

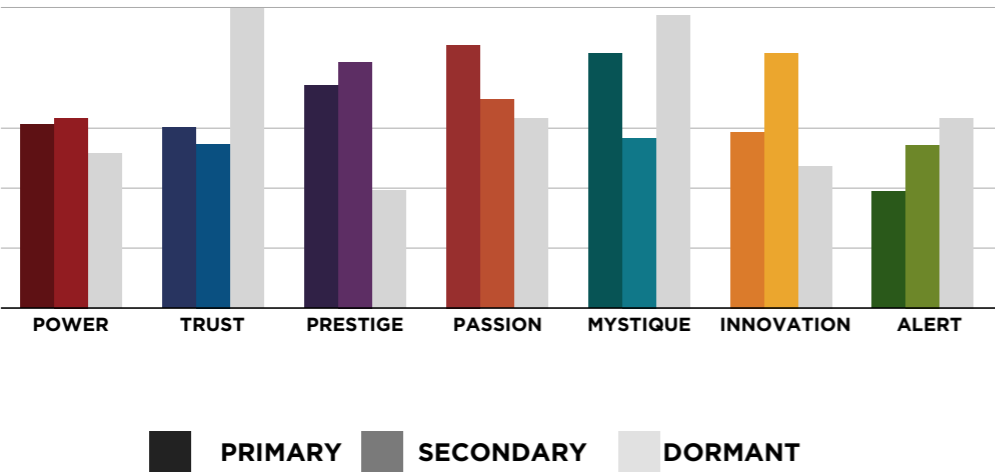
AN INSIDER'S *look* AT THE RESEARCH

PREPARED FOR THE SPECIAL EVENT SHOW

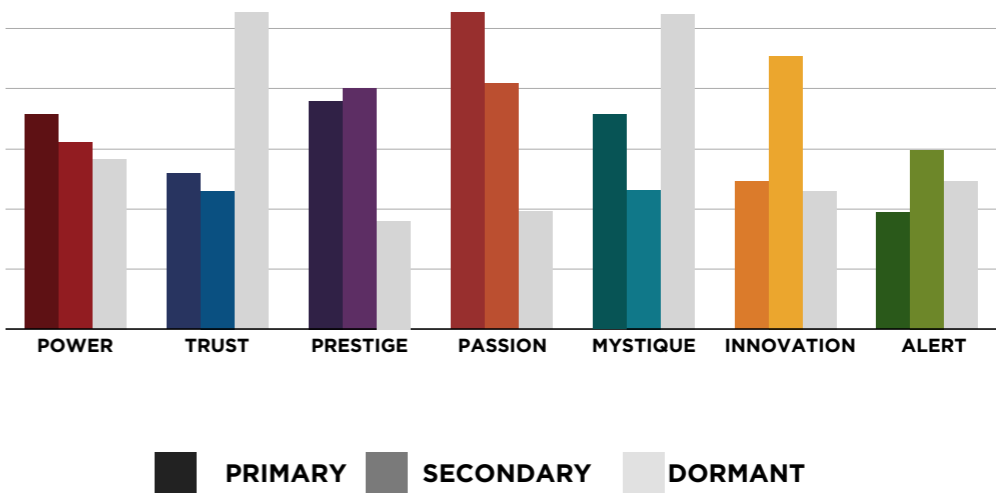


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



THE SPECIAL EVENT SHOW RESULTS OF THE FASCINATION ADVANTAGE TEST

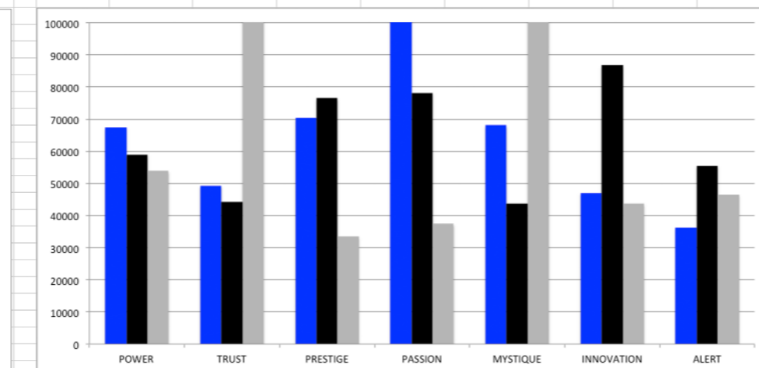
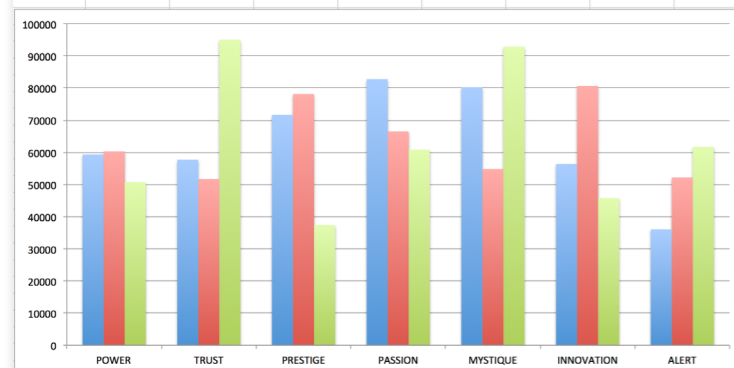


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	78	9.96%	INNOVATION	30	17	16	5	7	8
Power	Prestige	The Maestro	57	7.28%	PASSION	78	25	26	5	28	24
Prestige	Passion	The Connoisseur	44	5.62%	POWER	15	20	57	16	7	4
Innovation	Passion	The Rockstar	30	3.83%	PRESTIGE	18	44	22	14	12	14
Passion	Mystique	The Intrigue	28	3.58%	TRUST	9	10	17	17	17	27
Trust	Alert	The Good Citizen	27	3.45%	MYSTIQUE	25	21	26	10	17	21
Mystique	Power	The Veiled Strength	26	3.32%	ALERT	8	13	7	9	21	6
Passion	Prestige	The Talent	26	3.32%							
Mystique	Innovation	The Secret Weapon	25	3.19%	INNOVATION	3.8%	2.2%	2.0%	0.6%	0.9%	1.0%
