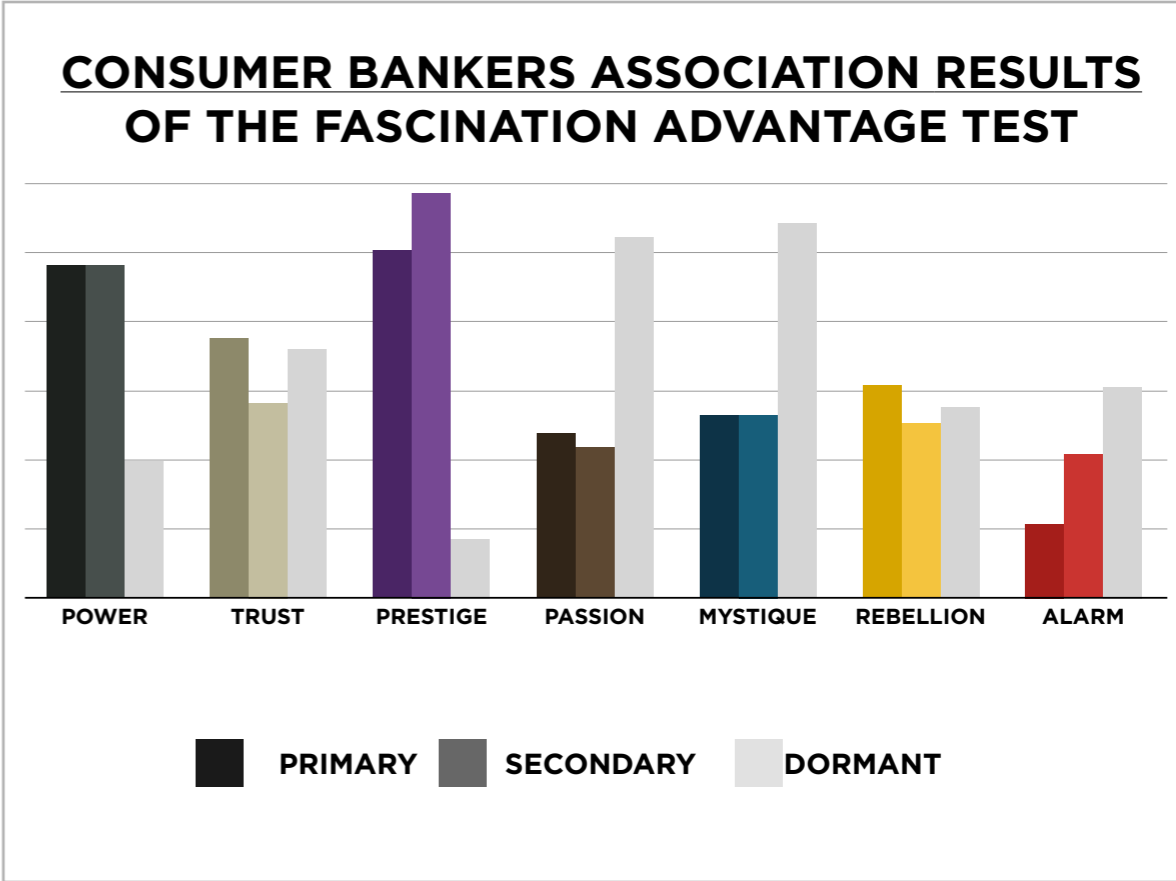
