

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
WOMEN WHO LEAD SUMMIT 2017 ON 02/01/17

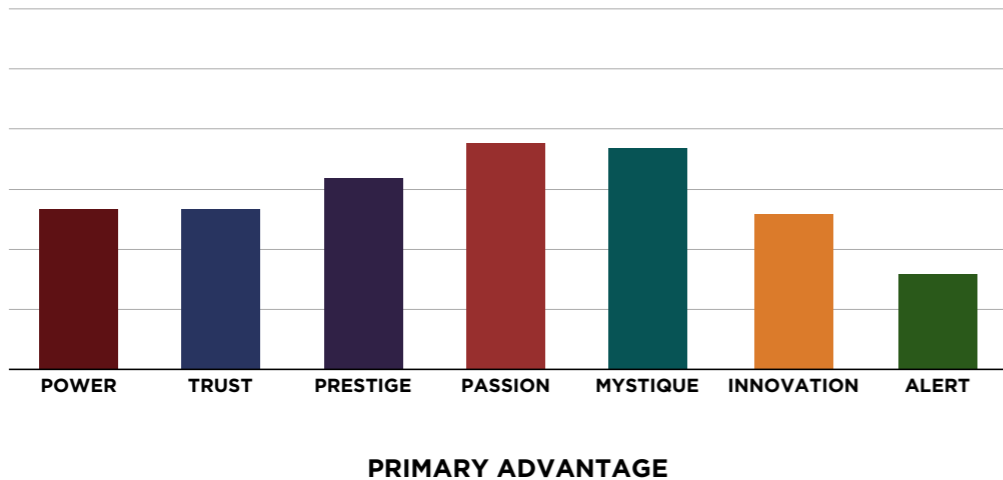
**BONUS GIFT:**  
CLICK HERE TO  
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GIFT WITH YOUR  
COMMUNITY  
*WWL2017-EXPRESS*



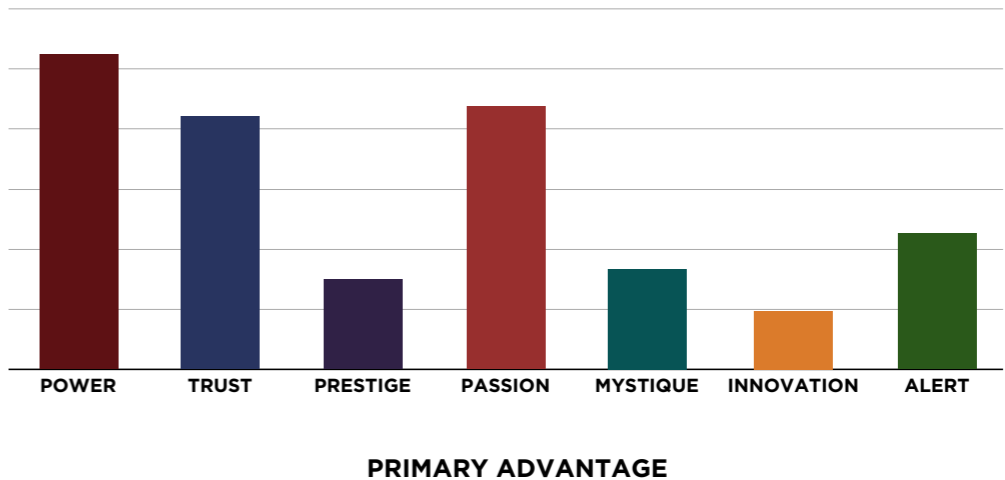
**THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.**

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**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**WOMEN WHO LEAD SUMMIT 2017 RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

