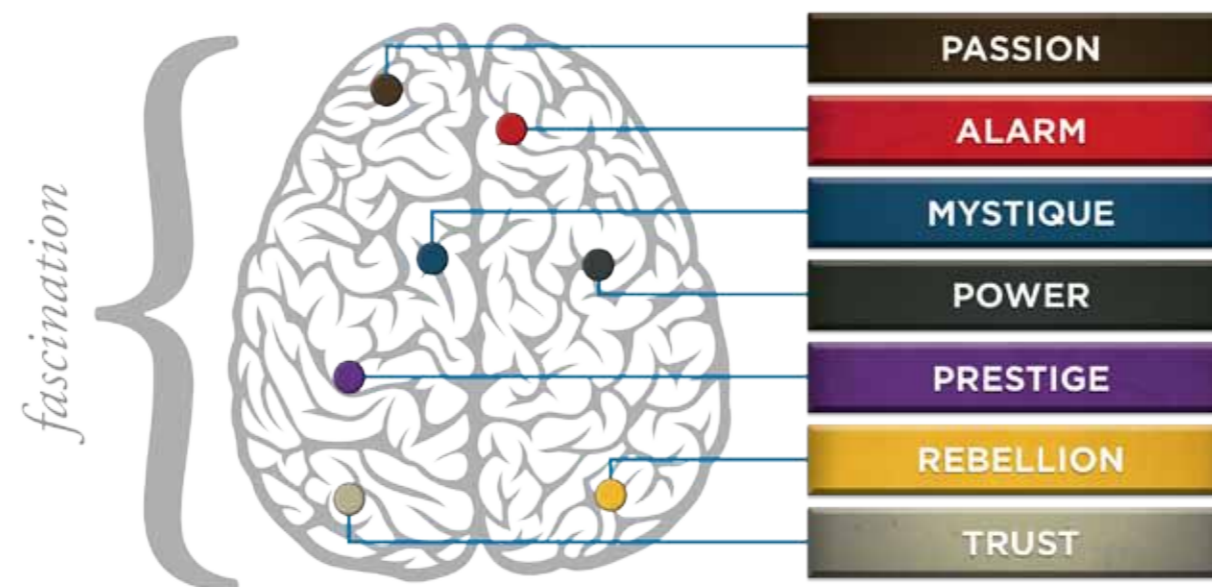


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO CUNA ON 06/19/12



*“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 CUNA:

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.

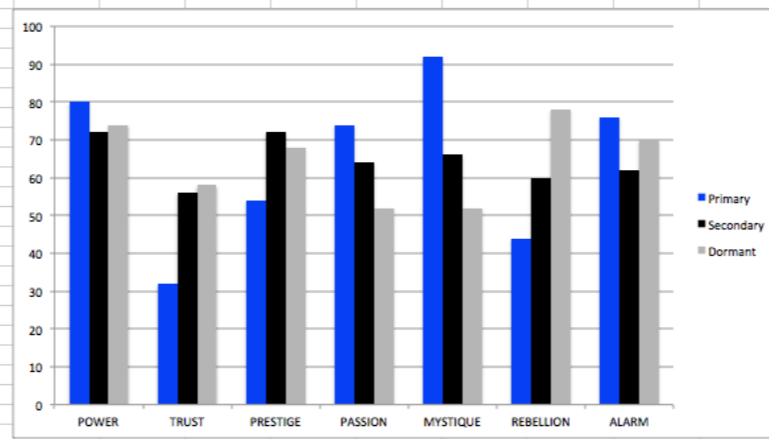
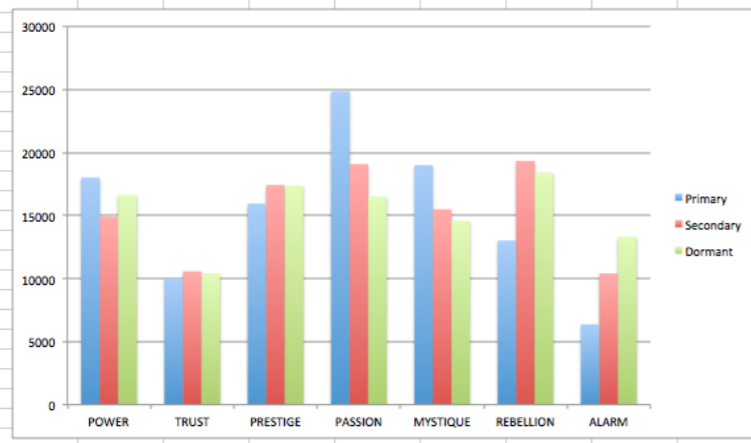


