

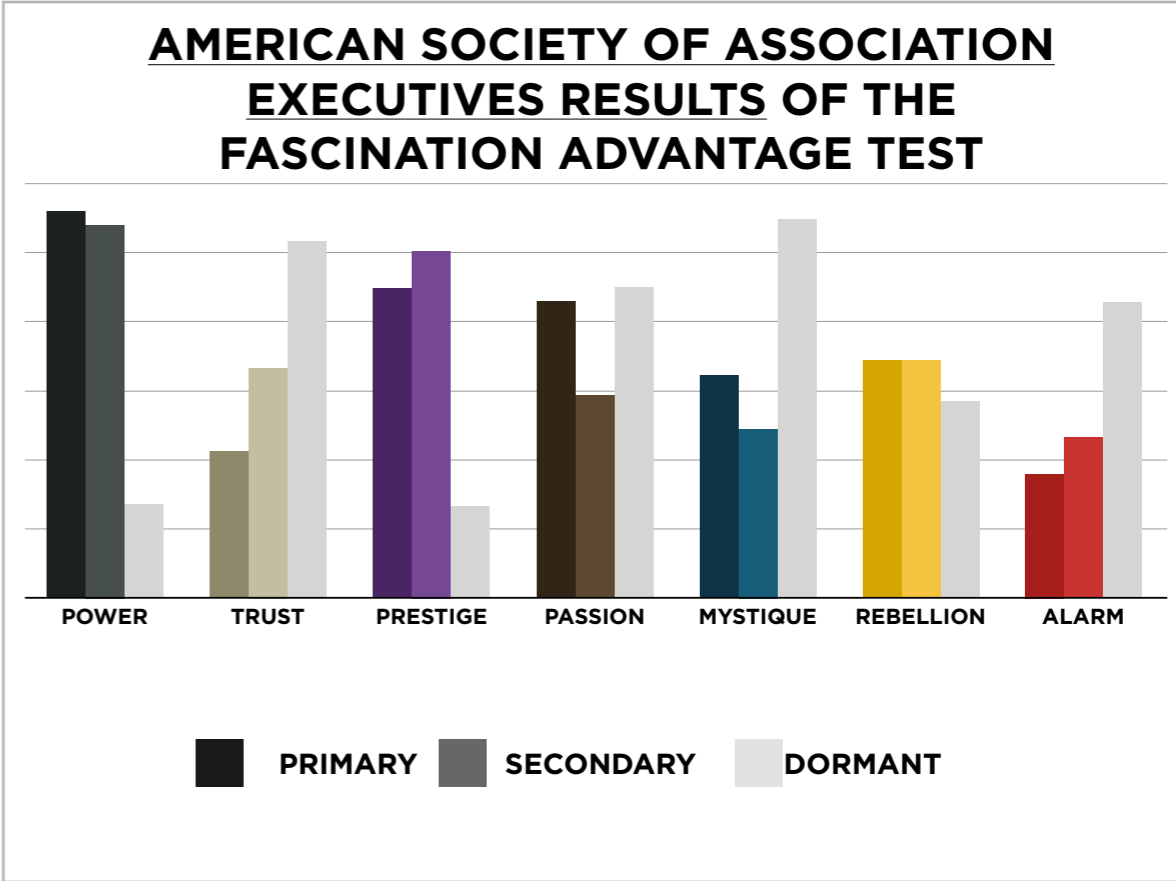
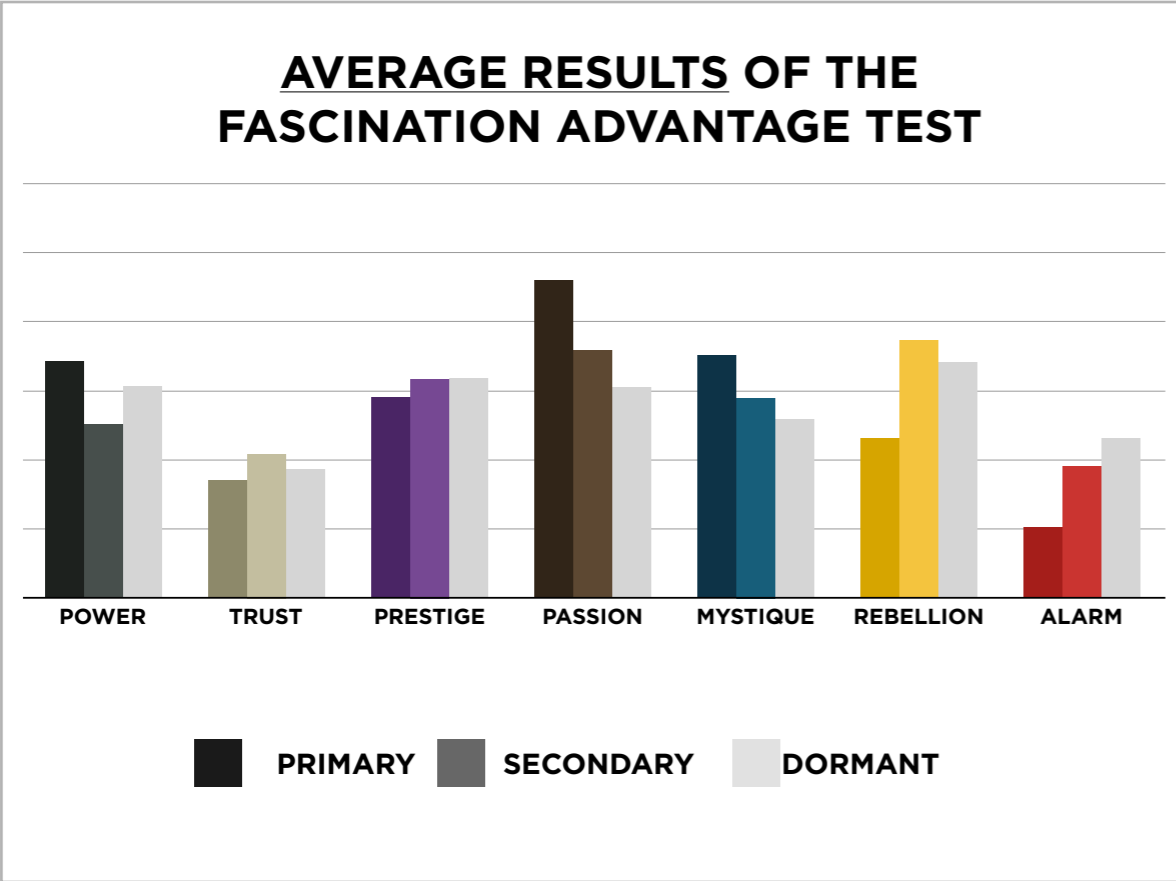
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES