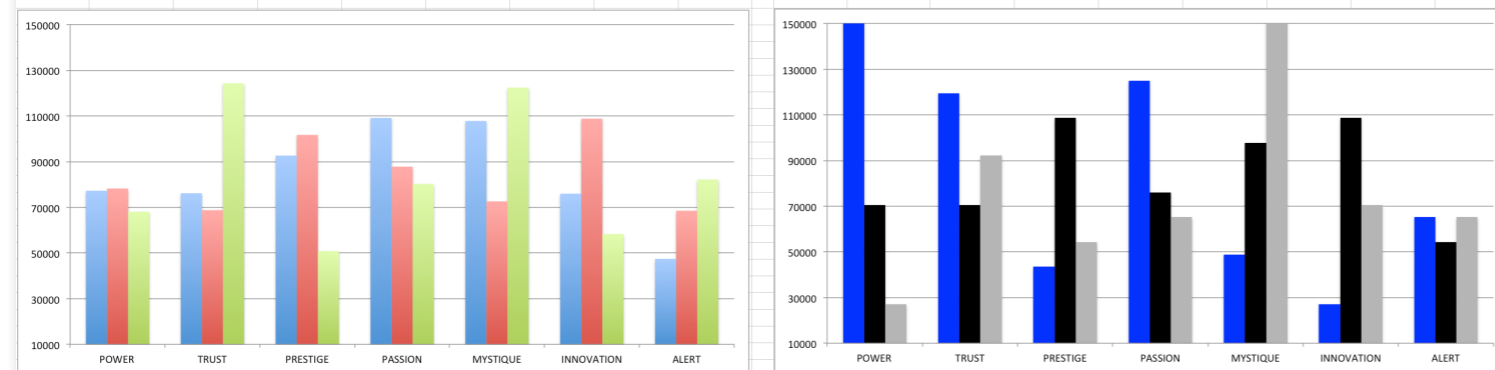


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	8	7.41%	INNOVATION	1	1	2	1		
Power	Prestige	The Maestro	7	6.48%	PASSION	8	3	2	2	6	2
Passion	Mystique	The Intrigue	6	5.56%	POWER	4	5	7	6	5	2
Power	Trust	The Guardian	6	5.56%	PRESTIGE	4	1	1			2
Power	Mystique	The Mastermind	5	4.63%	TRUST	2	4	3	5	5	3
Power	Passion	The Ringleader	5	4.63%	MYSTIQUE	2	2	1	2	1	1
Trust	Mystique	The Anchor	5	4.63%	ALERT		1	4	2	3	2
Trust	Prestige	The Diplomat	5	4.63%							
Alert	Power	The Ace	4	3.70%	INNOVATION		0.9%	0.9%	1.9%	0.9%	
Power	Innovation	The Change Agent	4	3.70%	PASSION	7.4%		2.8%	1.9%	1.9%	5.6%
Prestige	Innovation	The Avant-Garde	4	3.70%	POWER	3.7%	4.6%		6.5%	5.6%	4.6%
Trust	Passion	The Authentic	4	3.70%	PRESTIGE	3.7%	0.9%	0.9%			1.9%
Alert	Trust	The Mediator	3	2.78%	TRUST	1.9%	3.7%	2.8%	4.6%		2.8%
Passion	Power	The Peoples Champion	3	2.78%	MYSTIQUE	1.9%	1.9%	0.9%	1.9%	0.9%	0.9%
Trust	Alert	The Good Citizen	3	2.78%	ALERT		0.9%	3.7%	1.9%	2.8%	1.9%
Trust	Power	The Gravitax	3	2.78%							
Alert	Mystique	The Detective	2	1.85%							
Alert	Prestige	The Editor-in-Chief	2	1.85%							
Innovation	Prestige	The Trendsetter	2	1.85%							
Mystique	Innovation	The Secret Weapon	2	1.85%							
Mystique	Passion	The Subtle Touch	2	1.85%							
Mystique	Prestige	The Royal Guard	2	1.85%							
Passion	Alert	The Orchestrator	2	1.85%							
Passion	Prestige	The Talent	2	1.85%							
Passion	Trust	The Beloved	2	1.85%							
Power	Alert	The Defender	2	1.85%							
Prestige	Alert	The Scholar	2	1.85%							
Trust	Innovation	The Evolutionary	2	1.85%							
Alert	Passion	The Coordinator	1	0.93%							

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

AVERAGE POPULATION									Women Who Lead Summit 2017								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	77288	76186	92665	109165	107834	75992	47457	586587	Primary	29	22	8	23	9	5	12	108
Secondary	78256	68768	101730	87832	72627	108846	68528	586587	Secondary	13	13	20	14	18	20	10	108
Dormant	68101	124317	50867	80282	122451	58347	82222	586587	Dormant	5	17	10	12	39	13	12	108



I WANT TO...

