

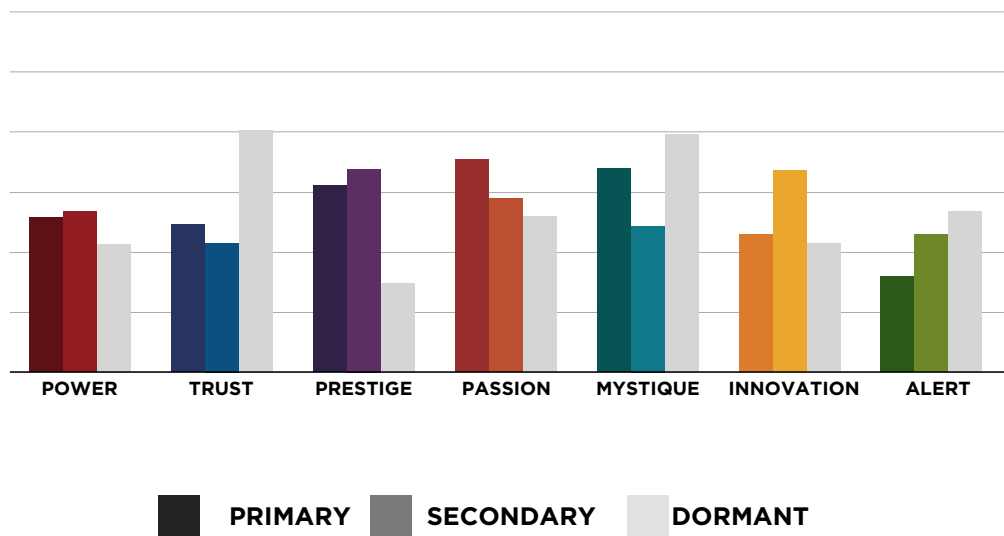
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
WORKDAY 2015 ON 3/17/15

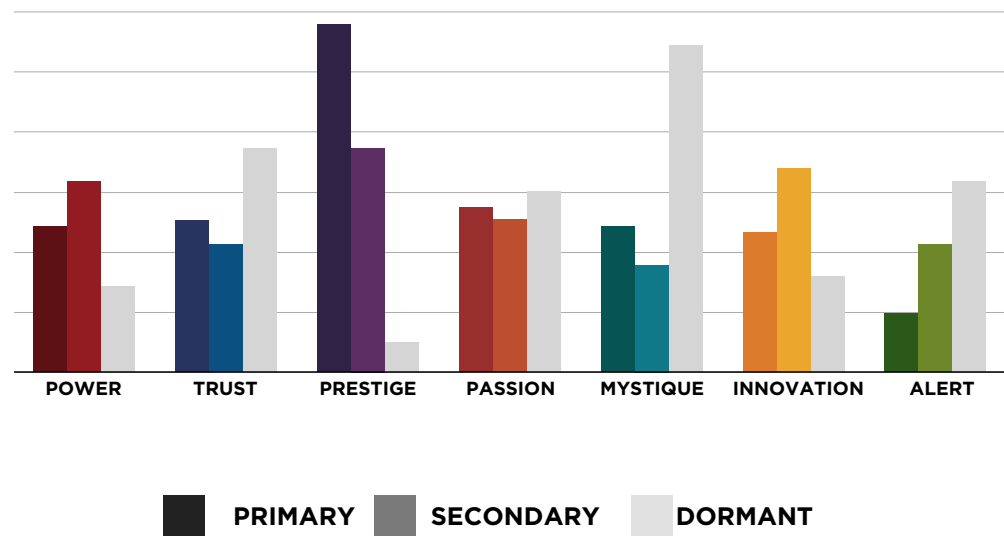


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST



WORKDAY 2015 RESULTS  
OF THE FASCINATION ADVANTAGE TEST



# 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.

As we prepared for the event, here’s our spreadsheet, organized by “Personality Archetype”

