

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
SMALL BIZ 360 ON 1/22/15

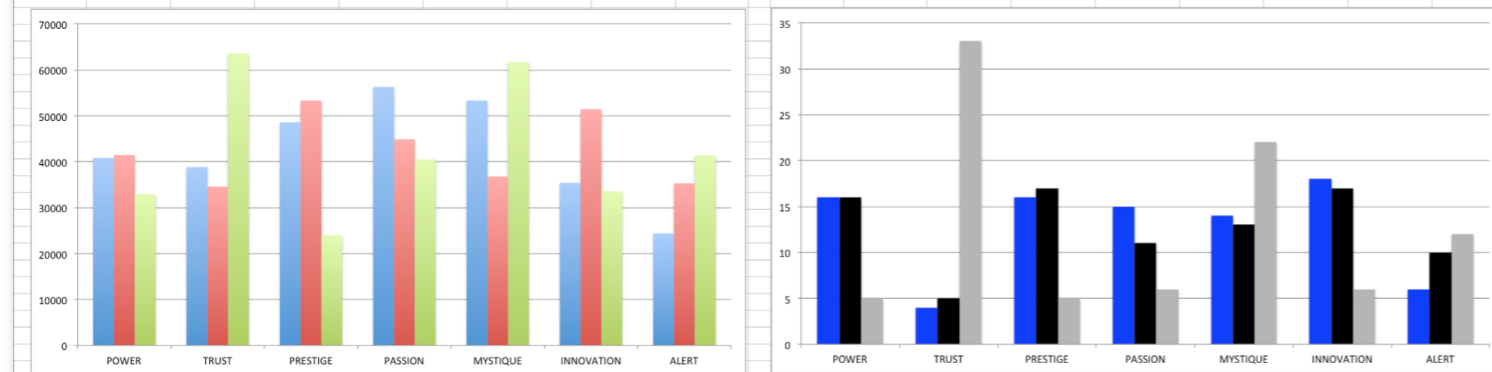


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	7	7.87%	INNOVATION	4	4	4	1	2	4
Passion	Innovation	The Catalyst	6	6.74%	PASSION	6	2	1	1	4	1
Innovation	Alert	The Quick-Start	4	4.49%	POWER	2	2	7	1	3	1
Innovation	Passion	The Rockstar	4	4.49%	PRESTIGE	4	3	4	1	3	1
Innovation	Power	The Maverick Leader	4	4.49%	TRUST	1	3	1	1	1	1
Innovation	Prestige	The Trendsetter	4	4.49%	MYSTIQUE	3	2	3	1	1	3
Passion	Mystique	The Intrigue	4	4.49%	ALERT	1	3	1	1	1	1
Prestige	Innovation	The Avant-Garde	4	4.49%							
Prestige	Power	The Victor	4	4.49%	INNOVATION	4.5%	4.5%	4.5%	1.1%	2.2%	4.5%
Alert	Power	The Ace	3	3.37%	PASSION	6.7%	2.2%	2.2%	7.9%	1.1%	3.4%
Mystique	Alert	The Archer	3	3.37%	POWER	2.2%	2.2%	4.5%	1.1%	1.1%	3.4%
Mystique	Innovation	The Secret Weapon	3	3.37%	PRESTIGE	4.5%	3.4%	4.5%	1.1%	1.1%	3.4%
Mystique	Power	The Veiled Strength	3	3.37%	TRUST	1.1%	3.4%	1.1%	1.1%	1.1%	1.1%
Mystique	Prestige	The Royal Guard	3	3.37%	MYSTIQUE	3.4%	2.2%	3.4%	1.1%	1.1%	3.4%
Power	Mystique	The Mastermind	3	3.37%	ALERT	1.1%	3.4%	1.1%	1.1%	1.1%	3.4%
Prestige	Mystique	The Architect	3	3.37%							
Prestige	Passion	The Connoisseur	3	3.37%							
Innovation	Mystique	The Provocateur	2	2.25%							
Mystique	Passion	The Subtle Touch	2	2.25%							
Passion	Power	The Peoples Champion	2	2.25%							
Power	Innovation	The Change Agent	2	2.25%							
Power	Passion	The Ringleader	2	2.25%							
Alert	Innovation	The Composer	1	1.12%							
Alert	Prestige	The Editor-in-Chief	1	1.12%							
Alert	Trust	The Mediator	1	1.12%							
Mystique	Trust	The Wise Owl	1	1.12%							