**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 130,000 PEOPLE.**

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# 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 130,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
Power	Prestige	The Maestro	50	9.94%	PASSION		8	12	16	19	7	25	
Prestige	Power	The Victor	32	6.36%	TRUST	4		8	11	7	10	2	
Passion	Rebellion	The Catalyst	25	4.97%	MYSTIQUE	4	14		5	19	11	11	
Power	Trust	The Guardian	23	4.57%	PRESTIGE	22	4	5		32	10	18	
Prestige	Passion	The Connoisseur	22	4.37%	POWER	10	23	15	50		5	11	
Rebellion	Power	The Maverick Leader	22	4.37%	ALARM	5	12	2	4	11		2	
Mystique	Power	The Veiled Strength	19	3.78%	REBELLION	14	5	7	16	22	5		
Passion	Power	The Advocate	19	3.78%									
Prestige	Rebellion	The Avant-Garde	18	3.58%									
Passion	Prestige	The Talent	16	3.18%		PASSION		1.6%	2.4%	3.2%	3.8%	1.4%	5.0%
Rebellion	Prestige	The Trendsetter	16	3.18%	PASSION								
Power	Mystique	The Mastermind	15	2.98%	TRUST	0.8%			2.2%	1.4%	2.0%	0.4%	
Mystique	Trust	The Wise Owl	14	2.78%	MYSTIQUE	0.8%	2.8%		1.0%	3.8%	2.2%	2.2%	
Rebellion	Passion	The Rockstar	14	2.78%	PRESTIGE	4.4%	0.8%	1.0%		6.4%	2.0%	3.6%	
Alarm	Trust	The Sustainer	12	2.39%	POWER	2.0%	4.6%	3.0%	9.9%		1.0%	2.2%	
Passion	Mystique	The Intrigue	12	2.39%	ALARM	1.0%	2.4%	0.4%	0.8%	2.2%		0.4%	
Alarm	Power	The Sheriff	11	2.19%	REBELLION	2.8%	1.0%	1.4%	3.2%	4.4%	1.0%		
Mystique	Alarm	The Bullseye	11	2.19%									
Mystique	Rebellion	The Secret Weapon	11	2.19%									
Power	Rebellion	The Change Agent	11	2.19%									
Trust	Prestige	The Diplomat	11	2.19%									
Power	Passion	The Ringleader	10	1.99%									
Prestige	Alarm	The Perfectionist	10	1.99%									
Trust	Alarm	The Good Citizen	10	1.99%									
Passion	Trust	The Beloved	8	1.59%									
Trust	Mystique	The Vault	8	1.59%									
Passion	Alarm	The Orchestrator	7	1.39%									
Rebellion	Mystique	The Provocateur	7	1.39%									
Trust	Power	The Gravitas	7	1.39%									
Alarm	Passion	The Coordinator	5	0.99%									

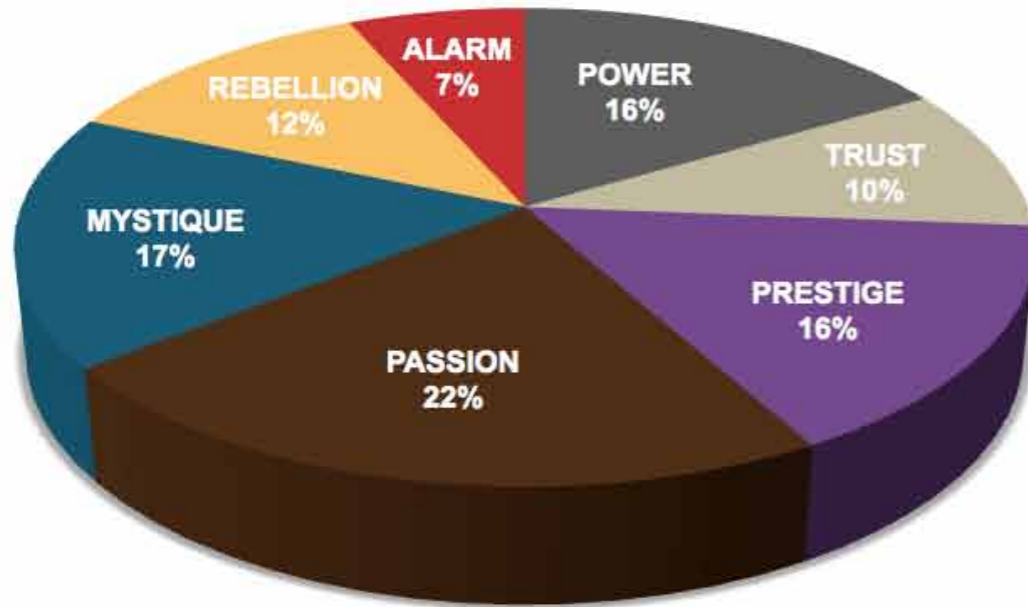
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"



