639	50510	626861	Primary	68	38	63	61	37	37	20	324		
Secondary	83235	73401	108302	94114	77900	116798	73111	626861	Secondary	58	28	71	47	25	61	34	324		
Dormant	73083	132882	55009	85613	129996	61995	88283	626861	Dormant	20	70	13	38	106	28	49	324		

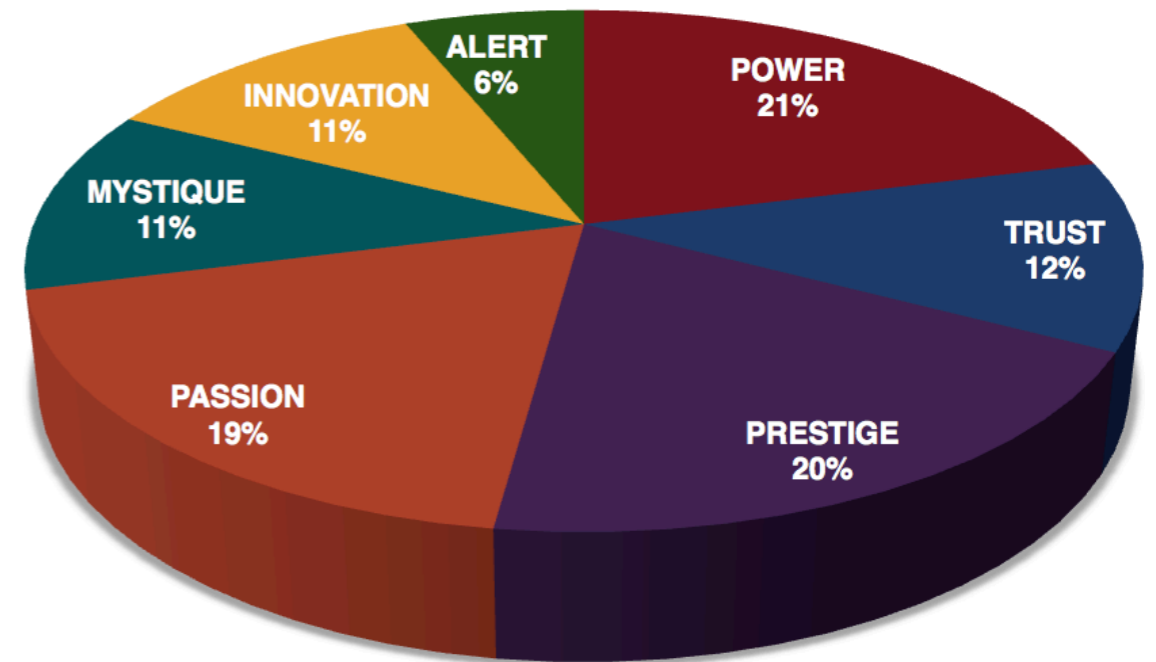


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



22ND HEALTHCARE MARKETING & PHYSICIAN RELATIONS SUMMIT RESULTS FROM THE FASCINATION ADVANTAGE TEST



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	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