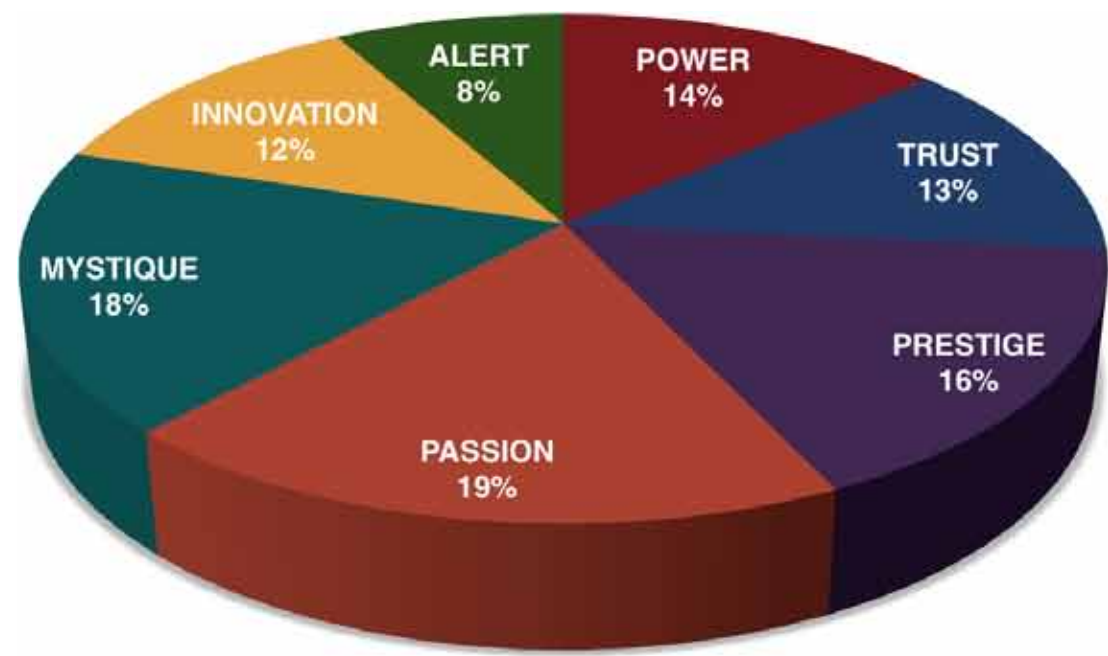
Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Power	The Victor	51	7.42%	INNOVATION		22	19	22	7	4	11
Power	Prestige	The Maestro	47	6.84%	PASSION	37		14	12	10	13	14
Prestige	Innovation	The Avant-Garde	42	6.11%	POWER	12	10		47	10	7	2
Prestige	Passion	The Connoisseur	42	6.11%	PRESTIGE	42	42	51		23	27	24
Trust	Prestige	The Diplomat	40	5.82%	TRUST	8	6	5	40		9	18
Passion	Innovation	The Catalyst	37	5.39%	MYSTIQUE	21	8	19	11	15		12
Prestige	Mystique	The Architect	27	3.93%	ALERT	3	4	7	4	12	3	
Prestige	Alert	The Scholar	24	3.49%								
Prestige	Trust	The Blue Chip	23	3.35%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Innovation	Passion	The Rockstar	22	3.20%	INNOVATION		3.2%	2.8%	3.2%	1.0%	0.6%	1.6%
Innovation	Prestige	The Trendsetter	22	3.20%	PASSION	5.4%		2.0%	1.7%	1.5%	1.9%	2.0%
Mystique	Innovation	The Secret Weapon	21	3.06%	POWER	1.7%	1.5%		6.8%	1.5%	1.0%	0.3%
Innovation	Power	The Maverick Leader	19	2.77%	PRESTIGE	6.1%	6.1%	7.4%		3.3%	3.9%	3.5%
Mystique	Power	The Veiled Strength	19	2.77%	TRUST	1.2%	0.9%	0.7%	5.8%		1.3%	2.6%
Trust	Alert	The Good Citizen	18	2.62%	MYSTIQUE	3.1%	1.2%	2.8%	1.6%	2.2%		1.7%
Mystique	Trust	The Wise Owl	15	2.18%	ALERT	0.4%	0.6%	1.0%	0.6%	1.7%	0.4%	
Passion	Alert	The Orchestrator	14	2.04%								
Passion	Power	The Peoples Champion	14	2.04%								
Passion	Mystique	The Intrigue	13	1.89%								
Alert	Trust	The Mediator	12	1.75%								
Mystique	Alert	The Archer	12	1.75%								
Passion	Prestige	The Talent	12	1.75%								
Power	Innovation	The Change Agent	12	1.75%								
Innovation	Alert	The Quick-Start	11	1.60%								
Mystique	Prestige	The Royal Guard	11	1.60%								
Passion	Trust	The Beloved	10	1.46%								
Power	Passion	The Ringleader	10	1.46%								
Power	Trust	The Guardian	10	1.46%								
Trust	Mystique	The Anchor	9	1.31%								



