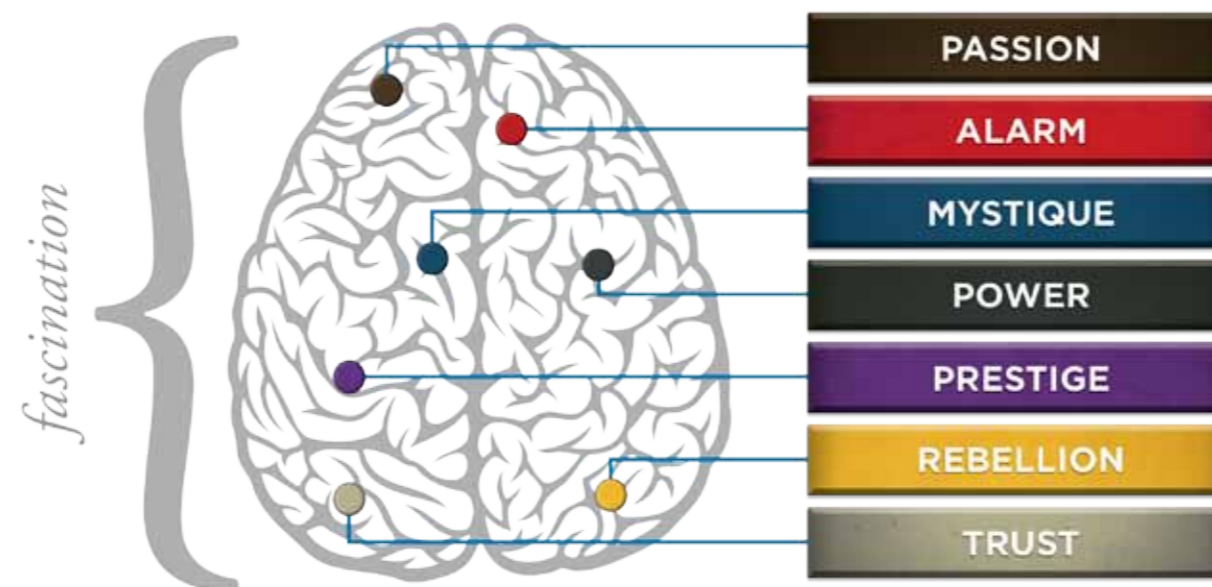


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO AICPA - AAM ON 06/11/12



*“The groundbreaking Fascinate personality test literally had our room of 500 executives standing up from their chairs to get every detail.”*

- Verne Harnish  
Fortune Growth Summit, CEO Gazelles  
Author of Mastering the Rockefeller Habits

Contents: **CONFIDENTIAL**

## HELLO, MEMBERS OF AICPA - AAM:

Inside this document, you'll discover our proprietary research on what makes your group most fascinating. If you're ready to begin your customized journey into the science of fascination, please continue.

The following is based on several years of proprietary research, and experience with more than 100,000 participants. Our experts have assembled the key top-line findings about your organization. This is exclusively for you. Please do not post online.

You are already fascinating—and our research proves it. We've measured the individuals in your group to show how your organization earns attention, as a whole. Our goal is to help you unlock the nuances of how you fascinate, and how to hone this natural strength to its greatest potential.

Now, invite your team and company to take part in the Fascination Advantage Test. With our preferred pricing, you'll get a discount for groups sized between 50 and 50,000 employees. Once you discover each person's fascination triggers, you can apply the Fascinate system to your whole team.

**This is not about how you see the world, but how the world sees you.**

At Fascinate, Inc., we're constantly studying incoming results from our Fascination Advantage Test. Every month, you will find new research available at [HowToFascinate.com](https://www.howtofascinate.com). In the meantime, if you have any questions or comments, please don't hesitate to share them at [hello@howtofascinate.com](mailto:hello@howtofascinate.com). One of our experts will be happy to help.