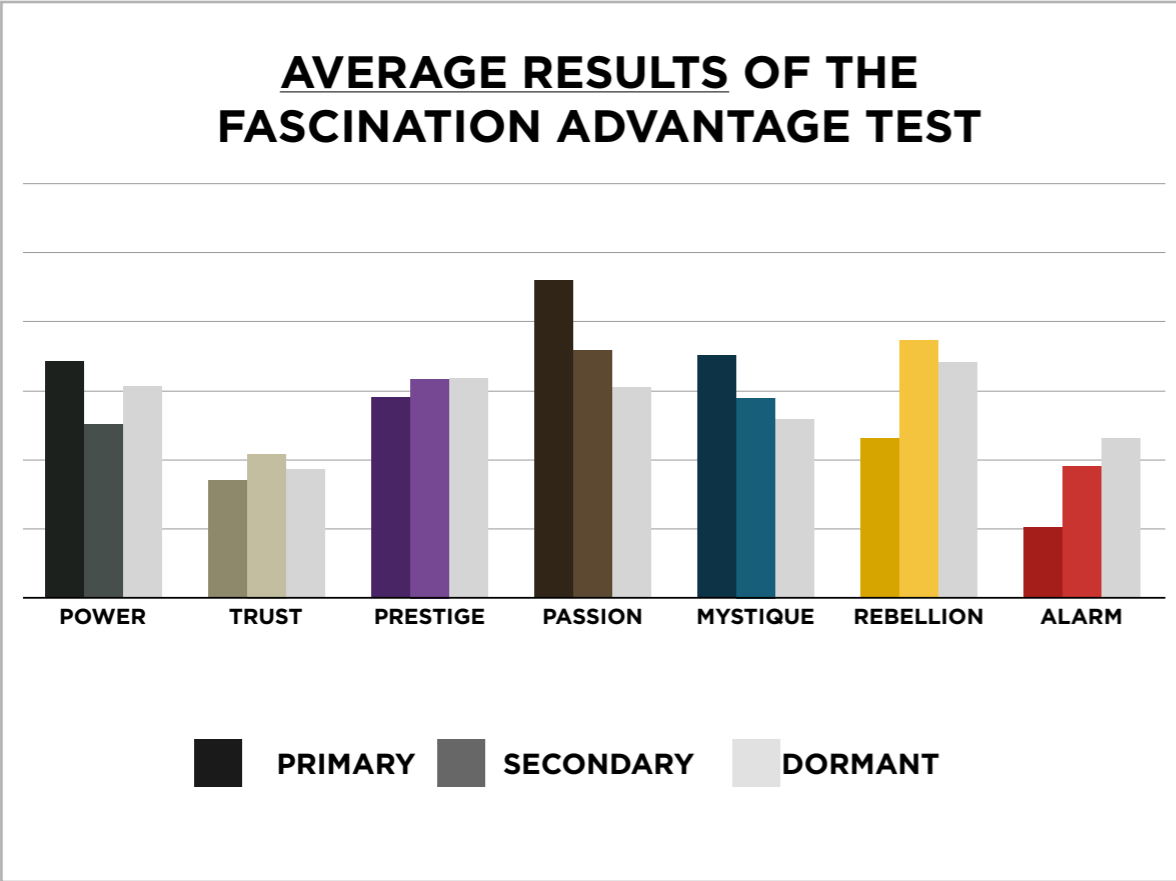