Passion	Power	The Peoples Champion	25	3.19%	PASSION	10.0%	3.2%	3.3%	0.6%	3.6%	3.1%
Passion	Alert	The Orchestrator	24	3.07%	POWER	1.9%	2.6%	7.3%	2.0%	0.9%	0.5%
Prestige	Power	The Victor	22	2.81%	PRESTIGE	2.3%	5.6%	2.8%	1.8%	1.5%	1.8%
Alert	Trust	The Mediator	21	2.68%	TRUST	1.1%	1.3%	0.9%	2.2%	2.2%	3.4%
Mystique	Alert	The Archer	21	2.68%	MYSTIQUE	3.2%	2.7%	3.3%	1.3%	2.2%	2.7%
Mystique	Passion	The Subtle Touch	21	2.68%	ALERT	1.0%	1.7%	0.9%	1.1%	2.7%	0.8%
Power	Passion	The Ringleader	20	2.55%							
Prestige	Innovation	The Avant-Garde	18	2.30%							
Innovation	Power	The Maverick Leader	17	2.17%							
Mystique	Trust	The Wise Owl	17	2.17%							
Trust	Mystique	The Anchor	17	2.17%							
Trust	Prestige	The Diplomat	17	2.17%							
Innovation	Prestige	The Trendsetter	16	2.04%							
Power	Trust	The Guardian	16	2.04%							
Power	Innovation	The Change Agent	15	1.92%							
Prestige	Alert	The Scholar	14	1.79%							