Warm regards,

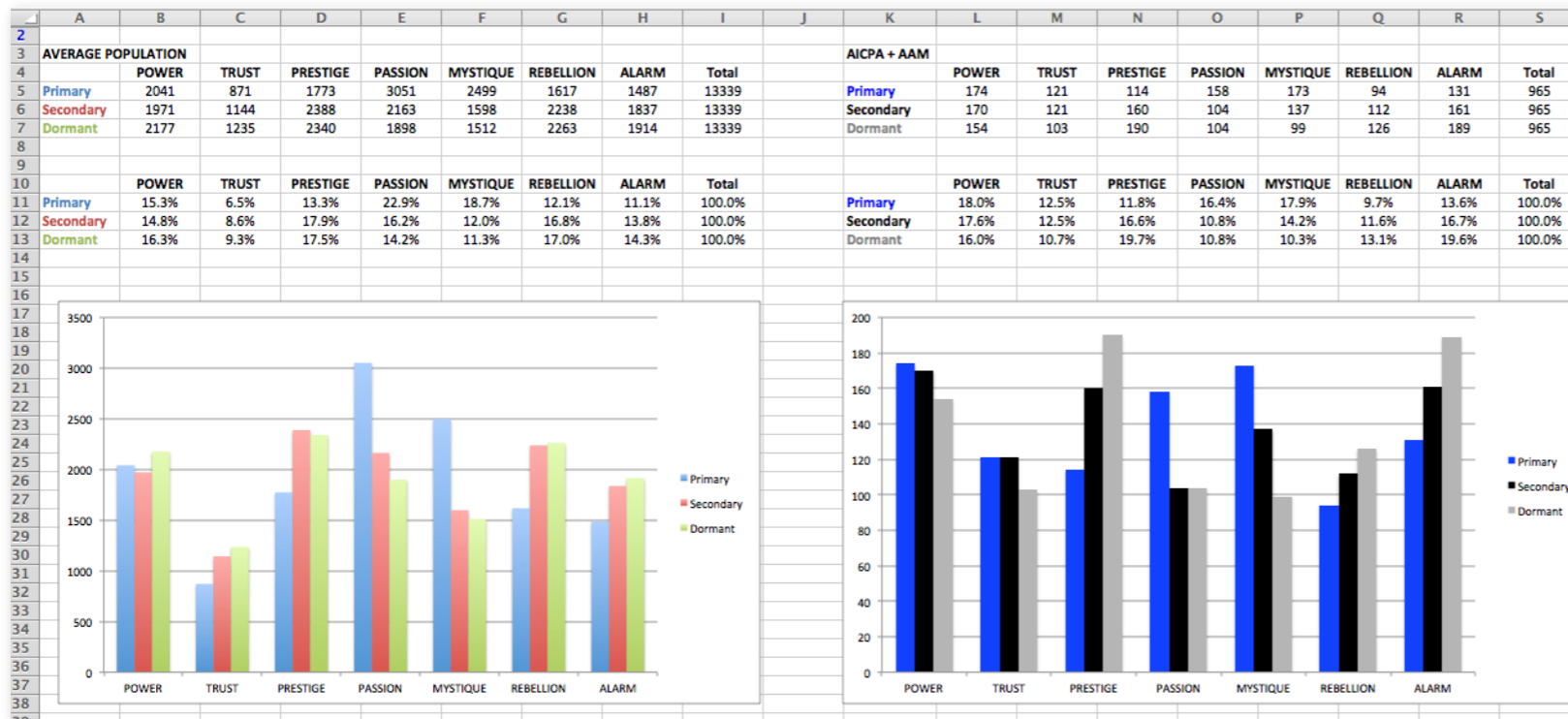
Fascinate, Inc.