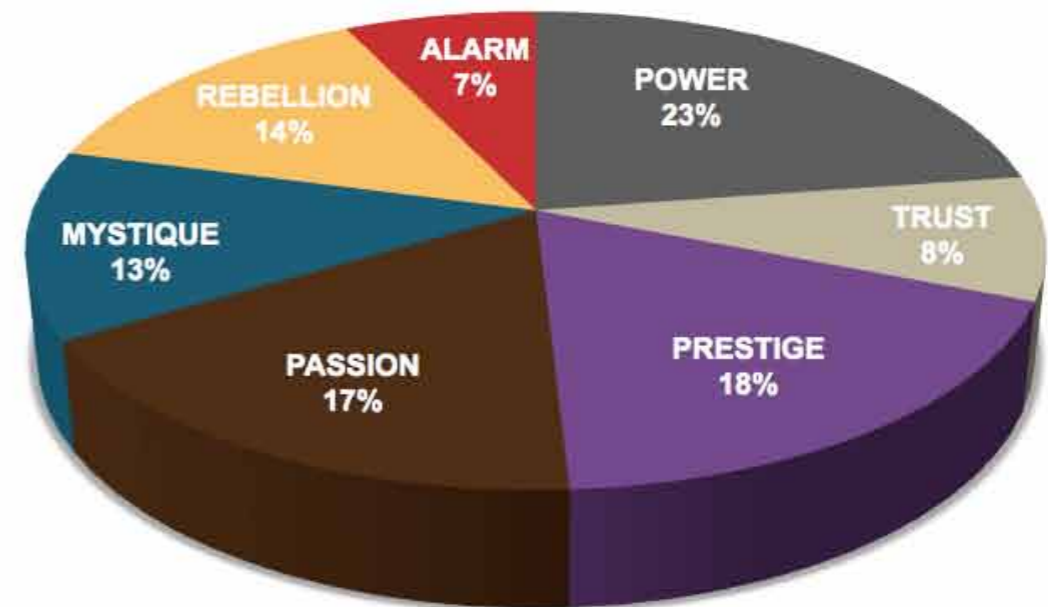
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



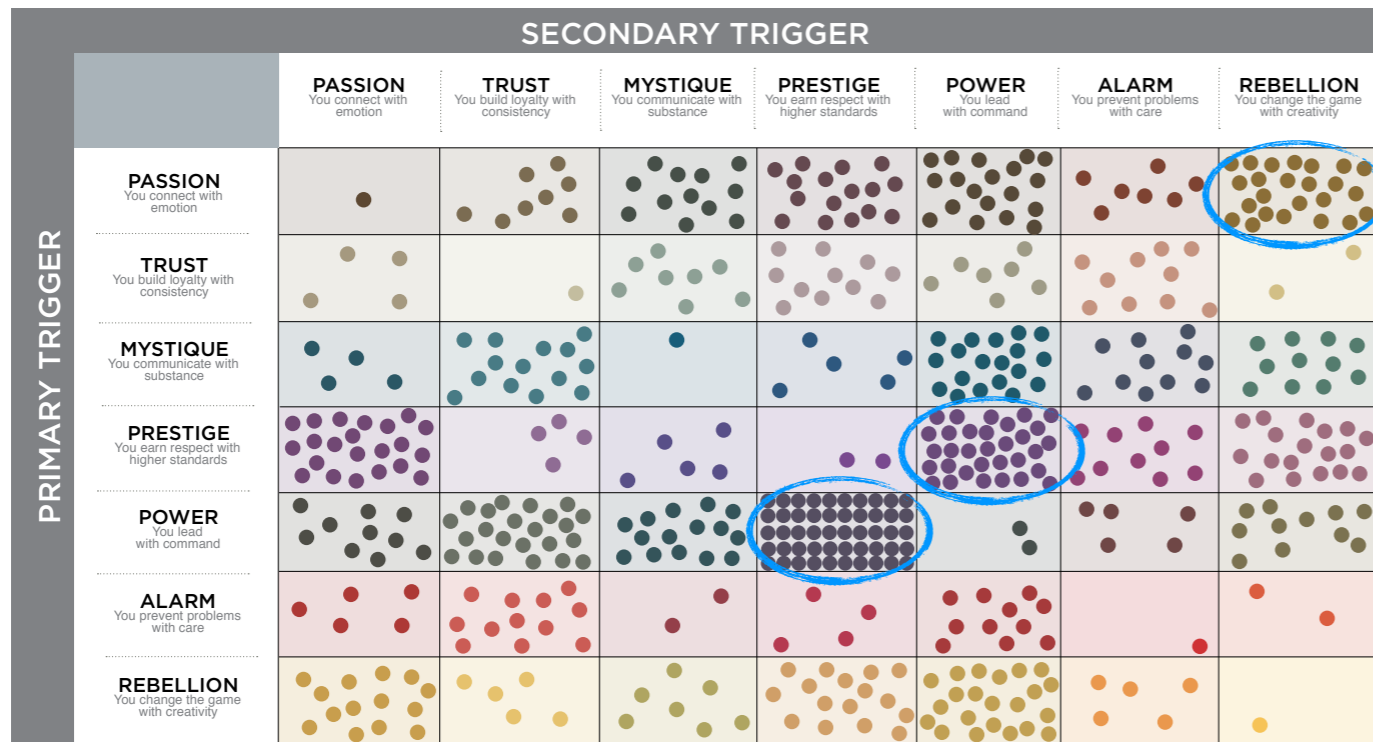
**AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