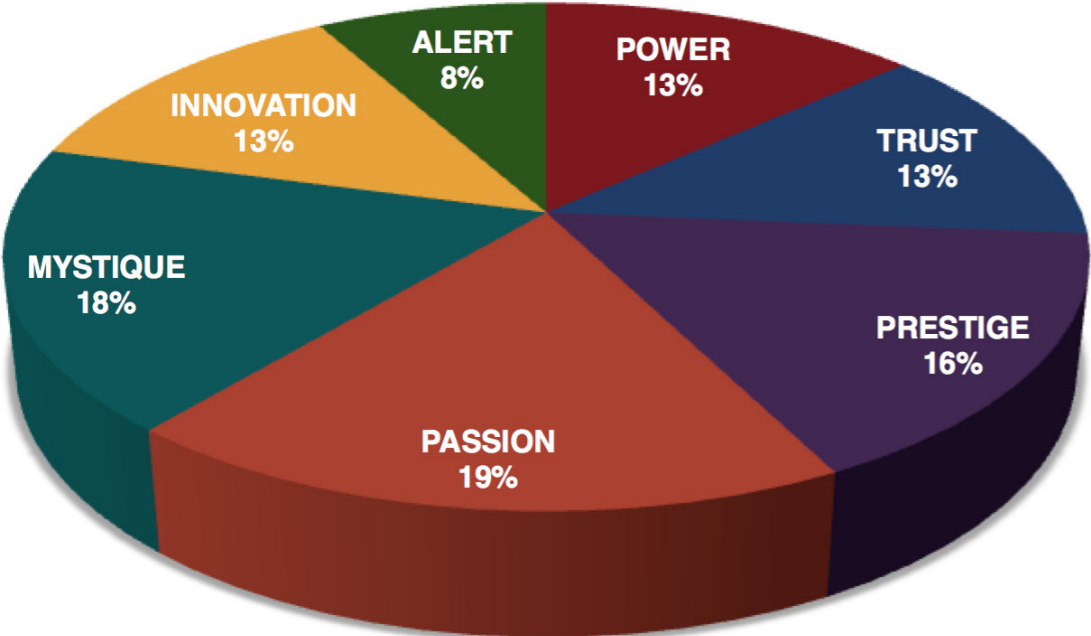
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									The Special Event Show												
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
59355	57699	60313	5728	95079	37371	60839	92857	45746	61684	444304	119	104	95	87	78	59	186	120	83	64	783
13.4%	13.0%	11.4%	13.4%	13.0%	8.4%	13.7%	20.9%	10.3%	13.9%	100.0%	15.2%	13.3%	12.1%	11.1%	10.0%	7.5%	23.8%	15.3%	10.6%	8.2%	100.0%