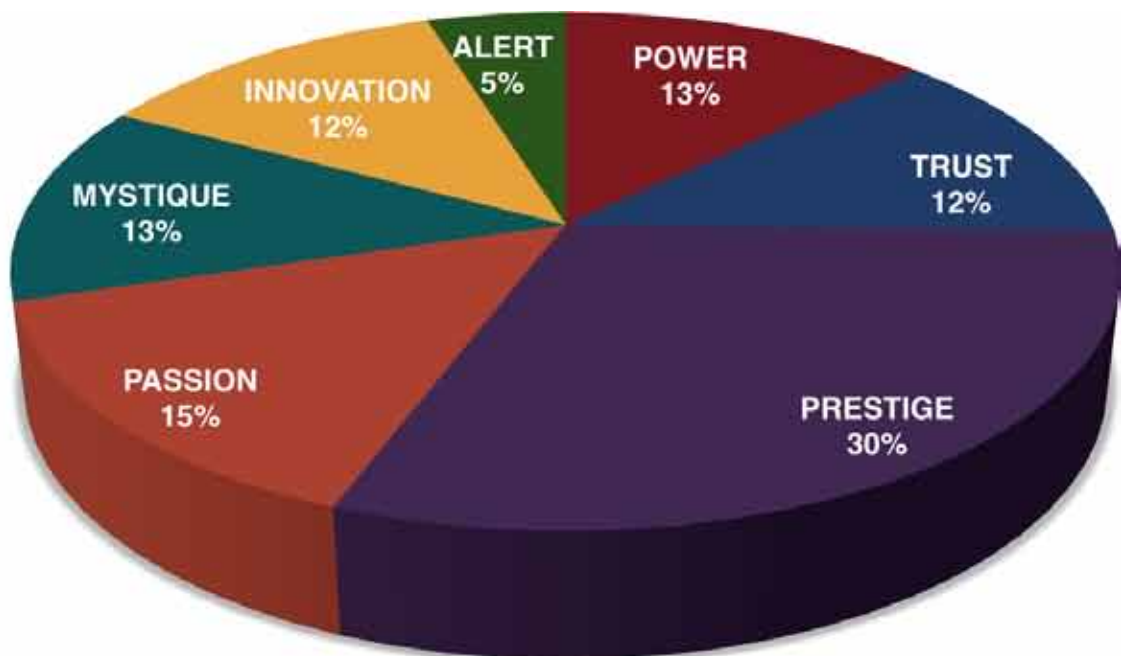
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