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
CONSUMER BANKERS ASSOCIATION



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.

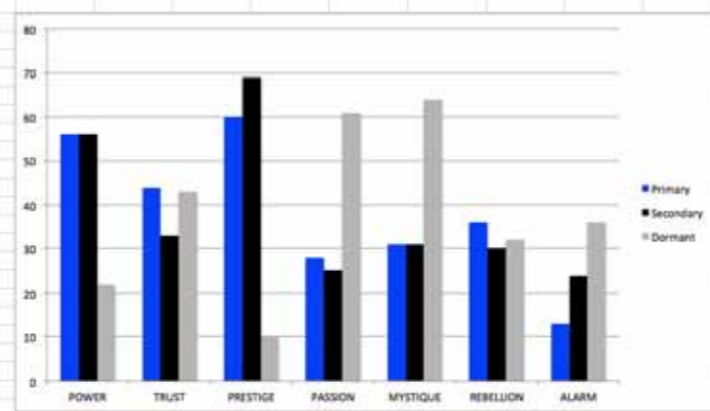
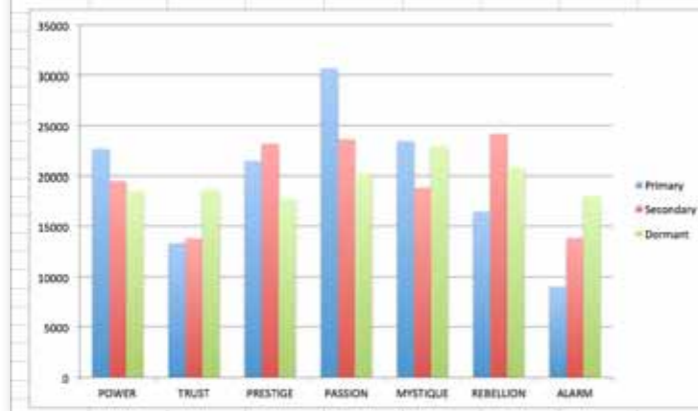


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
prestige	power	The Victor	27	10.07%	PASSION		1	2	8	5	4	8
power	prestige	The Maestro	24	8.96%	TRUST	6		8	14	6	10	
rebellion	prestige	The Trendsetter	14	5.22%	MYSTIQUE	3	11		6	6	2	3
trust	prestige	The Diplomat	14	5.22%	PRESTIGE	7	4	4		27	5	13
prestige	rebellion	The Avant-Garde	13	4.85%	POWER	5	11	9	24		1	6
mystique	trust	The Wise Owl	11	4.10%	ALARM		4	4	3	2		
power	trust	The Guardian	11	4.10%	REBELLION	4	2	4	14	10	2	
rebellion	power	The Maverick Leader	10	3.73%								
trust	alarm	The Good Citizen	10	3.73%								
power	mystique	The Mastermind	9	3.36%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
passion	prestige	The Talent	8	2.99%	PASSION		0.4%	0.7%	3.0%	1.9%	1.5%	3.0%
passion	rebellion	The Catalyst	8	2.99%	TRUST	2.2%		3.0%	5.2%	2.2%	3.7%	
trust	mystique	The Vault	8	2.99%	MYSTIQUE	1.1%	4.1%		2.2%	2.2%	0.7%	1.1%
prestige	passion	The Connoisseur	7	2.61%	PRESTIGE	2.6%	1.5%	1.5%		10.1%	1.9%	4.9%
mystique	power	The Veiled Strength	6	2.24%	POWER	1.9%	4.1%	3.4%	9.0%		0.4%	2.2%
mystique	prestige	The Royal Guard	6	2.24%	ALARM		1.5%	1.5%	1.1%	0.7%		
power	rebellion	The Change Agent	6	2.24%	REBELLION	1.5%	0.7%	1.5%	5.2%	3.7%	0.7%	
trust	passion	The Authentic	6	2.24%								
trust	power	The Gravitas	6	2.24%								
passion	power	The Advocate	5	1.87%								
power	passion	The Ringleader	5	1.87%								
prestige	alarm	The Perfectionist	5	1.87%								
alarm	mystique	The Inspector	4	1.49%								
alarm	trust	The Sustainer	4	1.49%								
passion	alarm	The Orchestrator	4	1.49%								
prestige	mystique	The Architect	4	1.49%								
prestige	trust	The Blue Chip	4	1.49%								
rebellion	mystique	The Provocateur	4	1.49%								
rebellion	passion	The Rockstar	4	1.49%								
alarm	prestige	The Editor-in-Chief	3	1.12%								

