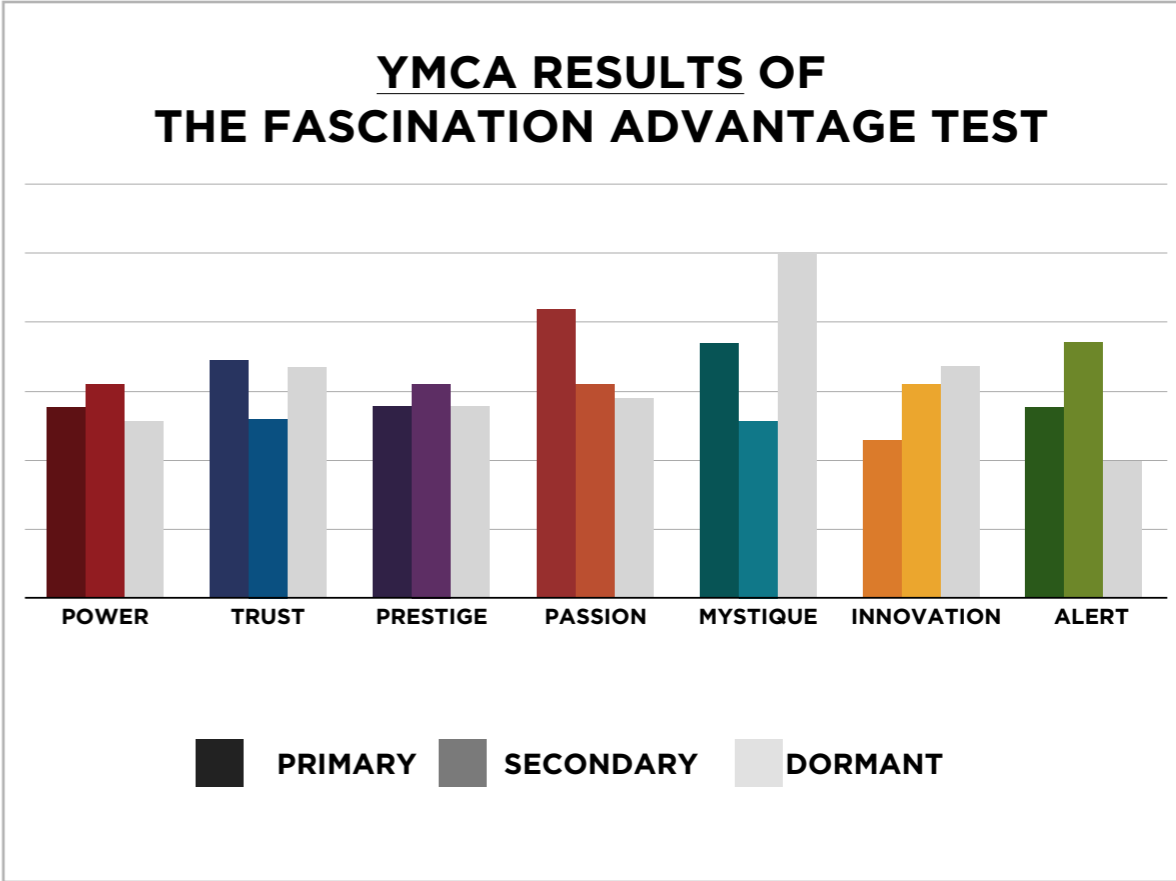
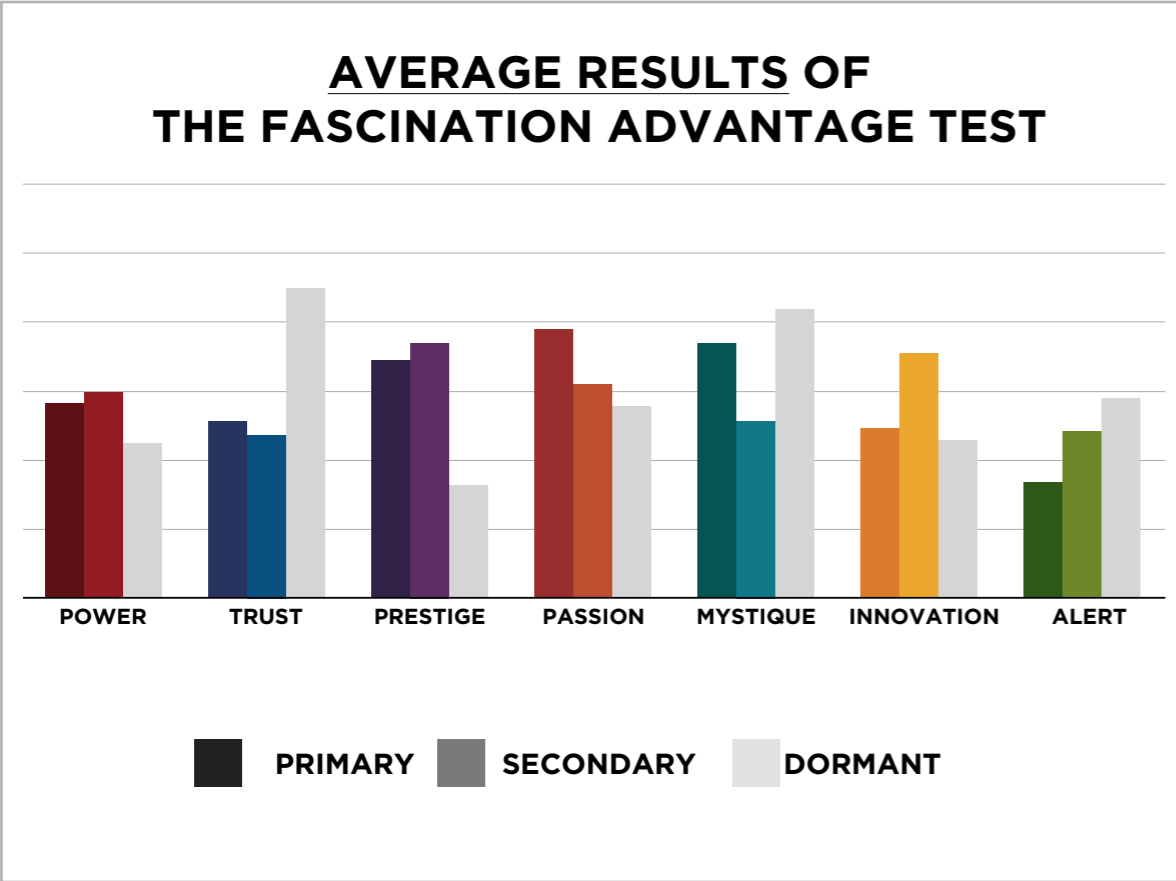