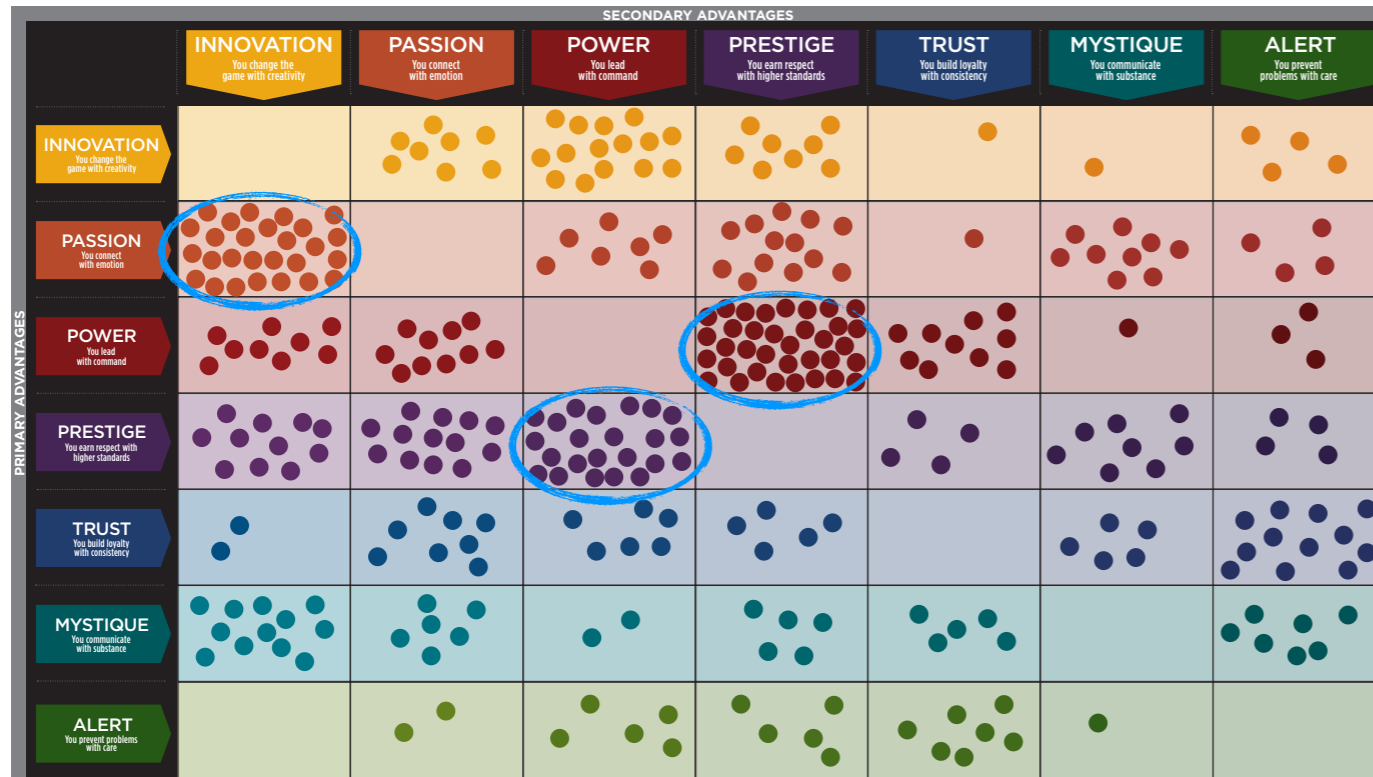
⋯ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM

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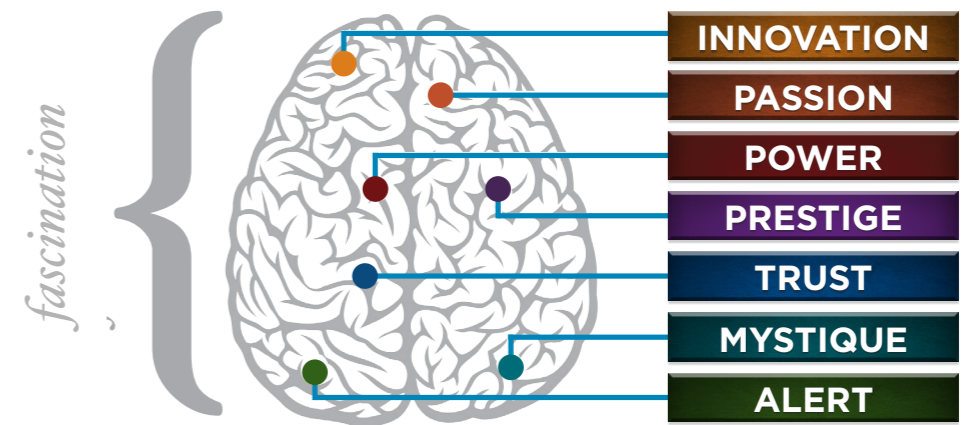
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