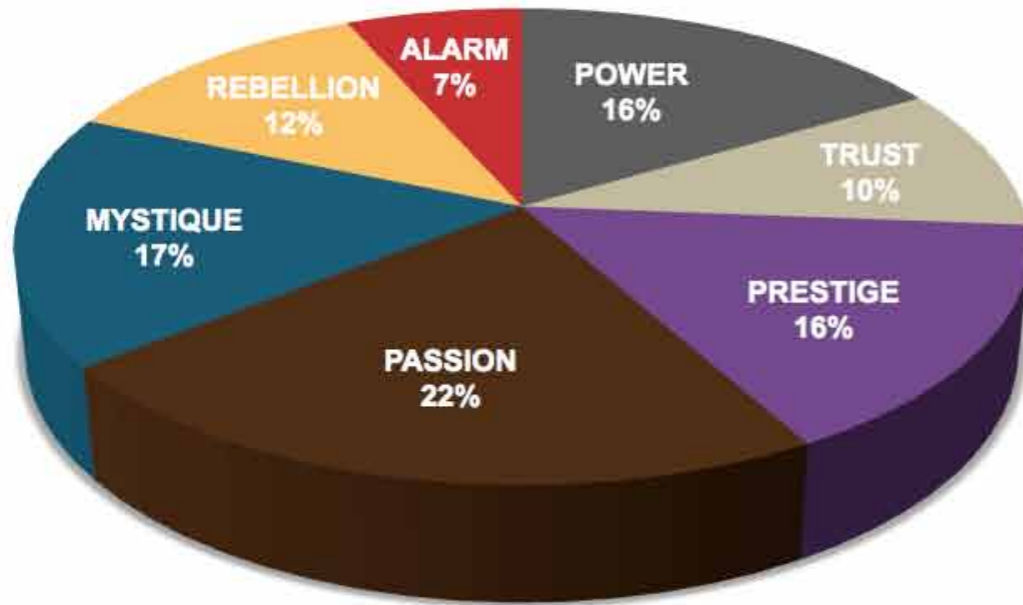
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									Consumer Bankers Association								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	22680	13314	21478	30675	23461	16464	9049	137121	Primary	56	44	60	28	31	36	13	268
Secondary	19549	13784	23210	23654	18890	24203	13831	137121	Secondary	56	33	69	25	31	30	24	268
Dormant	18579	18722	17738	20253	22973	20837	18019	137121	Dormant	22	43	10	61	64	32	36	268
Primary	16.5%	9.7%	15.7%	22.4%	17.1%	12.0%	6.6%	100.0%	Primary	20.9%	16.4%	22.4%	10.4%	11.6%	13.4%	4.9%	100.0%
Secondary	14.3%	10.1%	16.9%	17.3%	13.8%	17.7%	10.1%	100.0%	Secondary	20.9%	12.3%	25.7%	9.3%	11.6%	11.2%	9.0%	100.0%
Dormant	13.5%	13.7%	12.9%	14.8%	16.8%	15.2%	13.1%	100.0%	Dormant	8.2%	16.0%	3.7%	22.8%	23.9%	11.9%	13.4%	100.0%