---

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



WORKDAY 2015 RESULTS FROM THE FASCINATION ADVANTAGE TEST



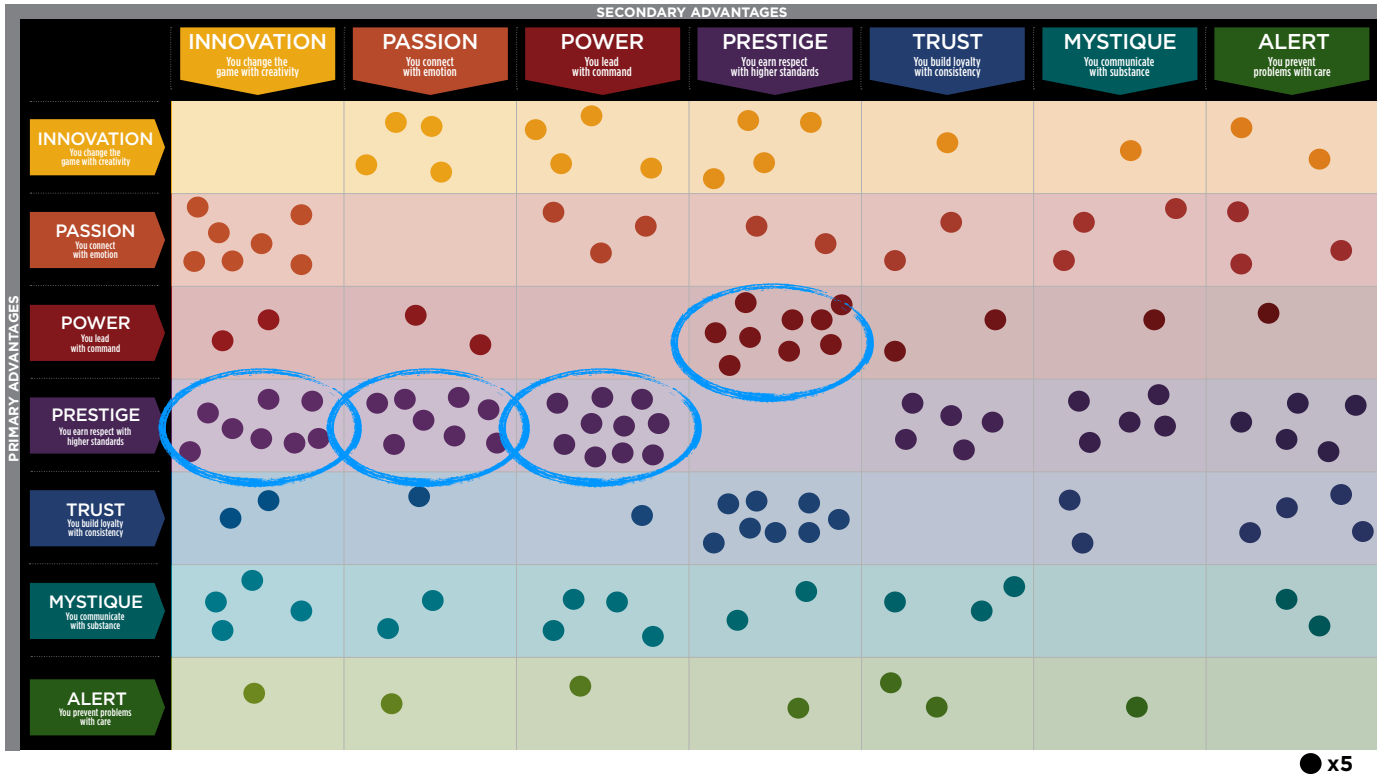
# WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

THE 49 PERSONALITY ARCHETYPES							
SECONDARY FASCINATION ADVANTAGE®							
PRIMARY 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
	<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>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>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>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>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>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>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