# BUILD A MORE ENGAGED TEAM

## 4 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. **Click here** or send this link [HowToFascinate.com/you](https://HowToFascinate.com/you) to have your team take the Fascination Advantage® assessment.

**2 ANTHEM EXERCISE:**  
Have your team use the **One-Hour Personal Brand™ Kit** so each member can create an Anthem to immediately identify how they are most likely to add value. Schedule a meeting to share results.

**3 ONLINE TRAINING:**  
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Academy™ Online: [FascinationAcademy.com](https://FascinationAcademy.com)

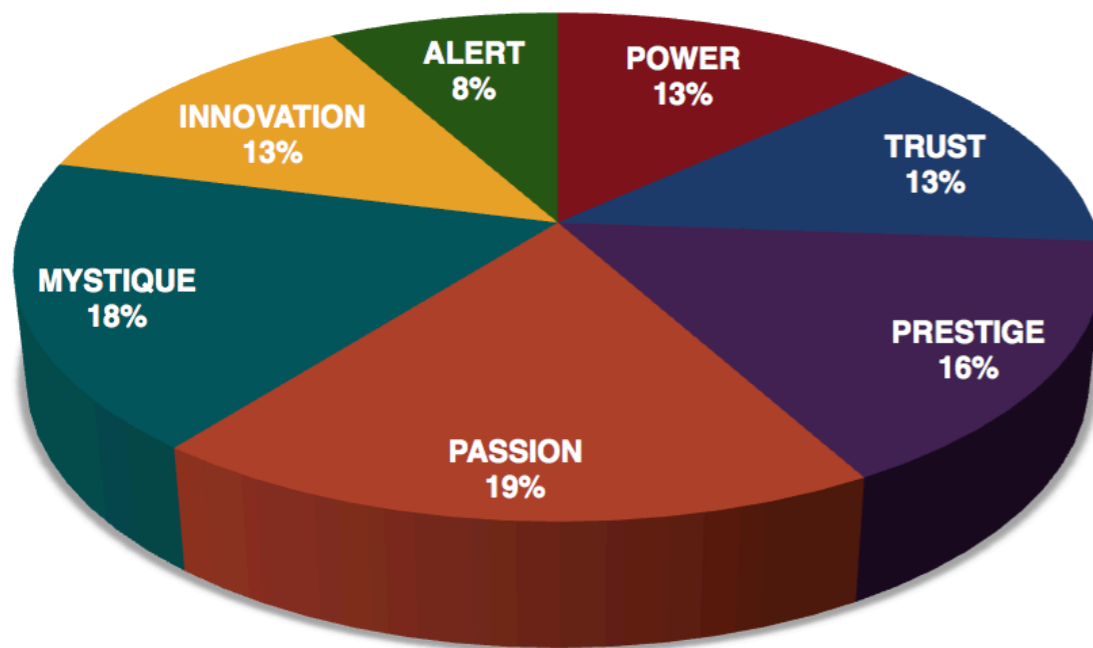
**4 ONSITE TRAINING:**  
Create a deeper understanding of core Fascinate principles in an interactive onsite environment with one of our **Fascinate Certified Advisors**. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.