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
YMCA ON 10/15/14



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 500,000 PEOPLE.



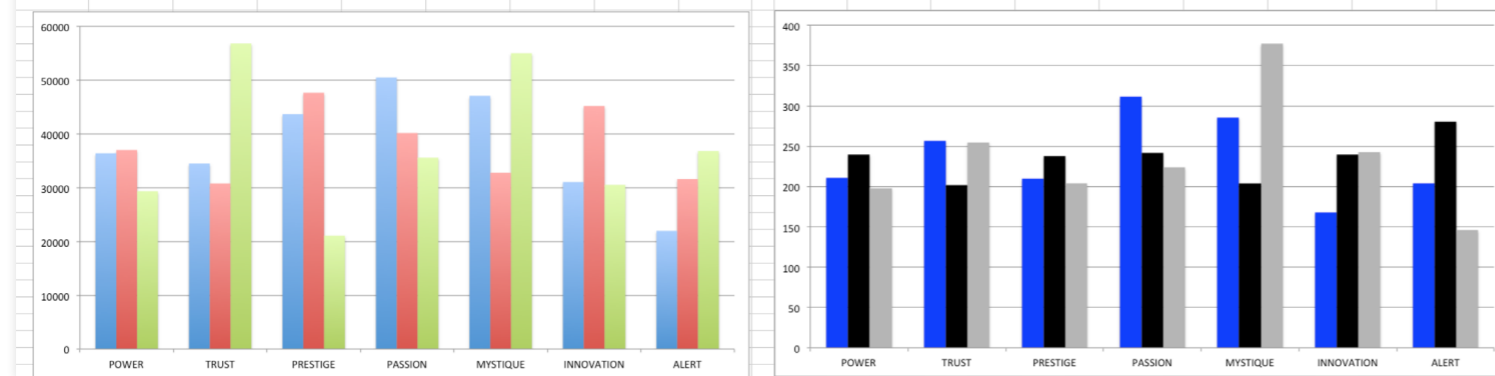
Based on 1,647 participants who took the Fascination Advantage assessment