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

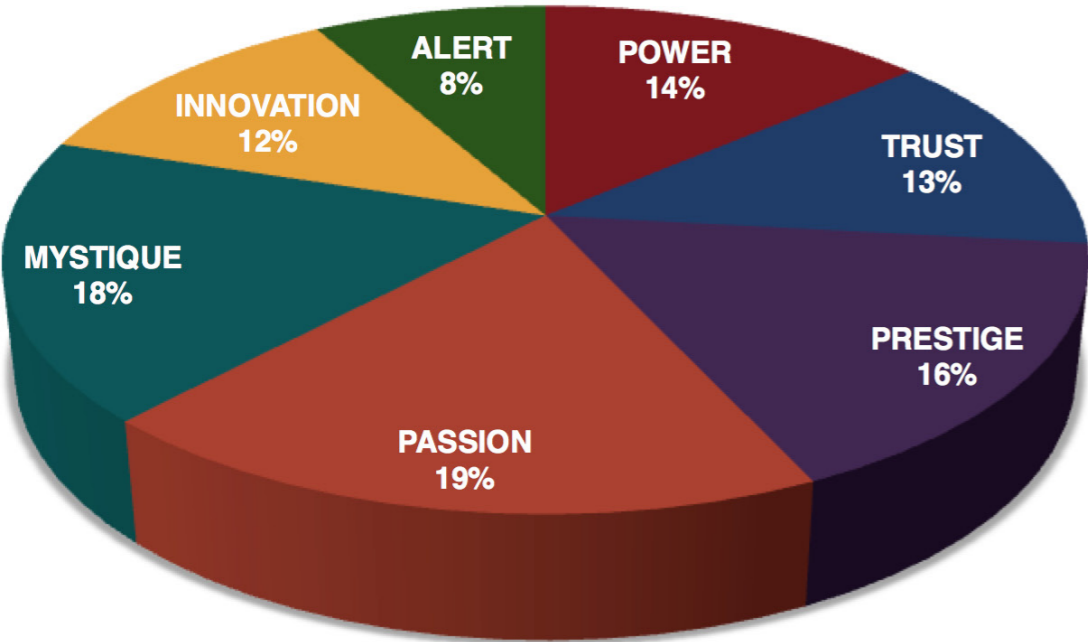
AVERAGE POPULATION									SmallBiz360								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	40811	38839	48608	56268	53312	35378	24383	297599	Primary	16	4	16	15	14	18	6	89
Secondary	41404	34563	53300	44855	36785	51416	35276	297599	Secondary	16	5	17	11	13	17	10	89
Dormant	32918	63573	23989	40498	61684	33561	41376	297599	Dormant	5	33	5	6	22	6	12	89