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

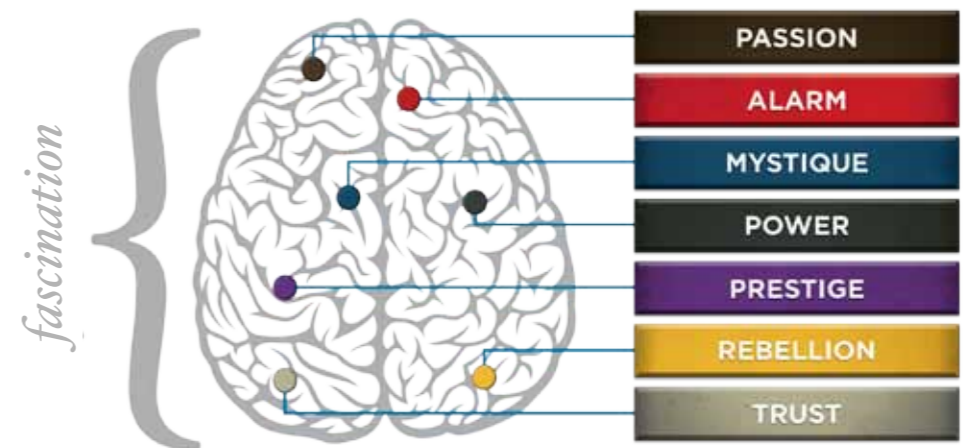
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