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 500,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	105	6.38%	INNOVATION		37	27	6	27	32
Power	Prestige	The Maestro	84	5.10%	PASSION	105	36	38	19	56	57
Trust	Alert	The Good Citizen	79	4.80%	POWER	21	21	84	49	24	12
Mystique	Alert	The Archer	72	4.37%	PRESTIGE	31	57	62	9	22	29
Prestige	Power	The Victor	62	3.76%	TRUST	11	48	26	33	60	79
Mystique	Trust	The Wise Owl	61	3.70%	MYSTIQUE	55	38	37	23	61	72
Trust	Mystique	The Anchor	60	3.64%	ALERT	17	41	40	33	58	15
Alert	Trust	The Mediator	58	3.52%							
Passion	Alert	The Orchestrator	57	3.46%	INNOVATION		2.2%	2.4%	1.6%	0.4%	1.9%
Prestige	Passion	The Connoisseur	57	3.46%	PASSION	6.4%	2.2%	2.3%	1.2%	1.6%	3.5%
Passion	Mystique	The Intrigue	56	3.40%	POWER	1.3%	1.3%	5.1%	3.0%	1.5%	0.7%
Mystique	Innovation	The Secret Weapon	55	3.34%	PRESTIGE	1.9%	3.5%	3.8%	0.5%	1.3%	1.8%
Power	Trust	The Guardian	49	2.98%	TRUST	0.7%	2.9%	1.6%	2.0%	3.6%	4.8%
Trust	Passion	The Authentic	48	2.91%	MYSTIQUE	3.3%	2.3%	2.2%	1.4%	3.7%	4.4%
Alert	Passion	The Coordinator	41	2.49%	ALERT	1.0%	2.5%	2.4%	2.0%	3.5%	0.9%
Alert	Power	The Ace	40	2.43%							
Innovation	Power	The Maverick Leader	39	2.37%							
Mystique	Passion	The Subtle Touch	38	2.31%							
Passion	Prestige	The Talent	38	2.31%							
Innovation	Passion	The Rockstar	37	2.25%							
Mystique	Power	The Veiled Strength	37	2.25%							
Passion	Power	The Peoples Champion	36	2.19%							
Alert	Prestige	The Editor-in-Chief	33	2.00%							
Trust	Prestige	The Diplomat	33	2.00%							
Innovation	Alert	The Quick-Start	32	1.94%							
Prestige	Innovation	The Avant-Garde	31	1.88%							
Prestige	Alert	The Scholar	29	1.76%							
Innovation	Mystique	The Provocateur	27	1.64%							
Innovation	Prestige	The Trendsetter	27	1.64%							