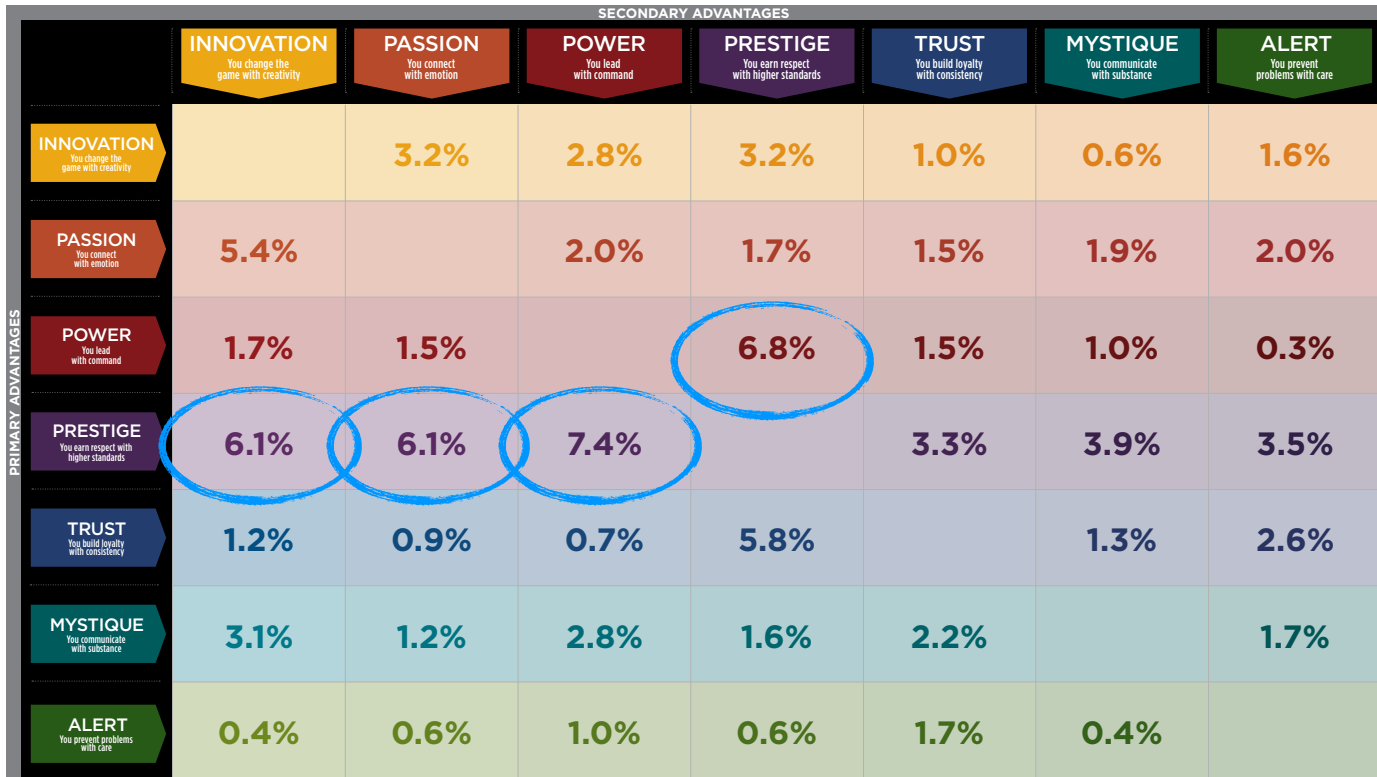
CREATED BY SALLY HOGSHEAD  
DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
© 2014 HOW TO FASCINATE. ALL RIGHTS RESERVED.



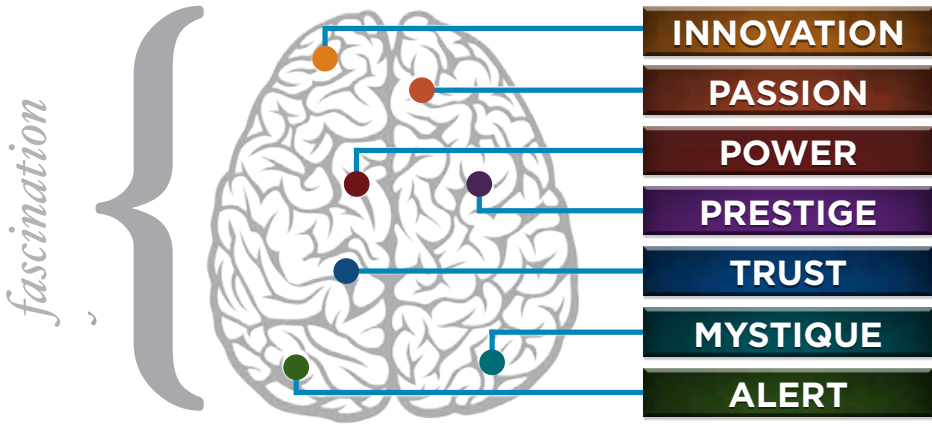
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