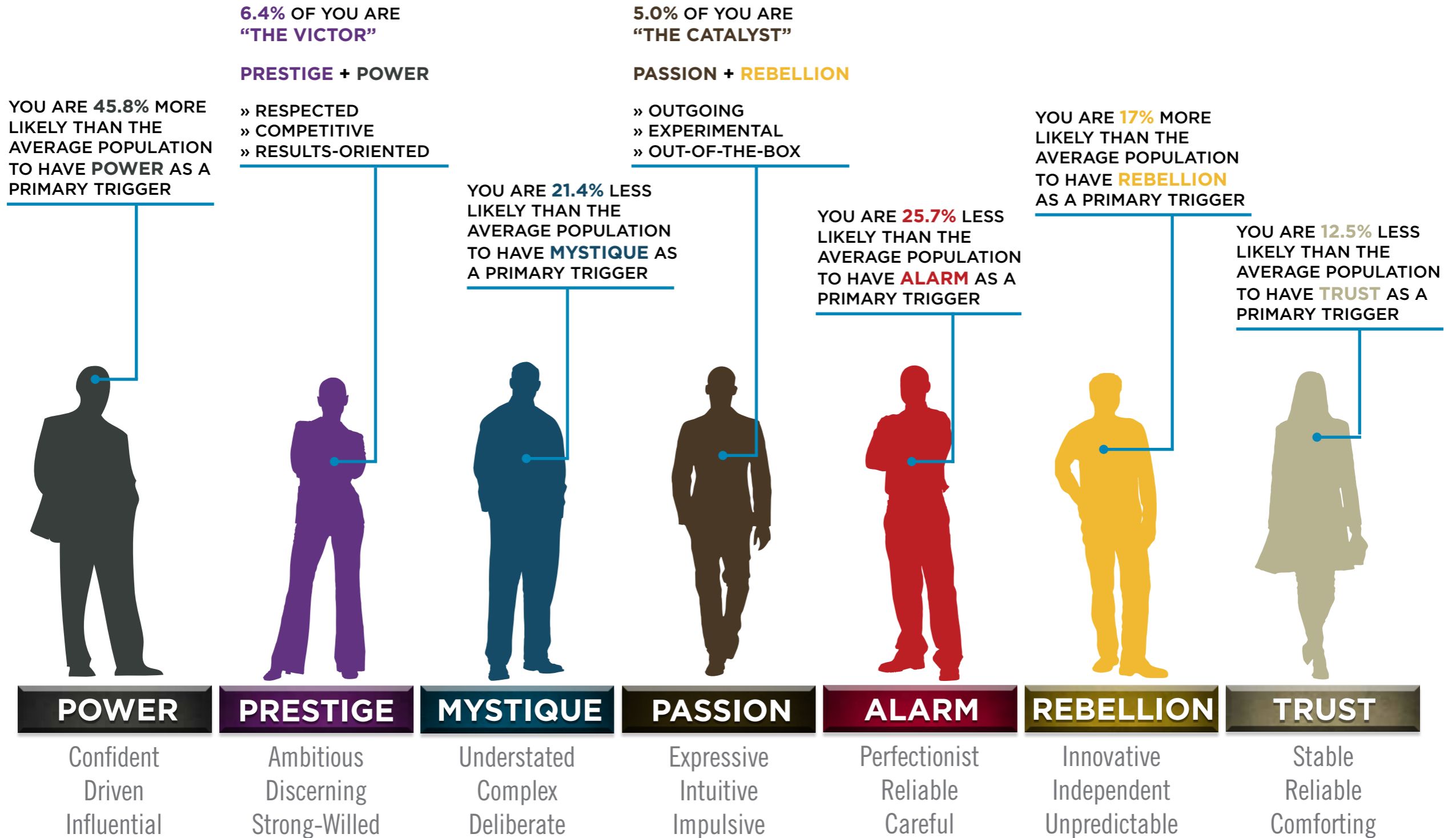
		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion		1.6%	2.4%	3.2%	3.8%	1.4%	5.0%
	TRUST You build loyalty with consistency	0.8%		1.6%	2.2%	1.4%	2.0%	0.4%
	MYSTIQUE You communicate with substance	0.8%	2.8%		1.0%	3.8%	2.2%	2.2%
	PRESTIGE You earn respect with higher standards	4.4%	0.8%	1.0%		6.4%	2.0%	3.6%
	POWER You lead with command	2.0%	4.6%	3.0%	9.9%		1.0%	2.2%
	ALARM You prevent problems with care	1.0%	2.4%	0.4%	0.8%	2.2%		0.4%
	REBELLION You change the game with creativity	2.8%	1.0%	1.4%	3.2%	4.4%	1.0%	

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.



## HOW YOUR CO-WORKERS FASCINATE



*“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

*“The positive feedback was overwhelming.”*

- Cisco

*“I’ve never seen our senior leaders so engaged at an event.”*

- Diane Ueberle  
Intuit

*“A brilliant and engaging new approach for entrepreneurs to unlock their unique advantages.”*

- Arnie Malham  
CEO, Malham Leverage Group



# NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

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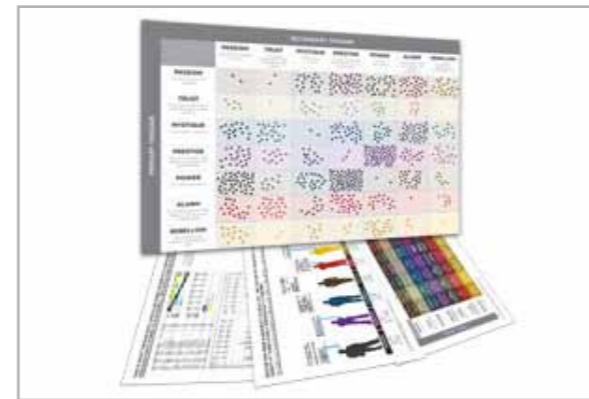
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