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

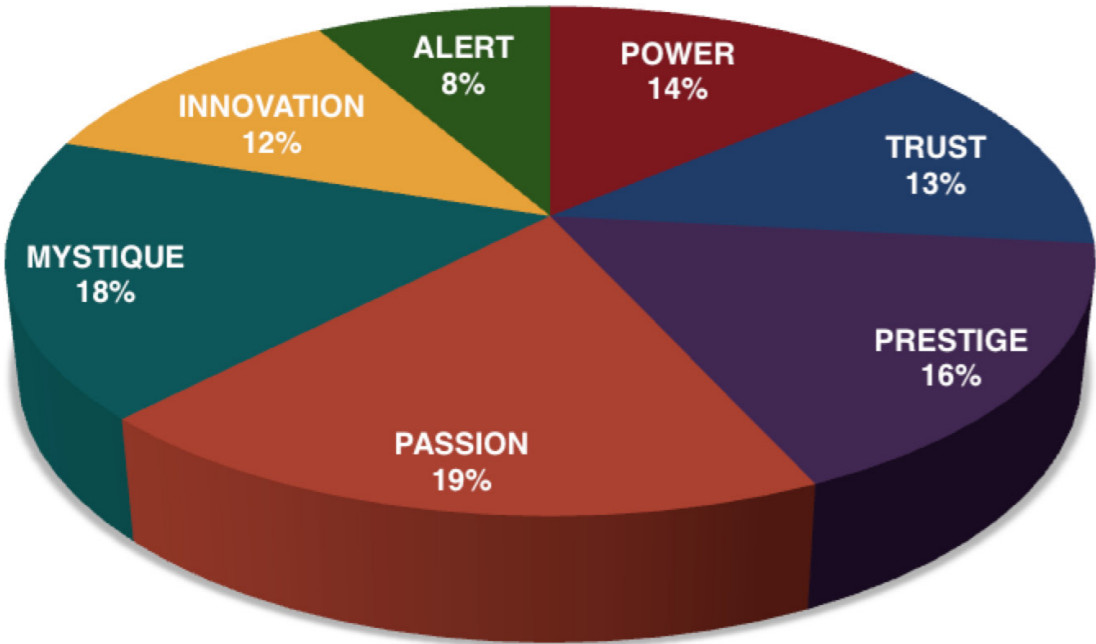
AVERAGE POPULATION									YMCA								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	36393	34494	43693	50509	47082	31062	21955	265188	Primary	211	257	210	311	286	168	204	1647
Secondary	37004	30772	47658	40165	32787	45186	31616	265188	Secondary	240	202	238	242	204	240	281	1647
Dormant	29345	56828	21076	35578	55018	30528	36815	265188	Dormant	198	255	204	224	377	243	146	1647



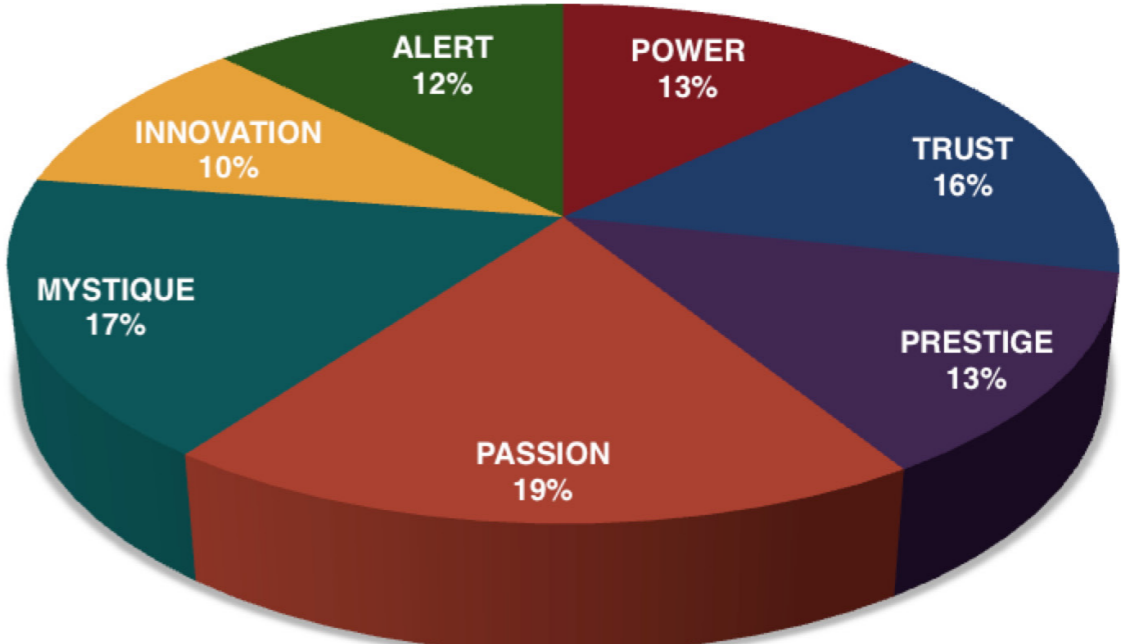
Based on 1,647 participants who took the Fascination Advantage assessment