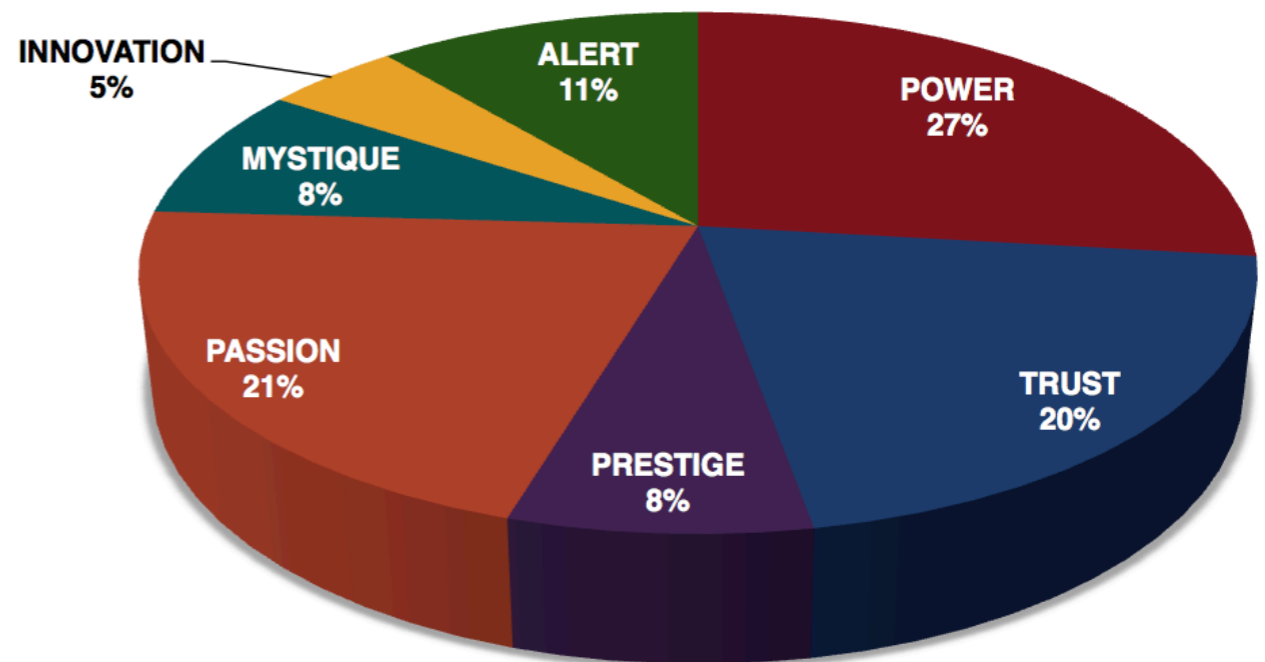
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**WOMEN WHO LEAD SUMMIT 2017 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	<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
	PASSION 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
	POWER 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
	PRESTIGE 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
	TRUST 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
	MYSTIQUE 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
	ALERT 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