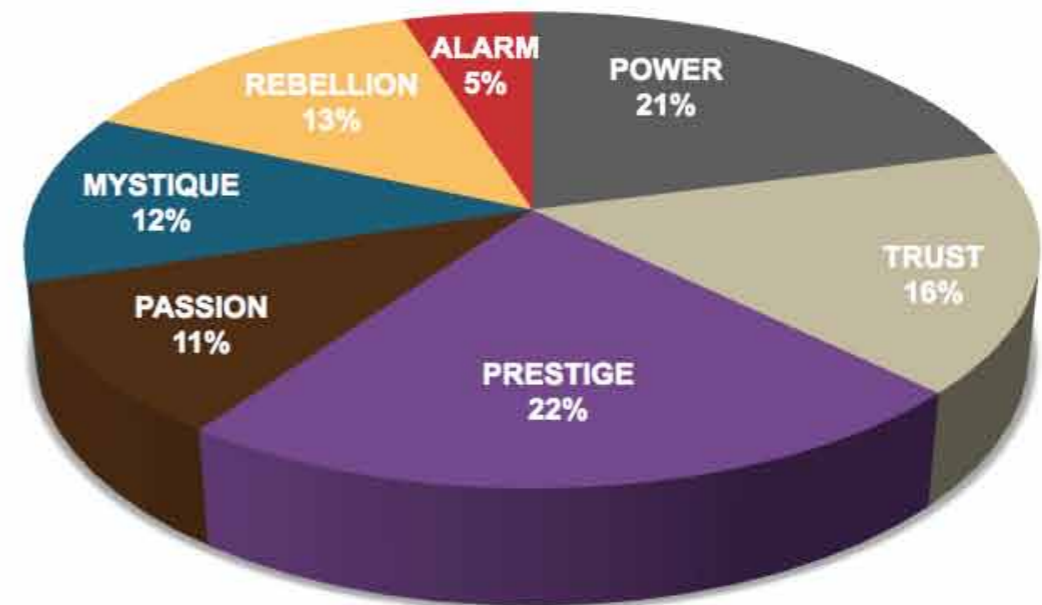


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



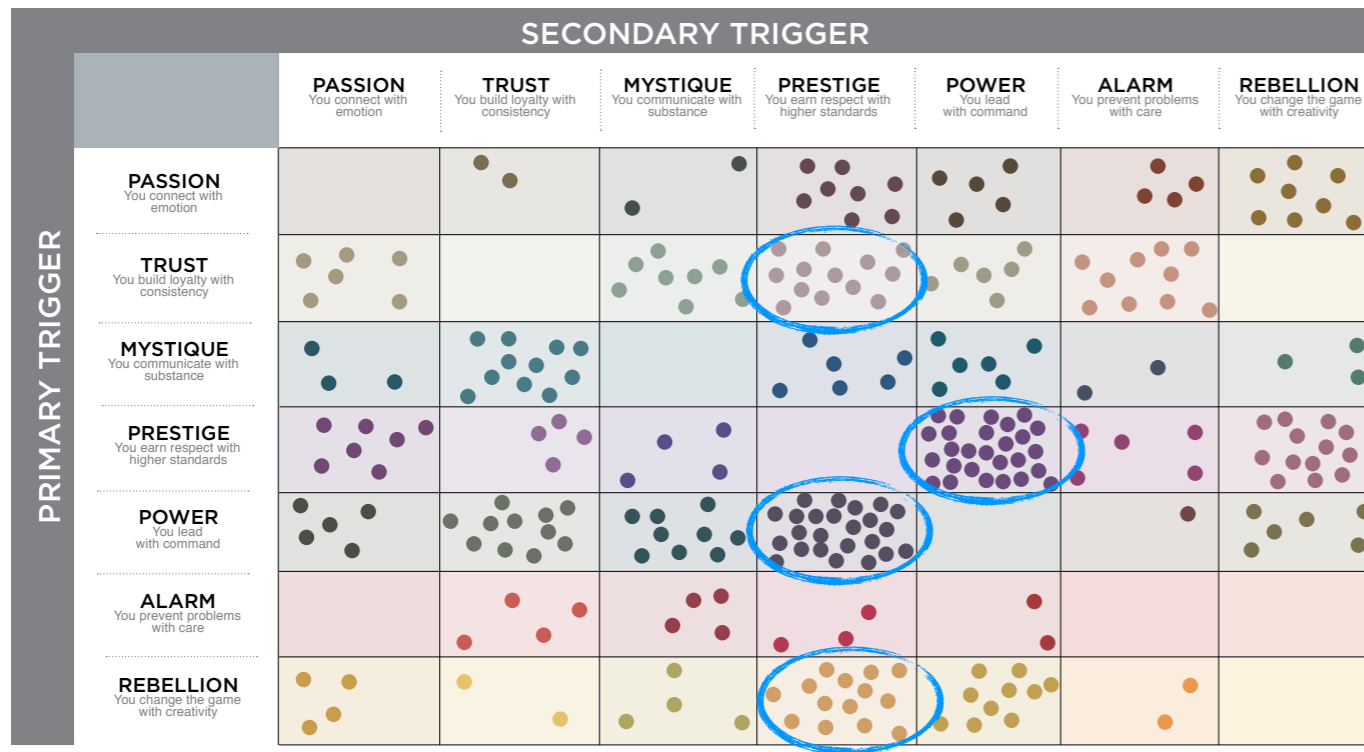
CONSUMER BANKERS ASSOCIATION RESULTS FROM THE FASCINATION ADVANTAGE TEST