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 500,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



YMCA RESULTS FROM THE FASCINATION ADVANTAGE TEST



Based on 1,647 participants who took the Fascination Advantage assessment

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

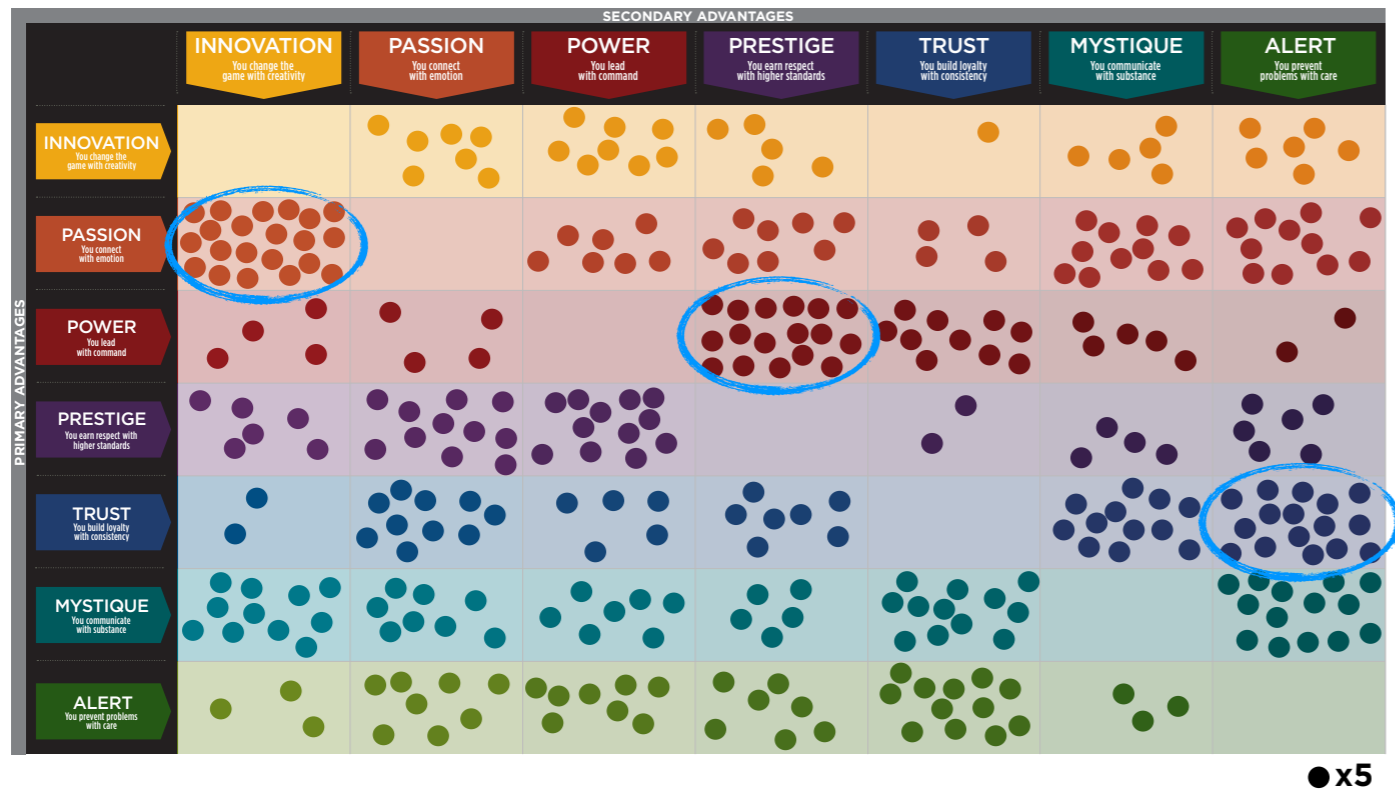
THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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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