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

Primary	Secondary	Dormant	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
alarm	trust	power	The Maintainer	28	6.19%	PASSION		8	14	12	10	14	16
mystique	alarm	power	The Bullseye	28	6.19%	TRUST	2		12	2	10	6	
power	prestige	alarm	The Maestro	28	6.19%	MYSTIQUE	14	10		10	12	28	18
power	mystique	prestige	The Mastermind	22	4.87%	PRESTIGE	10	6	4		16	2	16
mystique	rebellion	alarm	The Secret Weapon	18	3.98%	POWER	12	2	22	28		12	4
rebellion	passion	power	The Rockstar	18	3.98%	ALARM	8	28	8	14	12		6
passion	rebellion	alarm	The Catalyst	16	3.54%	REBELLION	18	2	6	6	12		
prestige	power	rebellion	The Victor	16	3.54%								
prestige	rebellion	power	The Avant-Garde	16	3.54%								
alarm	prestige	trust	The Editor	14	3.10%								
mystique	passion	alarm	The Subtle Touch	14	3.10%								
passion	alarm	prestige	The Accelerator	14	3.10%								
passion	mystique	alarm	The Intrigue	14	3.10%	PASSION		1.8%	3.1%	2.7%	2.2%	3.1%	3.5%
alarm	power	passion	The Sheriff	12	2.65%	TRUST	0.4%		2.7%	0.4%	2.2%	1.3%	
mystique	power	prestige	The Veiled Strength	12	2.65%	MYSTIQUE	3.1%	2.2%		2.2%	2.7%	6.2%	4.0%
passion	prestige	rebellion	The Talent	12	2.65%	PRESTIGE	2.2%	1.3%	0.9%		3.5%	0.4%	3.5%
power	alarm	prestige	The Watchdog	12	2.65%	POWER	2.7%	0.4%	4.9%	6.2%		2.7%	0.9%
power	passion	prestige	The Ringleader	12	2.65%	ALARM	1.8%	6.2%	1.8%	3.1%	2.7%		1.3%
rebellion	power	passion	The Maverick Leader	12	2.65%	REBELLION	4.0%	0.4%	1.3%	1.3%	2.7%		
trust	mystique	alarm	The Vault	12	2.65%								
mystique	prestige	trust	The Velvet Rope	10	2.21%								
mystique	trust	alarm	The Wise Owl	10	2.21%								
passion	power	rebellion	The Advocate	10	2.21%								
prestige	passion	mystique	The Connoisseur	10	2.21%								
trust	power	prestige	The Gravitas	10	2.21%								
alarm	mystique	trust	The Top Secret	8	1.77%								
alarm	passion	rebellion	The Detector	8	1.77%								