# 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 100,000 PEOPLE.

|    | A         | B         | C                   | D     | E          | F | G         | H       | I     | J        | K        | L     | M     | N         | O |
|----|-----------|-----------|---------------------|-------|------------|---|-----------|---------|-------|----------|----------|-------|-------|-----------|---|
| 1  | Primary   | Secondary | Archetype           | Total | Percentage |   |           | PASSION | TRUST | MYSTIQUE | PRESTIGE | POWER | ALARM | REBELLION |   |
| 2  | power     | prestige  | The Maestro         | 72    | 7.46%      |   | PASSION   | 2       | 8     | 28       | 28       | 16    | 34    | 42        |   |
| 3  | mystique  | alarm     | The Bullseye        | 58    | 6.01%      |   | TRUST     | 22      | 1     | 34       | 12       | 20    | 32    |           |   |
| 4  | prestige  | power     | The Victor          | 46    | 4.77%      |   | MYSTIQUE  | 6       | 38    | 1        | 18       | 22    | 58    | 30        |   |
| 5  | passion   | rebellion | The Catalyst        | 42    | 4.35%      |   | PRESTIGE  | 16      | 18    | 4        | 2        | 46    | 12    | 16        |   |
| 6  | alarm     | trust     | The Maintainer      | 38    | 3.94%      |   | POWER     | 24      | 12    | 36       | 72       | 2     | 16    | 12        |   |
| 7  | rebellion | power     | The Maverick Leader | 38    | 3.94%      |   | ALARM     | 14      | 38    | 20       | 22       | 26    | 1     | 10        |   |
| 8  | mystique  | trust     | The Wise Owl        | 38    | 3.94%      |   | REBELLION | 20      | 6     | 14       | 6        | 38    | 8     | 2         |   |
| 9  | power     | mystique  | The Mastermind      | 36    | 3.73%      |   |           |         |       |          |          |       |       |           |   |
| 10 | passion   | alarm     | The Accelerator     | 34    | 3.52%      |   |           |         |       |          |          |       |       |           |   |
| 11 | trust     | mystique  | The Vault           | 34    | 3.52%      |   |           |         |       |          |          |       |       |           |   |
| 12 | trust     | alarm     | The Good Citizen    | 32    | 3.32%      |   |           |         |       |          |          |       |       |           |   |
| 13 | mystique  | rebellion | The Secret Weapon   | 30    | 3.11%      |   |           | PASSION | TRUST | MYSTIQUE | PRESTIGE | POWER | ALARM | REBELLION |   |
| 14 | passion   | mystique  | The Intrigue        | 28    | 2.90%      |   | PASSION   | 0.2%    | 0.8%  | 2.9%     | 2.9%     | 1.7%  | 3.5%  | 4.4%      |   |
| 15 | passion   | prestige  | The Talent          | 28    | 2.90%      |   | TRUST     | 2.3%    | 0.1%  | 3.5%     | 1.2%     | 2.1%  | 3.3%  | 0.0%      |   |
| 16 | alarm     | power     | The Sheriff         | 26    | 2.69%      |   | MYSTIQUE  | 0.6%    | 3.9%  | 0.1%     | 1.9%     | 2.3%  | 6.0%  | 3.1%      |   |
| 17 | power     | passion   | The Ringleader      | 24    | 2.49%      |   | PRESTIGE  | 1.7%    | 1.9%  | 0.4%     | 0.2%     | 4.8%  | 1.2%  | 1.7%      |   |
| 18 | trust     | passion   | The Authentic       | 22    | 2.28%      |   | POWER     | 2.5%    | 1.2%  | 3.7%     | 7.5%     | 0.2%  | 1.7%  | 1.2%      |   |
| 19 | alarm     | prestige  | The Editor          | 22    | 2.28%      |   | ALARM     | 1.5%    | 3.9%  | 2.1%     | 2.3%     | 2.7%  | 0.1%  | 1.0%      |   |
| 20 | mystique  | power     | The Veiled Strength | 22    | 2.28%      |   | REBELLION | 2.1%    | 0.6%  | 1.5%     | 0.6%     | 3.9%  | 0.8%  | 0.2%      |   |
| 21 | trust     | power     | The Gravitas        | 20    | 2.07%      |   |           |         |       |          |          |       |       |           |   |
| 22 | rebellion | passion   | The Rockstar        | 20    | 2.07%      |   |           |         |       |          |          |       |       |           |   |
| 23 | alarm     | mystique  | The Top Secret      | 20    | 2.07%      |   |           |         |       |          |          |       |       |           |   |
| 24 | prestige  | trust     | The Blue Chip       | 18    | 1.87%      |   |           |         |       |          |          |       |       |           |   |
| 25 | mystique  | prestige  | The Velvet Rope     | 18    | 1.87%      |   |           |         |       |          |          |       |       |           |   |
| 26 | passion   | power     | The Advocate        | 16    | 1.66%      |   |           |         |       |          |          |       |       |           |   |
| 27 | prestige  | rebellion | The Avant-Garde     | 16    | 1.66%      |   |           |         |       |          |          |       |       |           |   |
| 28 | prestige  | passion   | The Connoisseur     | 16    | 1.66%      |   |           |         |       |          |          |       |       |           |   |
| 29 | power     | alarm     | The Watchdog        | 16    | 1.66%      |   |           |         |       |          |          |       |       |           |   |
| 30 | alarm     | passion   | The Detector        | 14    | 1.45%      |   |           |         |       |          |          |       |       |           |   |