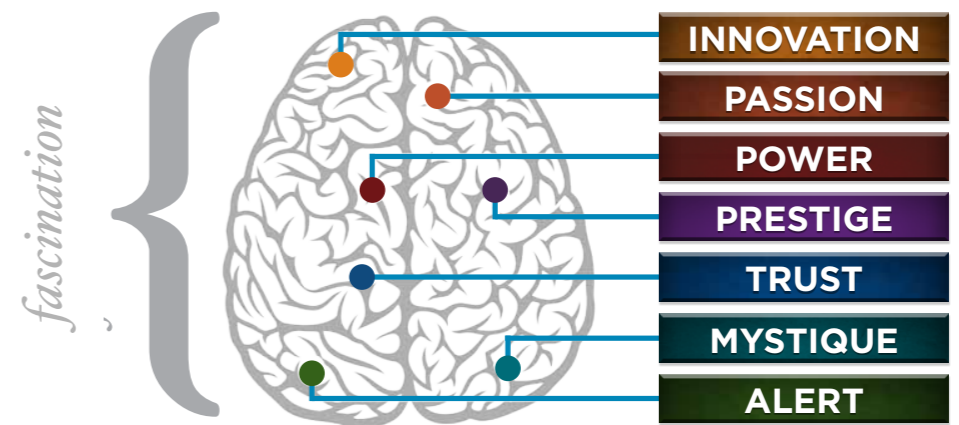
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

	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>		2.2%	2.4%	1.6%	0.4%	1.6%	1.9%
PASSION <small>You connect with emotion</small>	6.4%		2.2%	2.3%	1.2%	3.4%	3.5%
POWER <small>You lead with command</small>	1.3%	1.3%		5.1%	3.0%	1.5%	0.7%
PRESTIGE <small>You earn respect with higher standards</small>	1.9%	3.5%	3.8%		0.5%	1.3%	1.8%
TRUST <small>You build loyalty with consistency</small>	0.7%	2.9%	1.6%	2.0%		3.6%	4.8%
MYSTIQUE <small>You communicate with substance</small>	3.3%	2.3%	2.2%	1.4%	3.7%		4.4%
ALERT <small>You prevent problems with care</small>	1.0%	2.5%	2.4%	2.0%	3.5%	0.9%	

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 1,647 participants who took the Fascination Advantage assessment

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 **12.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **26.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

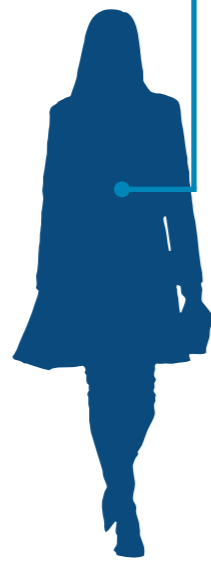
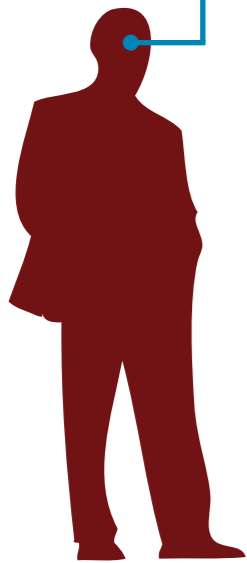
YOU ARE **23.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **1.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **5.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **14%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **41.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

TRUST

Stable
Dependable
Familiar

PRESTIGE

Ambitious
Results-Oriented
Respected

PASSION

Expressive
Intuitive
Engaging

MYSTIQUE

Independent
Logical
Observant

INNOVATION

Creative
Visionary
Entrepreneurial

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
HIGHER STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

HOW TO HAVE A HIGH-PERFORMING TEAM

INTRODUCING OUR NEW ANTHEM TRAINING PROGRAM

An “Anthem” is a very short phrase, only two or three words. It’s the tagline for your personality.

This program gives you the perfect words to describe why you are different, and what you do best.

WHAT IT IS:

In less than an hour, we guarantee every participant will have an immediate shorthand to summarize how his personality is primed to add value to the team, and to customers and clients.