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

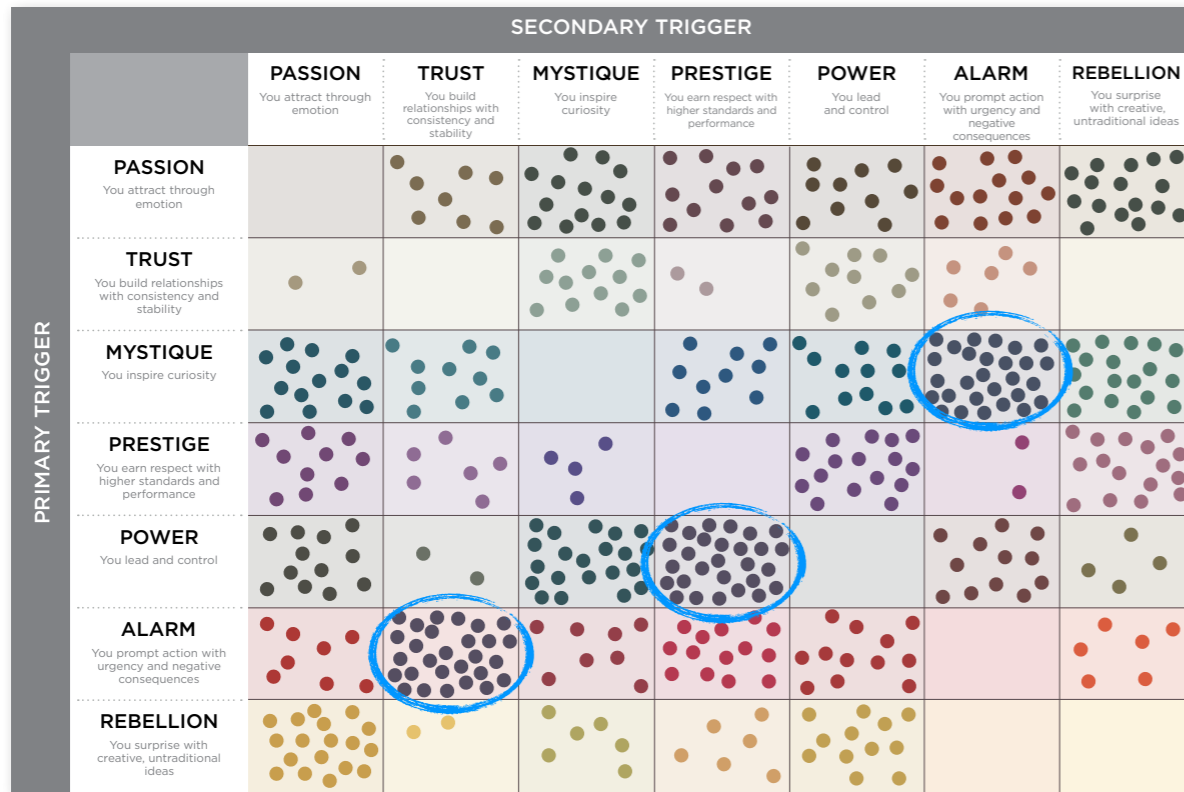
AVERAGE POPULATION										CUNA																															
Primary	Secondary	Dormant	Power	Trust	Prestige	Passion	Mystique	Rebellion	Alarm	Total	Primary	Secondary	Dormant	Power	Trust	Prestige	Passion	Mystique	Rebellion	Alarm	Total																				
Primary	Secondary	Dormant	18012	14904	16637	10037	10574	10411	15948	17416	17361	24845	18985	13009	6375	107211	Primary	Secondary	Dormant	80	72	74	32	56	58	54	72	68	74	64	52	92	66	78	44	76	62	70	452	452	452
Primary	Secondary	Dormant	16.8%	13.9%	15.5%	9.4%	9.9%	9.7%	14.9%	17.8%	16.2%	23.2%	17.7%	12.1%	5.9%	100.0%	Primary	Secondary	Dormant	17.7%	15.9%	16.4%	7.1%	12.4%	12.8%	11.9%	15.9%	15.0%	16.4%	14.2%	11.5%	20.4%	14.6%	17.3%	9.7%	16.8%	13.7%	15.5%	100.0%	100.0%	100.0%



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

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

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion		1.8%	3.1%	2.7%	2.2%	3.1%	3.5%
	TRUST You build relationships with consistency and stability	0.4%		2.7%	0.4%	2.2%	1.3%	
	MYSTIQUE You inspire curiosity	3.1%	2.2%		2.2%	2.7%	6.2%	4.0%
	PRESTIGE You earn respect with higher standards and performance	2.2%	1.3%	0.9%		3.5%	0.4%	3.5%
	POWER You lead and control	2.7%	0.4%	4.9%	6.2%		2.7%	0.9%
	ALARM You prompt action with urgency and negative consequences	1.8%	6.2%	1.8%	3.1%	2.7%		1.3%
	REBELLION You surprise with creative, untraditional ideas	4.0%	0.4%	1.3%	1.3%	2.7%		

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.

6.1% OF YOU ARE  
"THE MAESTRO"

**POWER + PRESTIGE**

- » AMBITIOUS
- » ADMIRER
- » FOCUSED



**POWER**

Confident  
Driven  
Influential

11.9% OF YOU HAVE  
**PRESTIGE** AS A  
PRIMARY TRIGGER



**PRESTIGE**

Ambitious  
Discerning  
Strong-Willed

6.1% OF YOU ARE  
"THE BULLSEYE"

**MYSTIQUE + ALARM**

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



**MYSTIQUE**

Understated  
Complex  
Deliberate

YOU ARE 27.7% LESS  
LIKELY THAN THE  
AVERAGE POPULATION  
TO HAVE **PASSION** AS A  
PRIMARY TRIGGER



**PASSION**

Expressive  
Intuitive  
Impulsive

6.1% OF YOU ARE  
"THE MAINTAINER"

**ALARM + TRUST**

- » STEADFAST
- » COMPOSED
- » BY-THE-BOOK



**ALARM**

Perfectionist  
Reliable  
Careful

YOU ARE 19.6%  
LESS LIKELY THAN  
THE AVERAGE  
POPULATION TO  
HAVE **REBELLION**  
AS A PRIMARY  
TRIGGER



**REBELLION**

Innovative  
Independent  
Unpredictable

YOU ARE 8.6%  
MORE LIKELY THAN  
THE AVERAGE  
POPULATION TO  
HAVE **TRUST** AS A  
PRIMARY TRIGGER



**TRUST**

Stable  
Reliable  
Comforting

## THE 9-SECOND FASCINATION STATEMENT

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**STEP 1**

**LOGIN AT [HowToFASCINATE.COM](https://www.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?

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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)

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