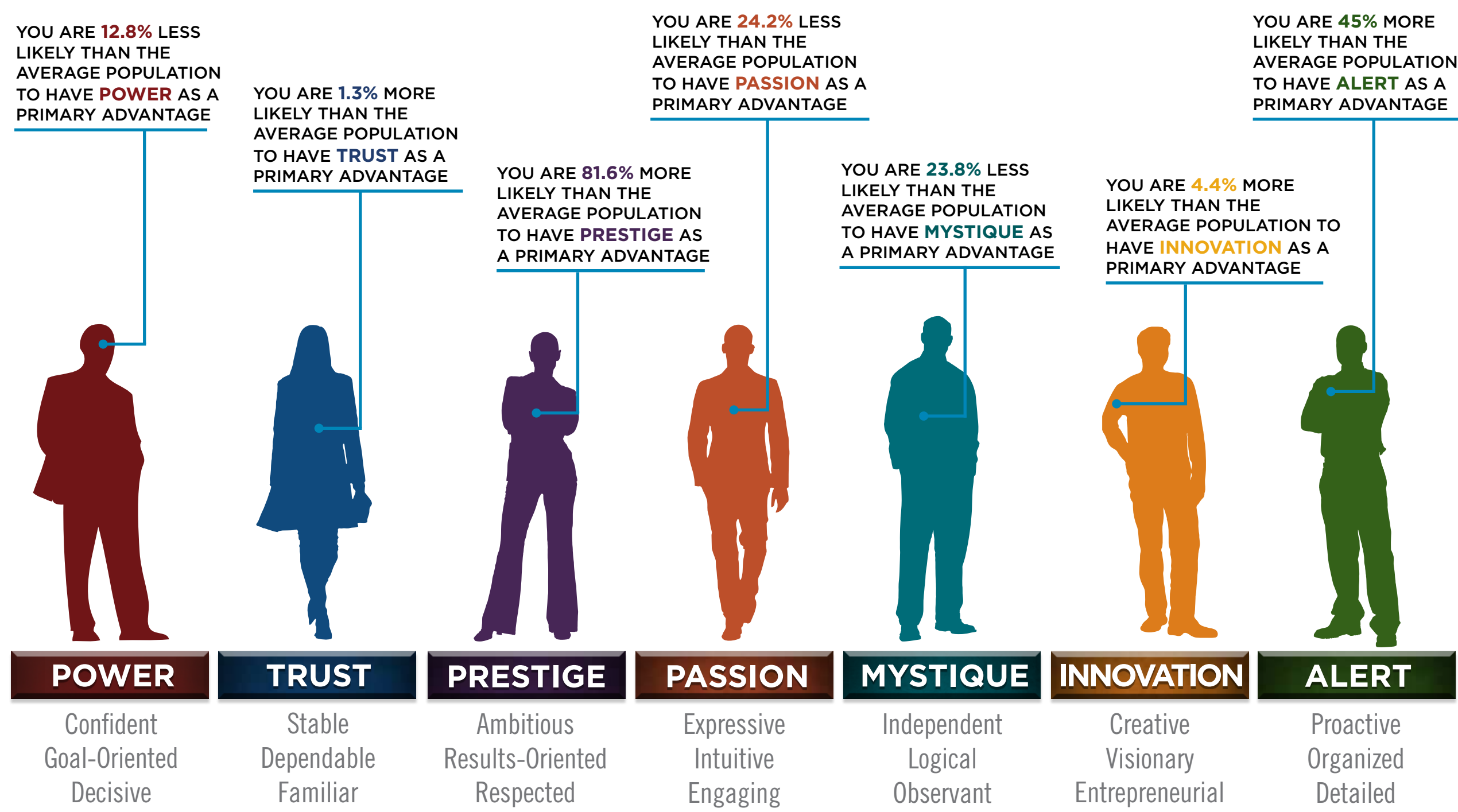


This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



BASED ON YOUR AUDIENCE’S SCORES FOR “THE FASCINATION ADVANTAGE 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  
HIGHER STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT BEHIND THE SCENES