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

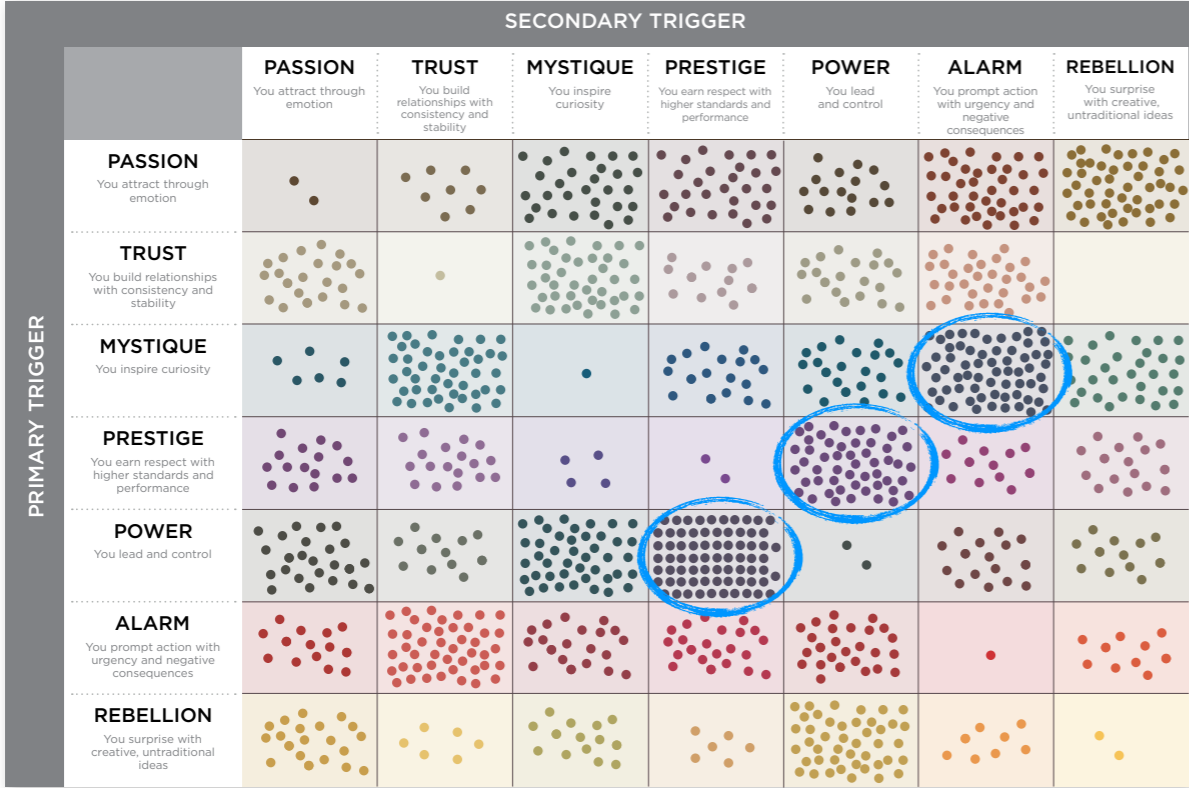


# WE COMPARED FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

|                 |  | SECONDARY TRIGGER  |   |   |  |  |  |  |
|-----------------|--|--|---|---|--|--|--|--|
|                 |  | PASSION<br>You attract through emotion                         | TRUST<br>You build relationships with consistency and stability | MYSTIQUE<br>You inspire curiosity                             | PRESTIGE<br>You earn respect with higher standards and performance | POWER<br>You lead and control  | ALARM<br>You prompt action with urgency and negative consequences  | REBELLION<br>You surprise with creative, untraditional ideas             |
| PRIMARY TRIGGER | PASSION<br>You attract through emotion                             | <b>THE NAKED HEART</b><br>Sensitive • Effusive<br>Fanatical    | <b>THE BELOVED</b><br>Nurturing • Loyal<br>Sincere              | <b>THE INTRIGUE</b><br>Selective • Subtle<br>Multi-layered    | <b>THE TALENT</b><br>Expressive • Stylish<br>Visually-oriented     | <b>THE ADVOCATE</b><br>Dynamic • Inclusive<br>Engaging                   | <b>THE ACCELERATOR</b><br>Attentive • Dedicated<br>Detail-oriented | <b>THE CATALYST</b><br>Dramatic • Experimental<br>Out-of-the-box         |
|                 | TRUST<br>You build relationships with consistency and stability    | <b>THE AUTHENTIC</b><br>Genuine • Accessible<br>Dependable     | <b>THE OLD GUARD</b><br>Predictable • Firm<br>Unmovable         | <b>THE VAULT</b><br>Rational • Discreet<br>Understated        | <b>THE DIPLOMAT</b><br>Impeccable • Subtle<br>Respected            | <b>THE GRAVITAS</b><br>Dignified • Stable<br>Hardworking                 | <b>THE GOOD CITIZEN</b><br>Observant • Modest<br>Preventative      | <b>THE ICONOCLAST</b><br>Mellow • Open-minded<br>Nonconformist           |
|                 | MYSTIQUE<br>You inspire curiosity                                  | <b>THE SUBTLE TOUCH</b><br>Intriguing • Complex<br>Paradoxical | <b>THE WISE OWL</b><br>Observant<br>Assured • Unruffled         | <b>THE DEADBOLT</b><br>Steely • Inaccessible<br>Introverted   | <b>THE VELVET ROPE</b><br>Elegant • Astute<br>Unattainable         | <b>THE VEILED STRENGTH</b><br>Rational • Self-reliant<br>Intentional     | <b>THE BULLSEYE</b><br>Precise • Sharp<br>Under-the-radar          | <b>THE SECRET WEAPON</b><br>Unassuming • Ironic<br>Independent           |