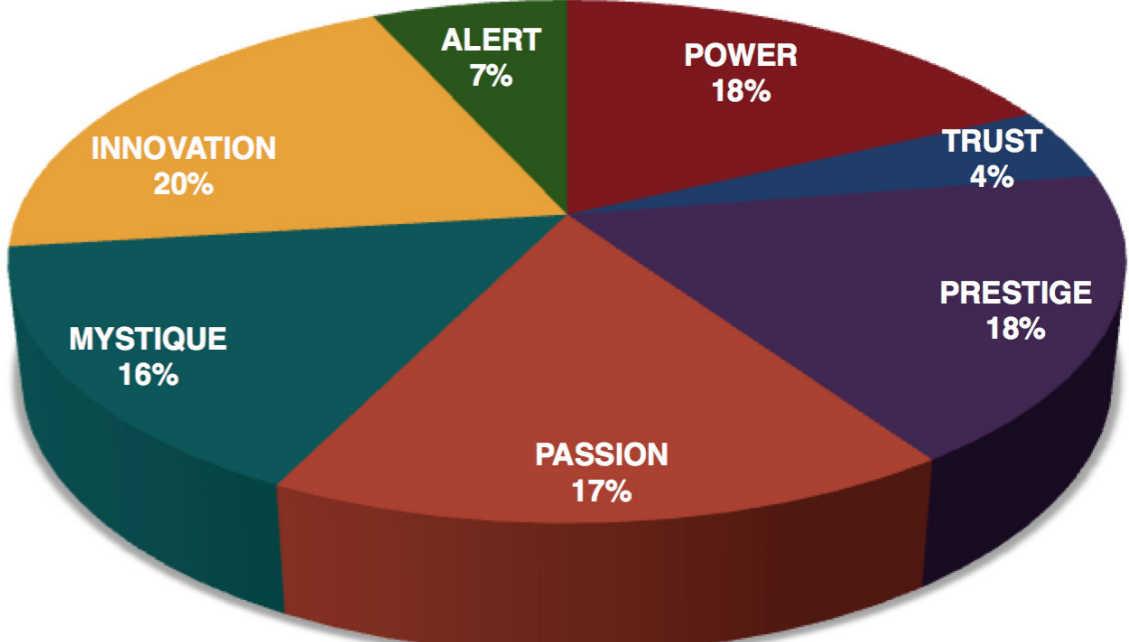
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**SMALL BIZ 360 RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

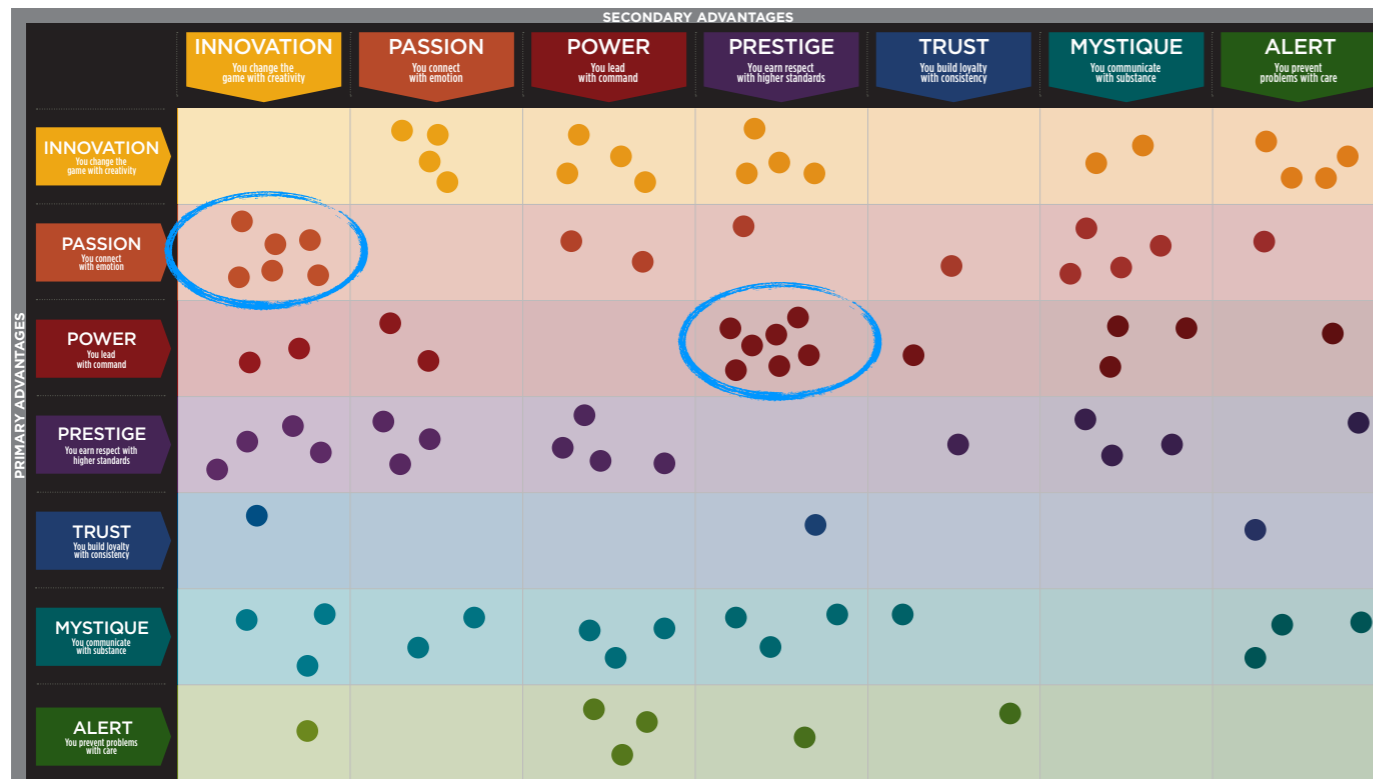
## THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
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### SECONDARY FASCINATION ADVANTAGE®

