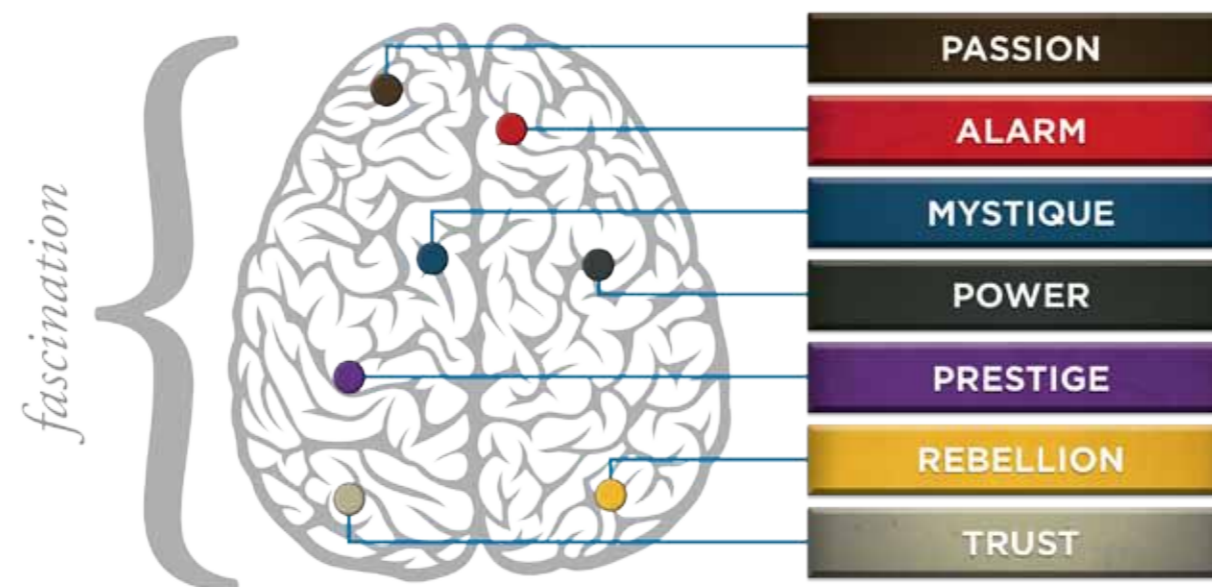


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO ARAMARK ON 10/16/12



“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 ARAMARK:

You're about to discover what makes your group most fascinating.

In her keynote, Sally Hogshead revealed your group's scores for the Fascination Advantage personality test. Now, in this PDF, we're sharing these custom results. These results are based on our studies into the science of fascination, including test results of over 120,000 participants.

Now you can see the results for yourself.

The Fascination Advantage is different than tests such as Myers-Briggs or StrengthsFinder. Other tests measure **how you see the world**.

This one measures **how the world sees you**.

Log back into your account to review your own personality results: HowToFascinate.com.

When you fascinate your clients and customers, you become most worthy of their attention. You are more likely to be heard, remembered, and trusted.

We encourage you to apply your own unique advantage today. As Sally described... *The greatest value you can add is to become more of yourself.*

Warm regards,

The Team at Fascinate, Inc.