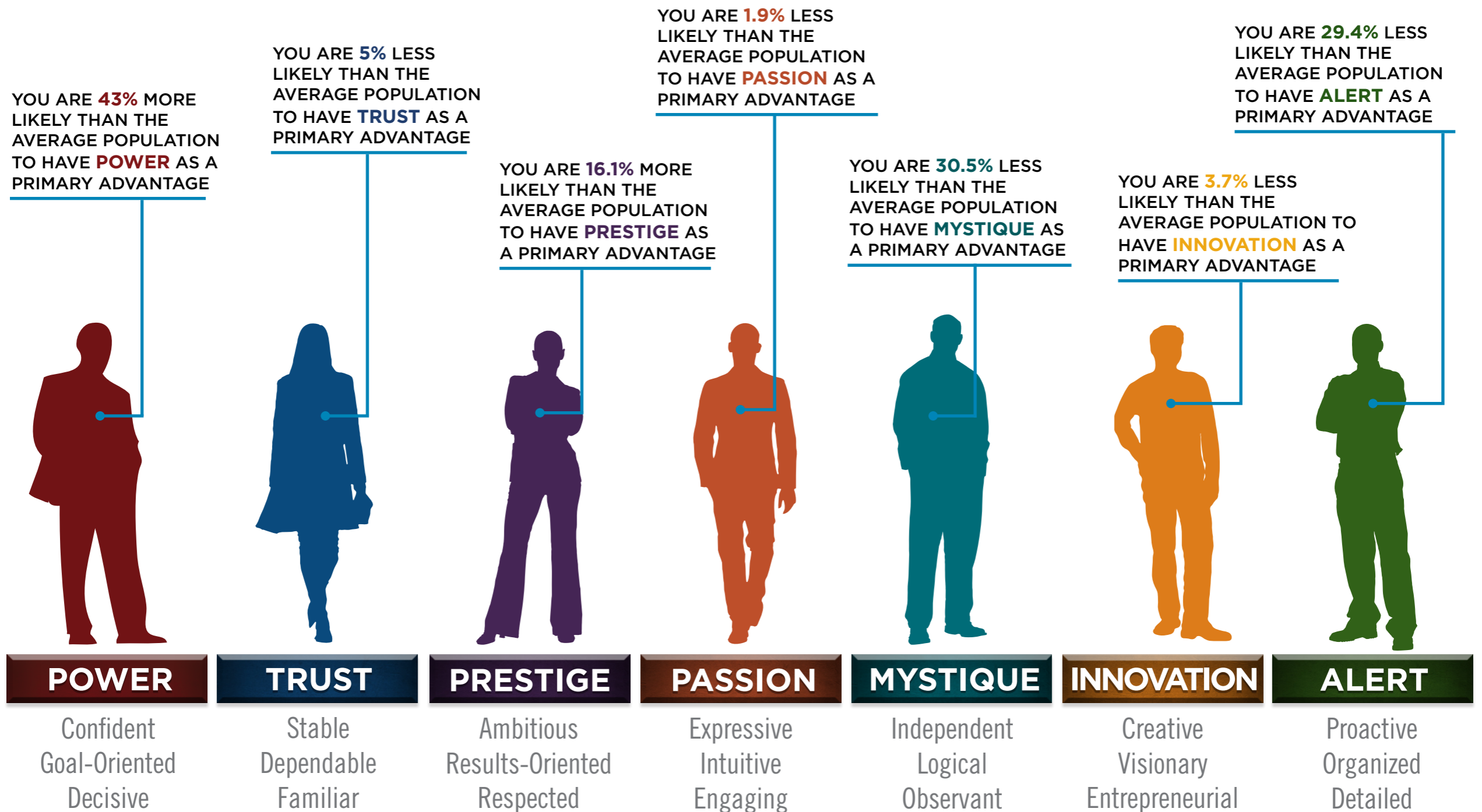
This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within the organization.

	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>		2.5%	4.6%	2.5%	0.3%	0.3%	1.2%
PASSION <small>You connect with emotion</small>	8.3%		2.2%	4.0%	0.3%	2.8%	1.2%
POWER <small>You lead with command</small>	2.8%	3.1%		10.8%	3.1%	0.3%	0.9%
PRESTIGE <small>You earn respect with higher standards</small>	3.4%	4.0%	7.1%		1.2%	2.5%	1.2%
TRUST <small>You build loyalty with consistency</small>	0.6%	2.5%	1.9%	1.5%		1.5%	3.7%
MYSTIQUE <small>You communicate with substance</small>	3.7%	1.9%	0.6%	1.5%	1.5%		2.2%
ALERT <small>You prevent problems with care</small>		0.6%	1.5%	1.5%	2.2%	0.3%	



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.



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
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

LET'S START A CONVERSATION.