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> 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
<b>PASSION</b> 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
<b>POWER</b> 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
<b>PRESTIGE</b> 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
<b>TRUST</b> 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
<b>MYSTIQUE</b> 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
<b>ALERT</b> 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

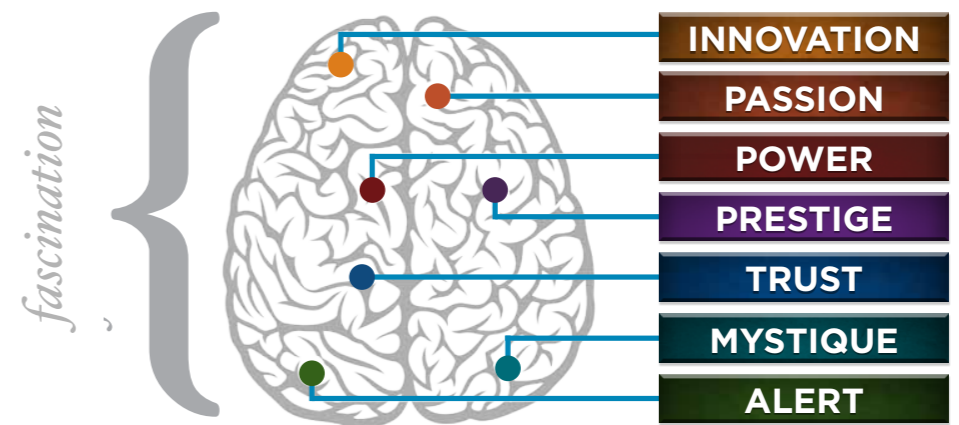
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

PRIMARY ADVANTAGES	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		4.5%	4.5%	4.5%		2.2%	4.5%
PASSION	6.7%		2.2%	1.1%	1.1%	4.5%	1.1%
POWER	2.2%	2.2%		7.9%	1.1%	3.4%	1.1%
PRESTIGE	4.5%	3.4%	4.5%		1.1%	3.4%	1.1%
TRUST	1.1%			1.1%			1.1%
MYSTIQUE	3.4%	2.2%	3.4%	3.4%	1.1%		3.4%
ALERT	1.1%		3.4%	1.1%	1.1%		

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 ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

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

YOU ARE **22.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **63.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

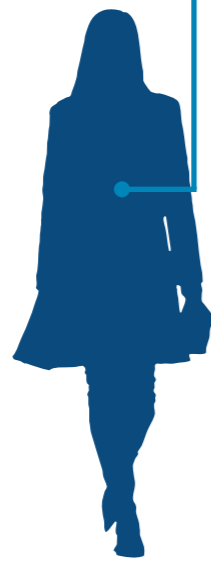
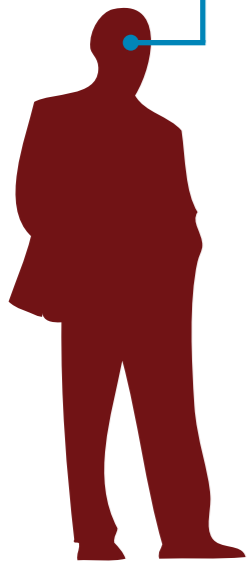
YOU ARE **7.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **12.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **4.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **70.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **22.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**POWER**