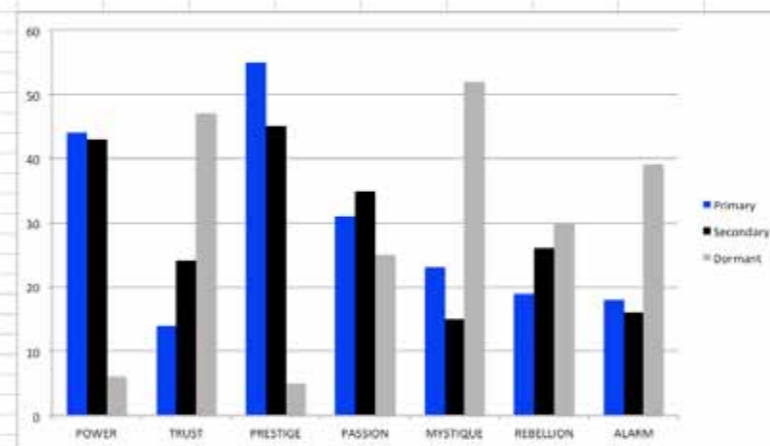
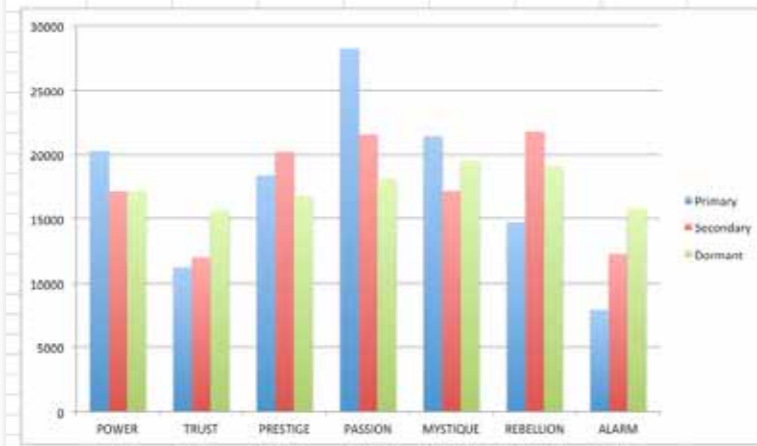
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	prestige	The Maestro	22	10.78%			2	4	3	8	3	11
prestige	power	The Victor	18	8.82%		1		2	6	3	1	1
prestige	passion	The Connoisseur	15	7.35%		2	4		5	5	3	4
passion	rebellion	The Catalyst	11	5.39%		15	4	5		18	7	6
power	trust	The Guardian	9	4.41%		8	9	2	22		1	2
passion	power	The Advocate	8	3.92%		2	2	2	4	6		2
power	passion	The Ringleader	8	3.92%		7	3		5	3	1	
prestige	alarm	The Perfectionist	7	3.43%								
rebellion	passion	The Rockstar	7	3.43%								
alarm	power	The Sheriff	6	2.94%								
prestige	rebellion	The Avant-Garde	6	2.94%			1.0%	2.0%	1.5%	3.9%	1.5%	5.4%
trust	prestige	The Diplomat	6	2.94%		0.5%		1.0%	2.9%	1.5%	0.5%	0.5%
mystique	power	The Veiled Strength	5	2.45%		1.0%	2.0%		2.5%	2.5%	1.5%	2.0%
mystique	prestige	The Royal Guard	5	2.45%		7.4%	2.0%	2.5%		8.8%	3.4%	2.9%
prestige	mystique	The Architect	5	2.45%		3.9%	4.4%	1.0%	10.8%		0.5%	1.0%
rebellion	prestige	The Trendsetter	5	2.45%		1.0%	1.0%	1.0%	2.0%	2.9%		1.0%
alarm	prestige	The Editor-in-Chief	4	1.96%		3.4%	1.5%		2.5%	1.5%	0.5%	
mystique	rebellion	The Secret Weapon	4	1.96%								
mystique	trust	The Wise Owl	4	1.96%			: Double Troubles					
passion	mystique	The Intrigue	4	1.96%								
prestige	trust	The Blue Chip	4	1.96%			: Missing Archetypes					
mystique	alarm	The Bullseye	3	1.47%								
passion	alarm	The Orchestrator	3	1.47%			: Most Prevalent Archetypes					
passion	prestige	The Talent	3	1.47%								
rebellion	power	The Maverick Leader	3	1.47%								

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

AVERAGE POPULATION									ARAMARK12								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	20290	11212	18365	28248	21381	14752	7891	122139	Primary	44	14	55	31	23	19	18	204
Secondary	17156	11980	20228	21528	17182	21792	12273	122139	Secondary	43	24	45	35	15	26	16	204
Dormant	17211	15635	16796	18071	19534	19093	15799	122139	Dormant	6	47	5	25	52	30	39	204

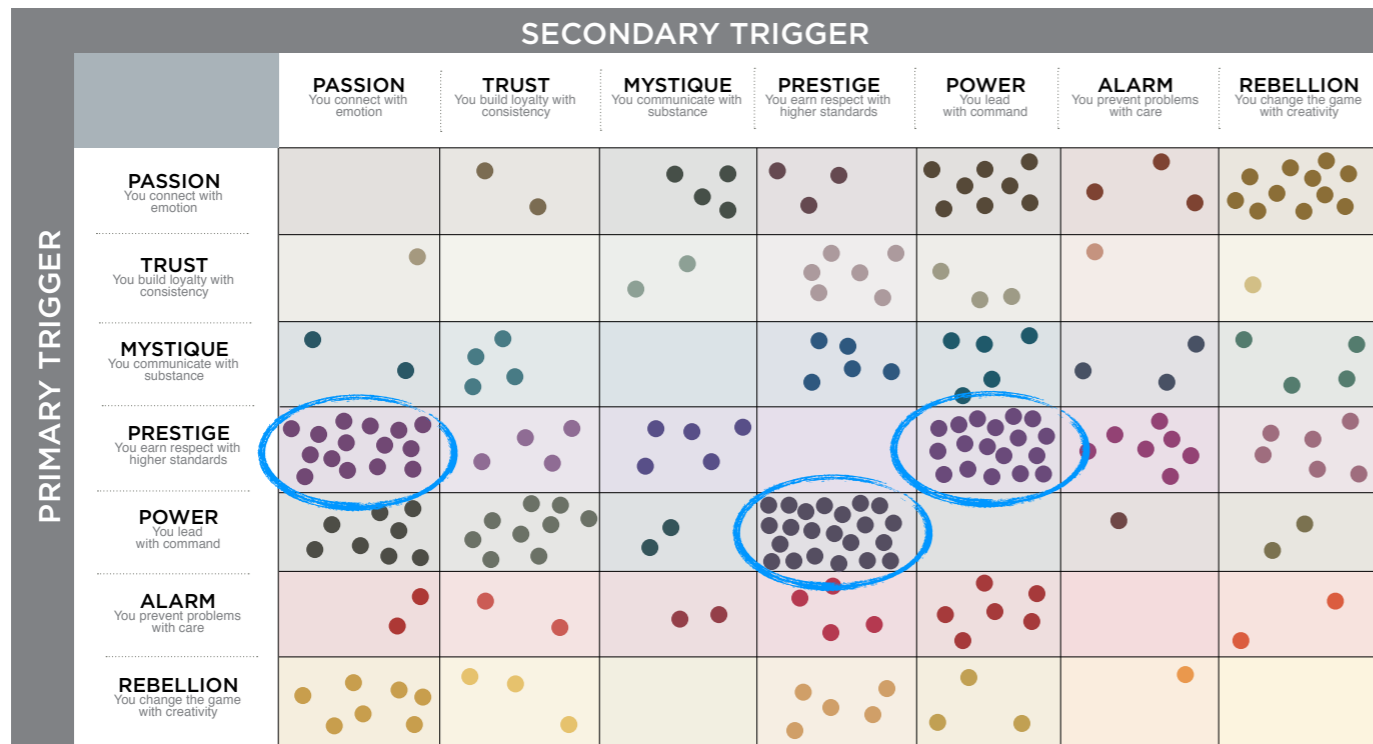
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.6%	9.2%	15.0%	23.1%	17.5%	12.1%	6.5%	100.0%
Secondary	14.0%	9.8%	16.6%	17.6%	14.1%	17.8%	10.0%	100.0%
Dormant	14.1%	12.8%	13.8%	14.8%	16.0%	15.6%	12.9%	100.0%