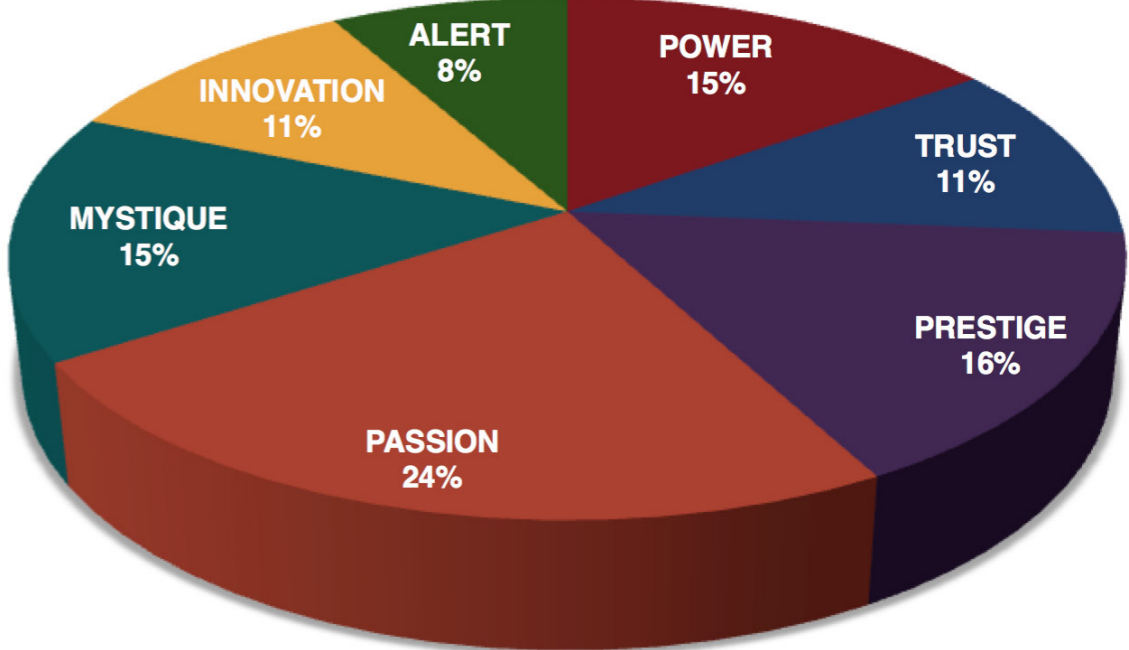


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



THE SPECIAL EVENT SHOW RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

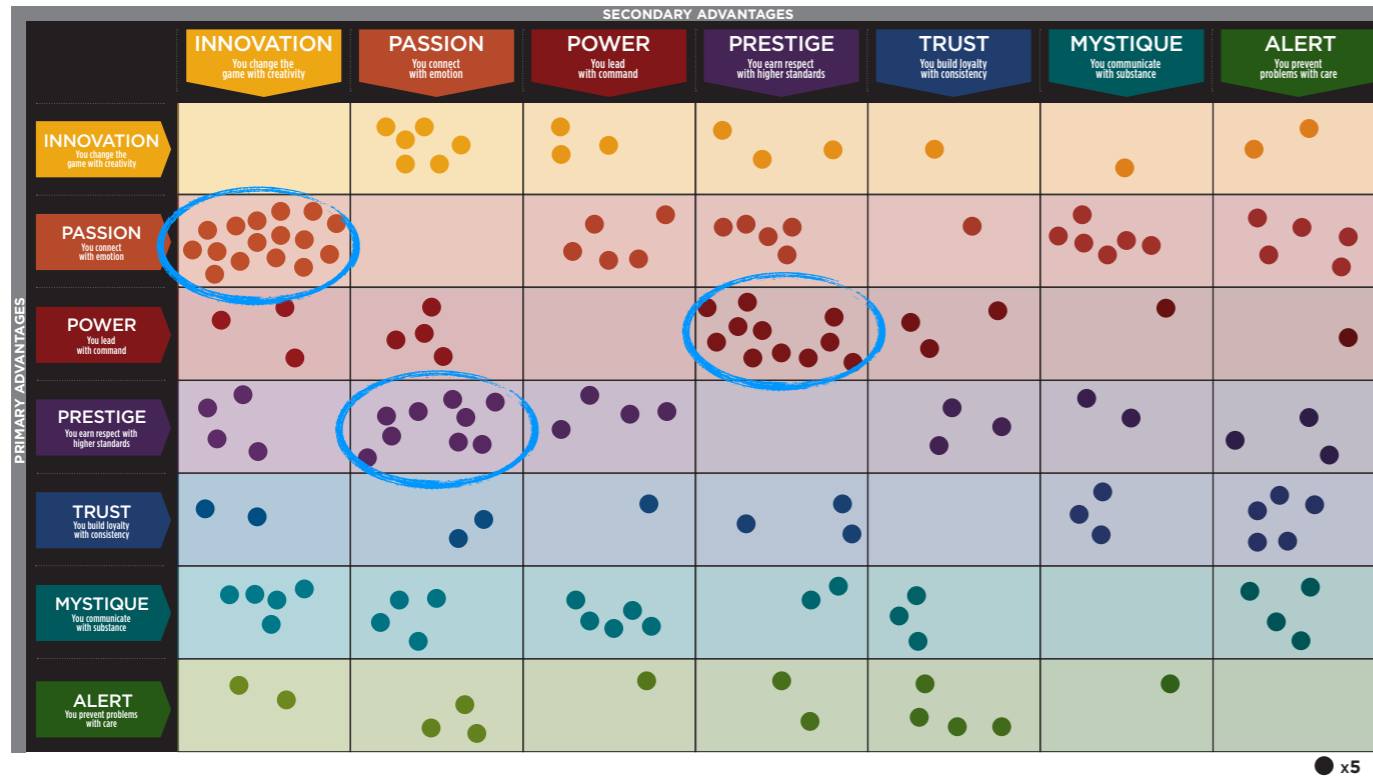
THE 49 PERSONALITY ARCHETYPES

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

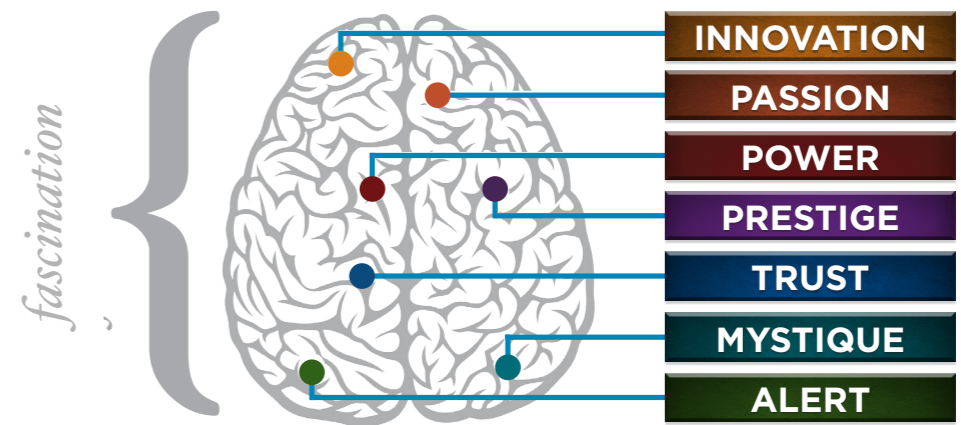
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

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 <small>You change the game with creativity</small>		3.8%	2.2%	2.0%	0.6%	0.9%	1.0%
PASSION <small>You connect with emotion</small>	10.0%		3.2%	3.3%	0.6%	3.6%	3.1%
POWER <small>You lead with command</small>	1.9%	2.6%		7.3%	2.0%	0.9%	0.5%
PRESTIGE <small>You earn respect with higher standards</small>	2.3%	5.6%	2.8%		1.8%	1.5%	1.8%
TRUST <small>You build loyalty with consistency</small>	1.1%	1.3%	0.9%	2.2%		2.2%	3.4%
MYSTIQUE <small>You communicate with substance</small>	3.2%	2.7%	3.3%	1.3%	2.2%		2.7%
ALERT <small>You prevent problems with care</small>	1.0%	1.7%	0.9%	1.1%	2.7%	0.8%	

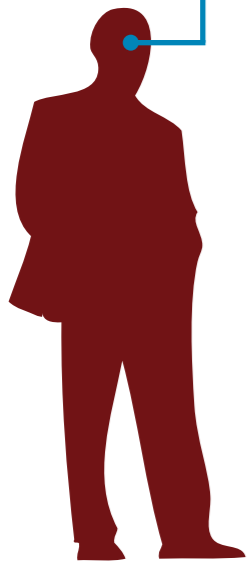
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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 **3.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **10%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **5.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **23.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **6.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **10.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **6.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



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
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

DISCOVER WHAT MAKES YOU FASCINATING

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