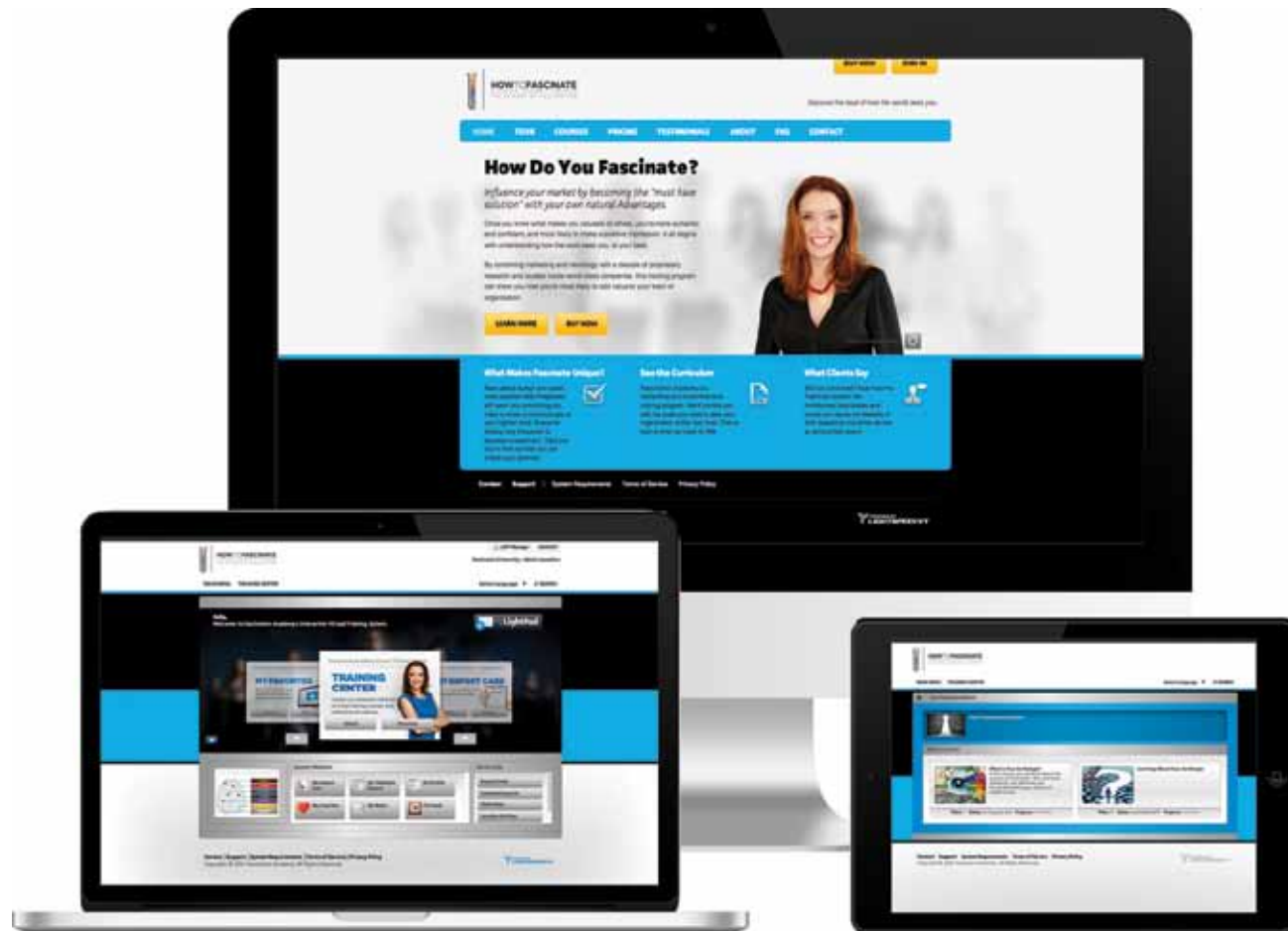
**ALERT**

PRECISE DETAIL MANAGER



# FASCINATION ACADEMY

Virtual training that's as individual as you are.



- + **Combat distraction** and immediately build relationships
- + Get a **powerful new perspective** on yourself and your team
- + Show everyone in your organization how to **reach their highest potential**

**SCHEDULE A TOUR**

Questions? **Hello@HowToFascinate.com**