WE COMPARED YOUR 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

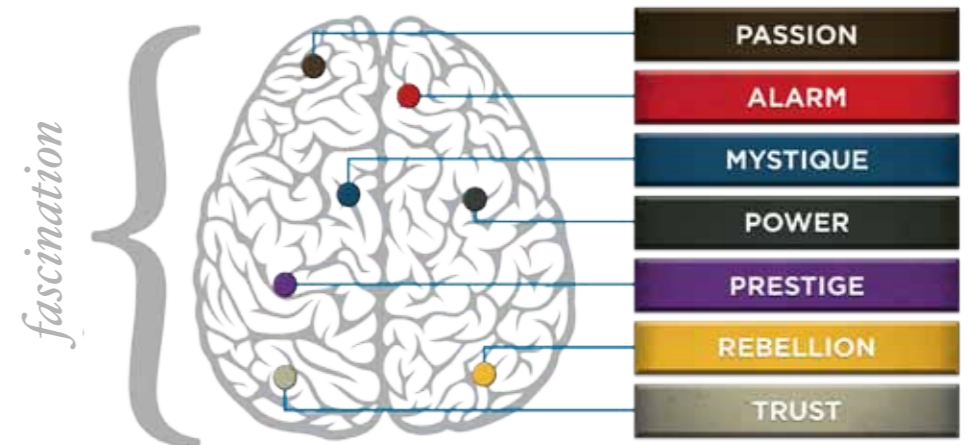
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