**TRUST**

**PRESTIGE**

**PASSION**

**MYSTIQUE**

**INNOVATION**

**ALERT**

Confident  
Goal-Oriented  
Decisive

Stable  
Dependable  
Familiar

Ambitious  
Results-Oriented  
Respected

Expressive  
Intuitive  
Engaging

Independent  
Logical  
Observant

Creative  
Visionary  
Entrepreneurial

Proactive  
Organized  
Detailed

## 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  
HIGHER STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT BEHIND THE SCENES

**ALERT**

PRECISE DETAIL MANAGER

# GET 5 DAYS OF FREE ACCESS TO OUR NEW ONLINE LEARNING

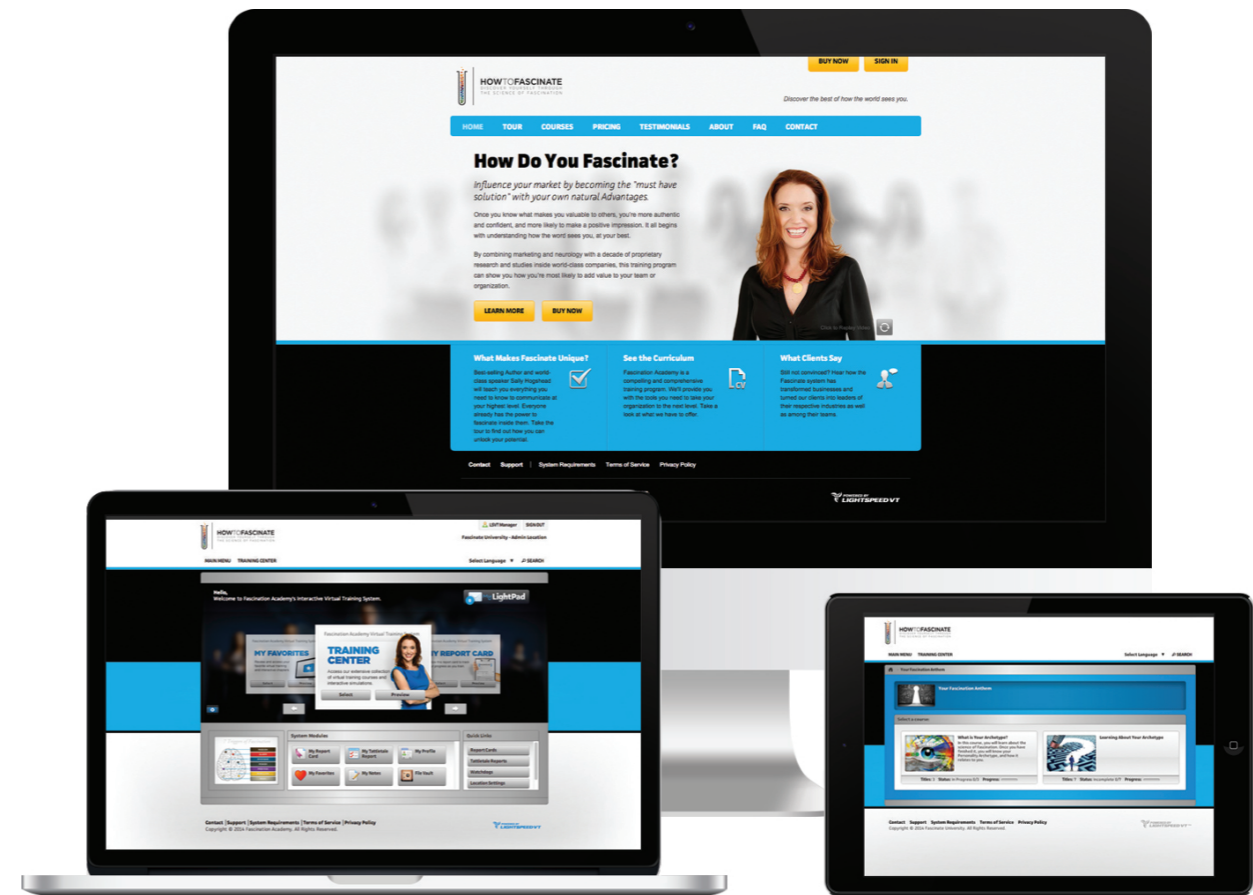
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