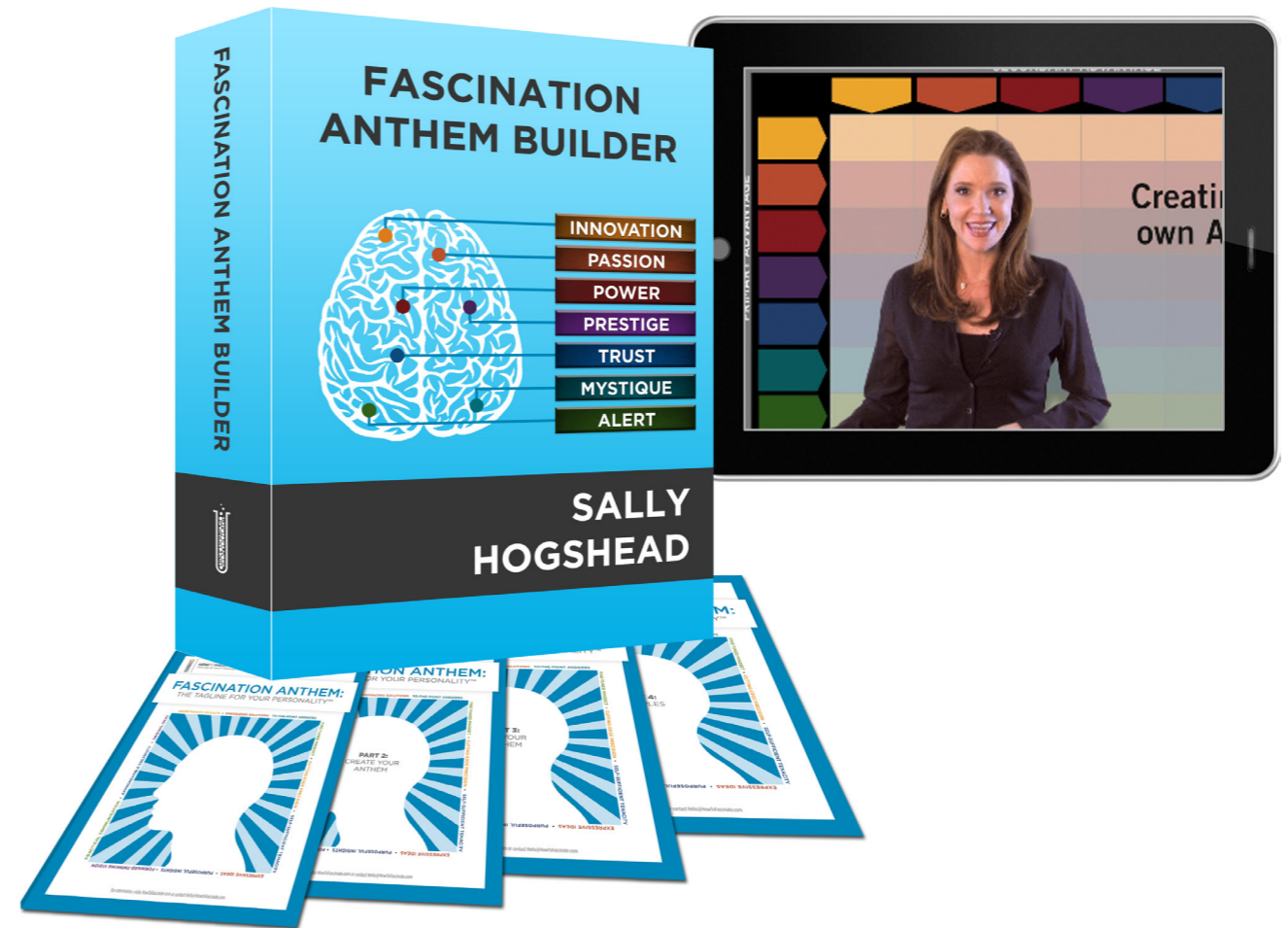
WHY YOU NEED IT:

Once you create your Anthem, you’ll have a strong and persuasive phrase to confidently describe how you are most likely to add value. This short phrase goes a long way toward a positive impression.

WHY YOUR TEAM NEEDS THIS:

Once you understand how each person on your team adds value, your whole team becomes more valuable.

DISCOVER THE HIGHEST VALUE OF EVERYONE IN YOUR GROUP!



GET STARTED HERE