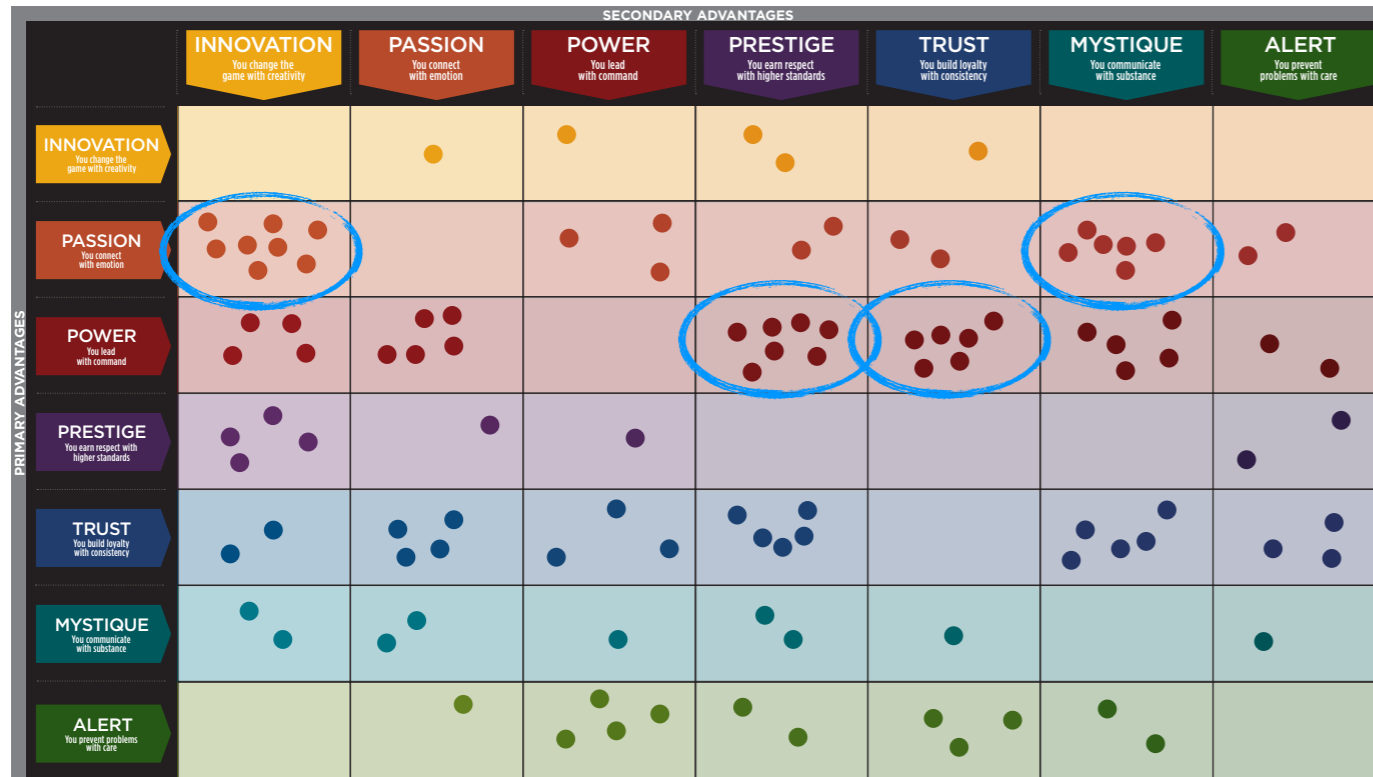
⋮ DOTTED STROKE = DOUBLE TROUBLE

WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)

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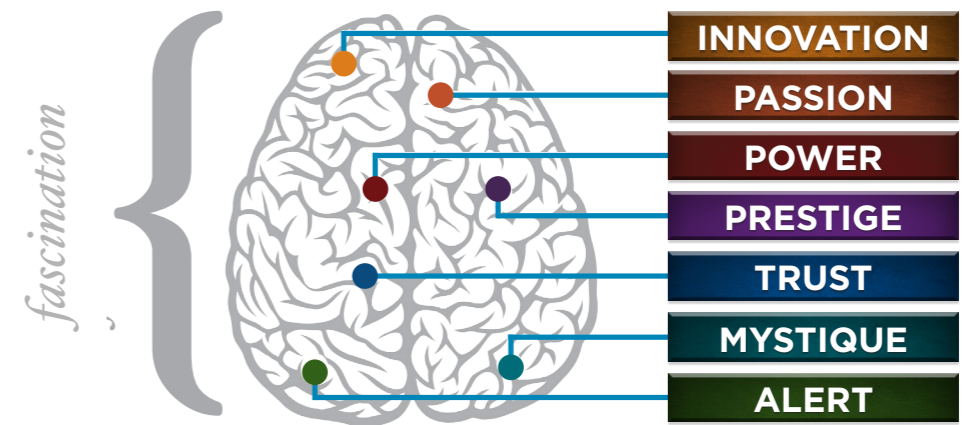
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

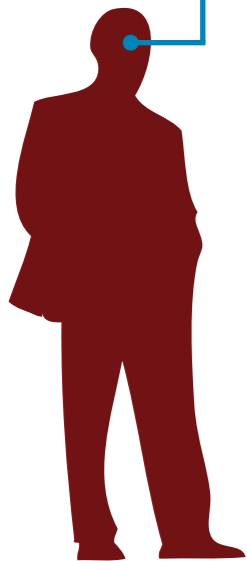
PRIMARY ADVANTAGES	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</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>		0.9%	0.9%	1.9%	0.9%		
PASSION <small>You connect with emotion</small>	7.4%		2.8%	1.9%	1.9%	5.6%	1.9%
POWER <small>You lead with command</small>	3.7%	4.6%		6.5%	5.6%	4.6%	1.9%
PRESTIGE <small>You earn respect with higher standards</small>	3.7%	0.9%	0.9%				1.9%
TRUST <small>You build loyalty with consistency</small>	1.9%	3.7%	2.8%	4.6%		4.6%	2.8%
MYSTIQUE <small>You communicate with substance</small>	1.9%	1.9%	0.9%	1.9%	0.9%		0.9%
ALERT <small>You prevent problems with care</small>		0.9%	3.7%	1.9%	2.8%	1.9%	