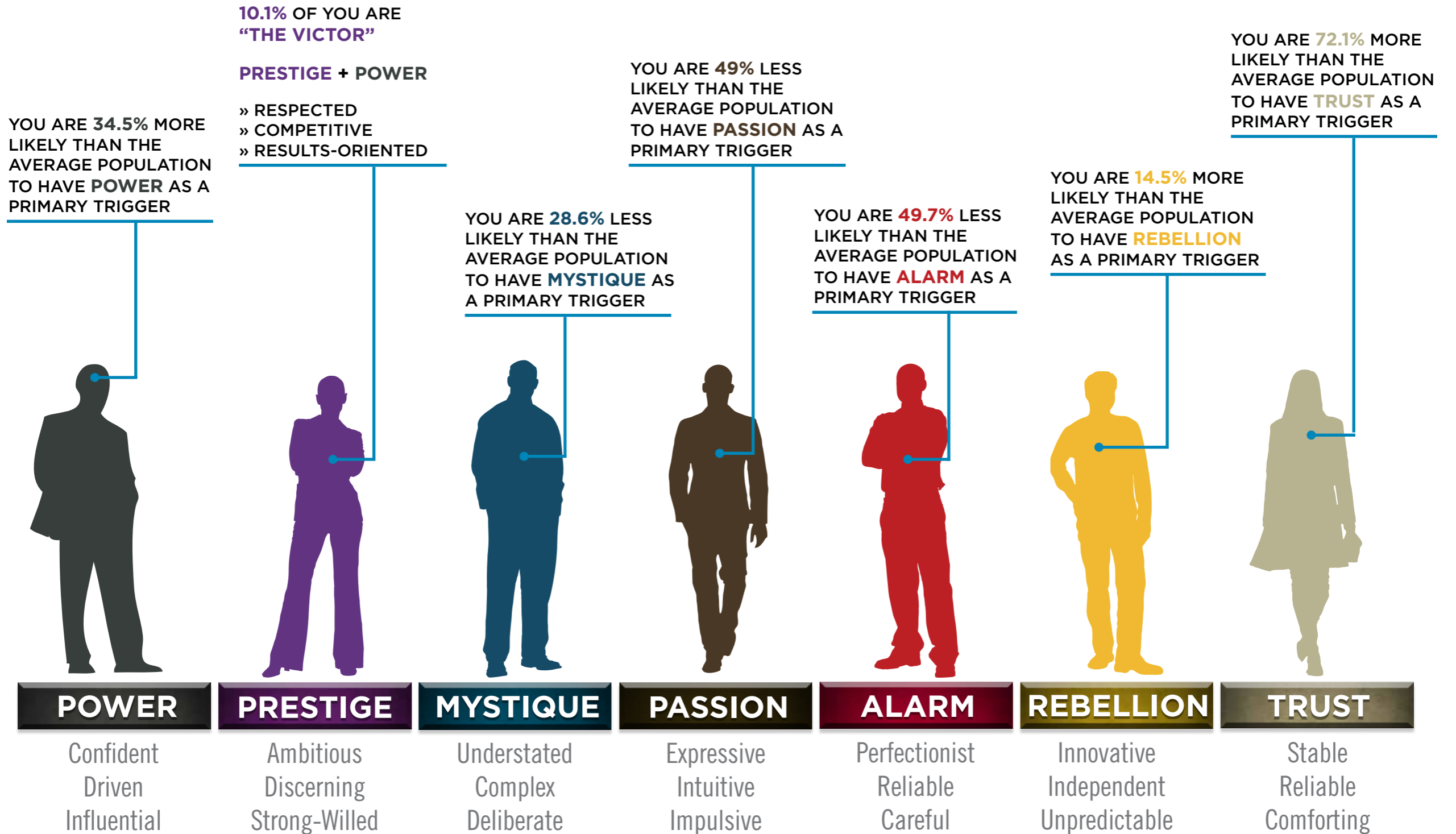
		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		0.4%	0.7%	3.0%	1.9%	1.5%	3.0%
	TRUST <small>You build loyalty with consistency</small>	2.2%		3.0%	5.2%	2.2%	3.7%	
	MYSTIQUE <small>You communicate with substance</small>	1.1%	4.1%		2.2%	2.2%	0.7%	1.1%
	PRESTIGE <small>You earn respect with higher standards</small>	2.6%	1.5%	1.5%		10.1%	1.9%	4.9%
	POWER <small>You lead with command</small>	1.9%	4.1%	3.4%	9.0%		0.4%	2.2%
	ALARM <small>You prevent problems with care</small>		1.5%	1.5%	1.1%	0.7%		
	REBELLION <small>You change the game with creativity</small>	1.5%	0.7%	1.5%	5.2%	3.7%	0.7%	

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



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

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.

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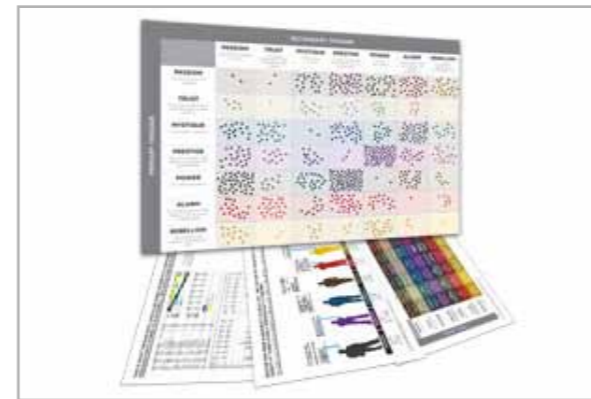
Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



Fascination Advantage™ Test & Report
Our flagship personal brand analysis



Win the Moment
Immediately communicate your highest value



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



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