|                 | PRESTIGE<br>You earn respect with higher standards and performance | <b>THE CONNOISSEUR</b><br>Astute • Envious<br>In-the-know      | <b>THE BLUE CHIP</b><br>Classic • Safe<br>"Best-in-Class"       | <b>THE ARCHITECT</b><br>Exacting • Skillful<br>Restrained     | <b>THE LAST WORD</b><br>Deliberate • Frosty<br>Uncompromising      | <b>THE VICTOR</b><br>Results-Oriented<br>Respected<br>Competitive        | <b>THE PERFECTIONIST</b><br>Driven • Controlled<br>Standard-bearer | <b>THE AVANT-GARDE</b><br>Original • Distinctive<br>Trendsetter          |
|                 | POWER<br>You lead and control                                      | <b>THE RINGLEADER</b><br>Motivating • Vigorous<br>Compelling   | <b>THE GUARDIAN</b><br>Established • Genuine<br>Sure-footed     | <b>THE MASTERMIND</b><br>Methodical • Intense<br>Self-Reliant | <b>THE MAESTRO</b><br>Ambitious<br>Admired • Focused               | <b>THE FINAL AUTHORITY</b><br>Dominant • Forceful<br>Emphatic            | <b>THE WATCHDOG</b><br>Aggressive • Alert<br>Cautionary            | <b>THE CHANGE AGENT</b><br>Entrepreneurial<br>Vivid • Quick-witted       |
|                 | ALARM<br>You prompt action with urgency and negative consequences  | <b>THE DETECTOR</b><br>Cautionary<br>Practical • Protective    | <b>THE MAINTAINER</b><br>Steadfast • Composed<br>By-the-book    | <b>THE TOP SECRET</b><br>Private • Alert<br>Elusive           | <b>THE EDITOR</b><br>Discerning • Proficient<br>Controlled         | <b>THE SHERIFF</b><br>Tireless • Determined<br>Conservative              | <b>THE NEUROTIC</b><br>Harsh • Rigid<br>Vigilant                   | <b>THE CAREFUL CREATIVE</b><br>Strategic • Fine-tuned<br>Progressive     |
|                 | REBELLION<br>You surprise with creative, untraditional ideas       | <b>THE ROCKSTAR</b><br>Unique • Artistic<br>Unorthodox         | <b>THE ARTISAN</b><br>Measured • Thoughtful<br>Craftsman-like   | <b>THE PROVOCATEUR</b><br>Surprising • Witty<br>Irreverent    | <b>THE TRENDSETTER</b><br>Niche • Elite<br>Eccentric               | <b>THE MAVERICK LEADER</b><br>Pioneering • Irreverent<br>Entrepreneurial | <b>THE QUICK-START</b><br>Thorough • Diligent<br>Imaginative       | <b>THE ANARCHIST</b><br>Intensely Creative<br>Unpredictable<br>Startling |

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

Example of the 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.