# 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.

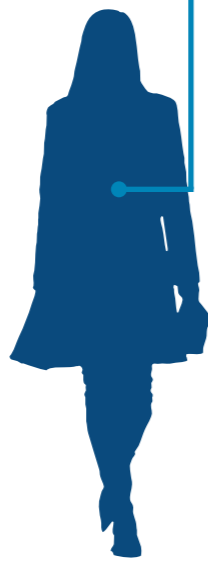
YOU ARE **82.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **64.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **55.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **10.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **49.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **61%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **27.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**ALERT**

Proactive  
Organized  
Detailed



# FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM

**Click here to share this code for free (normally \$20 each):**

1. Or go to [HowToFascinate.com/YOU](http://HowToFascinate.com/YOU)
2. For the access code, enter **WWL2017-EXPRESS**

We want to help you make your next team training or off-site meeting a fantastic success! Why? Because the greatest way to empower someone is to show them their highest value.

## 1 INVITE EACH TEAM MEMBER

To take the Fascination Advantage® assessment using your free code until **02/24/17**.

## 2 HAVE THEM BRING

Their primary & secondary Advantage and Archetype results to the meeting. (Take a screen shot or write it down, or if **upgraded**, print it out.)

## 3 USING THE 49 PERSONALITY ARCHETYPE MATRIX ON PAGE 6

Go around and have each person select and discuss one of their top 3 adjectives and how it applies to them — the adjective describes how they are different. This is their specialty.

## 4 EACH PERSON

Gives an example from the past, highlighting how they have applied their natural “specialty” to improve results for the team.

For example, someone might say: “My adjective is ‘confident.’ When I am confident, the entire team becomes focused and goal-oriented. That’s how we hit the mark every time.”

Want to build a culture of engagement? You can do it, and we’re here to help! Email our friendly customer service at [hello@howtofascinate.com](mailto:hello@howtofascinate.com).

## THE SEVEN LANGUAGES OF FASCINATION



## 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  
HIGH STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT  
BEHIND THE SCENES

**ALERT**

PRECISE DETAIL MANAGER



# READY TO BUILD AN ENGAGING TEAM? CONNECT WITH US.

**1 ACCESS YOUR FULL 16-PAGE REPORT & VIEW YOUR IN-DEPTH PROFILE**  
You'll have the exact words to describe yourself when you need to stand out most. Use them in **online profiles, introductions, resumes, professional bios, interviews, and more.** Your full report also includes charts that compare your Advantages to over one million others--all updated in real time! **Click here to access your report now.**

**2 WE CAN MAKE YOUR NEXT EVENT UNFORGETTABLE. CHOOSE AN EVENT CODE THAT REFLECTS YOUR BRAND OR CONFERENCE THEME.**  
When attendees take the assessment, they will enter your custom code to receive access to their Complete or Express Fascination Profiles. You'll get the raw data on everyone who uses your code, including the complete breakdown of their Advantages, delivered in a convenient spreadsheet format. **Click here to get your custom code.**

**3 THE TEAM BUILDING KIT YOU'VE BEEN SEARCHING FOR.** Teams that work well together are teams that understand each other. When you understand the communication patterns and tendencies of your team members, you can cut through the conflict and encourage healthy relationships. Using the Best Team Ever kit in tandem with your Fascination Advantage reports, every one of your team members will understand how he or she contributes to the team. **Click here to the Best Team Ever™ Kit.**

LET'S START A CONVERSATION.