WE COMPARED FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless “Best-in-Class”	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion		1.0%	2.0%	1.5%	3.9%	1.5%	5.4%
	TRUST You build loyalty with consistency	0.5%		1.0%	2.9%	1.5%	0.5%	0.5%
	MYSTIQUE You communicate with substance	1.0%	2.0%		2.5%	2.5%	1.5%	2.0%
	PRESTIGE You earn respect with higher standards	7.4%	2.0%	2.5%		8.8%	3.4%	2.9%
	POWER You lead with command	3.9%	4.4%	1.0%	10.8%		0.5%	1.0%
	ALARM You prevent problems with care	1.0%	1.0%	1.0%	2.0%	2.9%		1.0%
	REBELLION You change the game with creativity	3.4%	1.5%		2.5%	1.5%	0.5%	

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 TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

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

10.8% OF YOU ARE "THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE **81.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

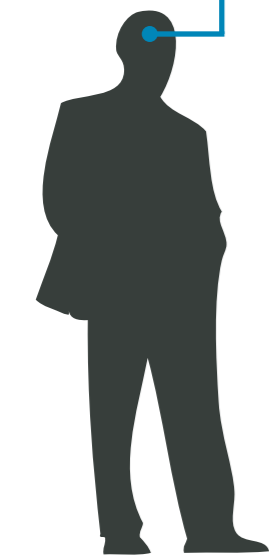
11.3% OF YOU HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **33.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **16.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

9.3% OF YOU HAVE **REBELLION** AS A PRIMARY TRIGGER

6.9% OF YOU HAVE **TRUST** AS A PRIMARY TRIGGER



POWER

Confident
Driven
Influential

PRESTIGE

Ambitious
Discerning
Strong-Willed

MYSTIQUE

Understated
Complex
Deliberate

PASSION

Expressive
Intuitive
Impulsive

ALARM

Perfectionist
Reliable
Careful

REBELLION

Innovative
Independent
Unpredictable

TRUST

Stable
Reliable
Comforting

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

SHALL WE CONTINUE THE CONVERSATION?

Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's keynote, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

Just click on the images below, and you'll see full details and pricing.

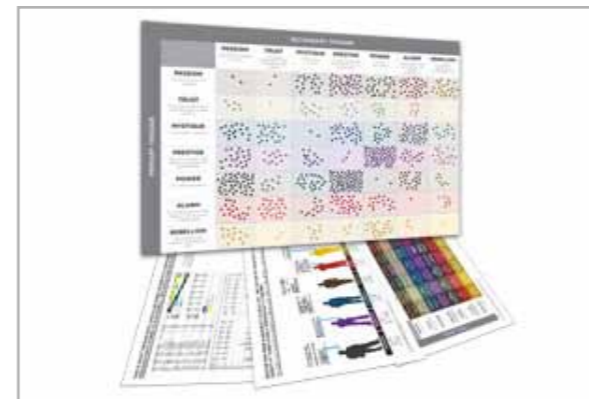
Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



Fascination Advantage™ Test & Report
Our flagship personal brand analysis



Win the Moment
Immediately communicate your highest value



Your Team Advantage
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



Special Package
Buy both our flagship *Fascination Advantage Test & Report* and *Win the Moment* together at a discounted price for individuals or teams