|                 |  | SECONDARY TRIGGER                      |   |                                   |  |                               |   |  |
|-----------------|--|--|---|-----------------------------------|--|-------------------------------|---|--|
|                 |  | PASSION<br>You attract through emotion | TRUST<br>You build relationships with consistency and stability | MYSTIQUE<br>You inspire curiosity | PRESTIGE<br>You earn respect with higher standards and performance | POWER<br>You lead and control | ALARM<br>You prompt action with urgency and negative consequences | REBELLION<br>You surprise with creative, untraditional ideas |
| PRIMARY TRIGGER | PASSION<br>You attract through emotion                             | 0.2%                                   | 0.8%  | 2.9%                              | 2.9%   | 1.7                           | 3.5%  | 4.4%   |
|                 | TRUST<br>You build relationships with consistency and stability    | 2.3%                                   | 0.1%  | 3.5%                              | 1.2%   | 2.1%                          | 3.3%  | 0.0%   |
|                 | MYSTIQUE<br>You inspire curiosity                                  | 0.6%                                   | 3.9%  | 0.1%                              | 1.9%   | 2.3%                          | 6.0%  | 3.1%   |
|                 | PRESTIGE<br>You earn respect with higher standards and performance | 1.7%                                   | 1.9%  | 0.4%                              | 0.2  | 4.8%                          | 1.2%  | 1.7%   |
|                 | POWER<br>You lead and control                                      | 2.5%                                   | 1.2%  | 3.7%                              | 7.5%   | 0.2%                          | 1.7%  | 1.2%   |
|                 | ALARM<br>You prompt action with urgency and negative consequences  | 1.5%                                   | 3.9%  | 2.1%                              | 2.3%   | 2.7%                          | 0.1%  | 1.0%   |
|                 | REBELLION<br>You surprise with creative, untraditional ideas       | 2.1%                                   | 0.6   | 1.5%                              | 0.6%   | 3.9%                          | 0.8%  | 0.2%   |

# BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

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

7.4% OF YOU ARE  
"THE MAESTRO"

## POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED



**POWER**

Confident  
Driven  
Influential

6.0% OF YOU ARE  
"THE VICTOR"

## PRESTIGE + POWER

- » RESULTS-ORIENTED
- » RESPECTED
- » COMPETITIVE



**PRESTIGE**

Ambitious  
Discerning  
Strong-Willed

6.0% OF YOU ARE  
"THE BULLSEYE"

## MYSTIQUE + ALARM

- » PRECISE
- » SHARP
- » UNDER-THE-RADAR



**MYSTIQUE**

Understated  
Complex  
Deliberate

16.4% OF YOU HAVE  
PASSION AS A PRIMARY  
TRIGGER



**PASSION**

Expressive  
Intuitive  
Impulsive

YOU ARE **21.8%**  
MORE LIKELY THAN  
THE AVERAGE  
POPULATION TO  
HAVE **ALARM** AS A  
PRIMARY TRIGGER



**ALARM**

Perfectionist  
Reliable  
Careful

9.7% OF YOU HAVE  
**REBELLION** AS A  
PRIMARY TRIGGER



**REBELLION**

Innovative  
Independent  
Unpredictable

YOU ARE **92%**  
MORE LIKELY THAN  
THE AVERAGE  
POPULATION TO  
HAVE **TRUST** AS A  
PRIMARY TRIGGER



**TRUST**

Stable  
Reliable  
Comforting

## THE 9-SECOND FASCINATION STATEMENT

---

**STEP 1**

**LOGIN AT [HowToFascinate.com](https://HowToFascinate.com)**

**STEP 2**

**DOWNLOAD DIGITAL VOLUME**

**STEP 3**

**CREATE YOUR APPROACH**

# THANK YOU FOR THE OPPORTUNITY TO LEARN MORE ABOUT YOUR GROUP.

SHALL WE CONTINUE THE CONVERSATION?

---

This has only been a glimpse into the raw data that reveals what makes this group fascinating. As you continue your education on the Fascination Advantage System, we'll show you how to take these insights and put them into practice in your organization to help your team work more effectively and productively together.

To learn more, simply go to [HowToFascinate.com](http://HowToFascinate.com)

## SOCIAL MEDIA CONNECTIONS

---



**FACEBOOK**

Facebook.com/HowToFascinate



**TWITTER**

@SallyHogshead



@HowToFascinate



**EMAIL**

Hello@HowToFascinate.com



**AMAZON**

Fascinate: Your 7 Triggers to Persuasion and Captivation



**LINKEDIN**

SallyHogshead



**YOUTUBE**

Youtube.com/SallyHogshead



**SALLY'S WEBSITES**

SallyHogshead.com



Hog Blog



[HowToFascinate.com](http://HowToFascinate.com)