

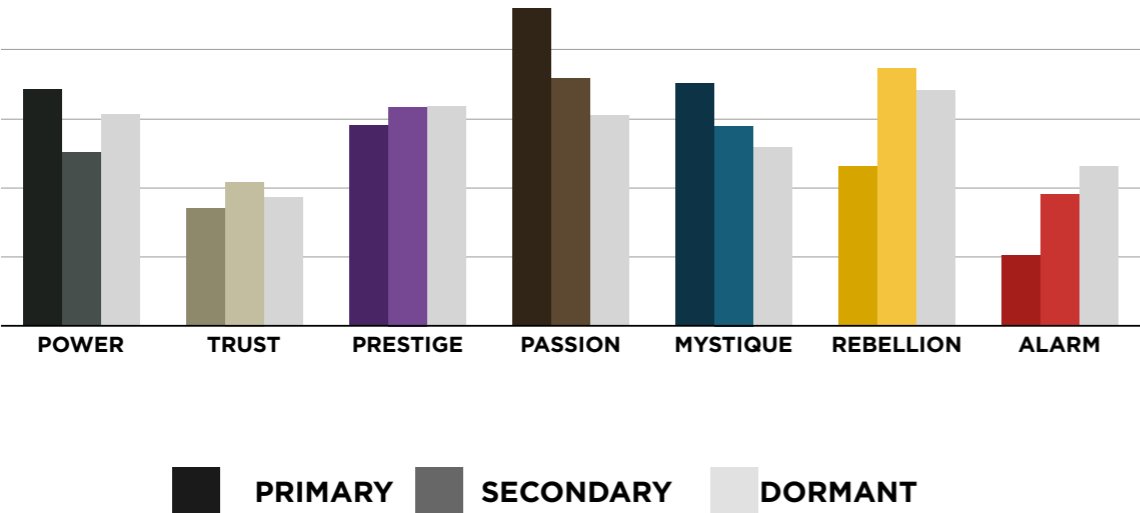
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
2013 WEALTHY VISIONARY CONFERENCE ATTENDEES

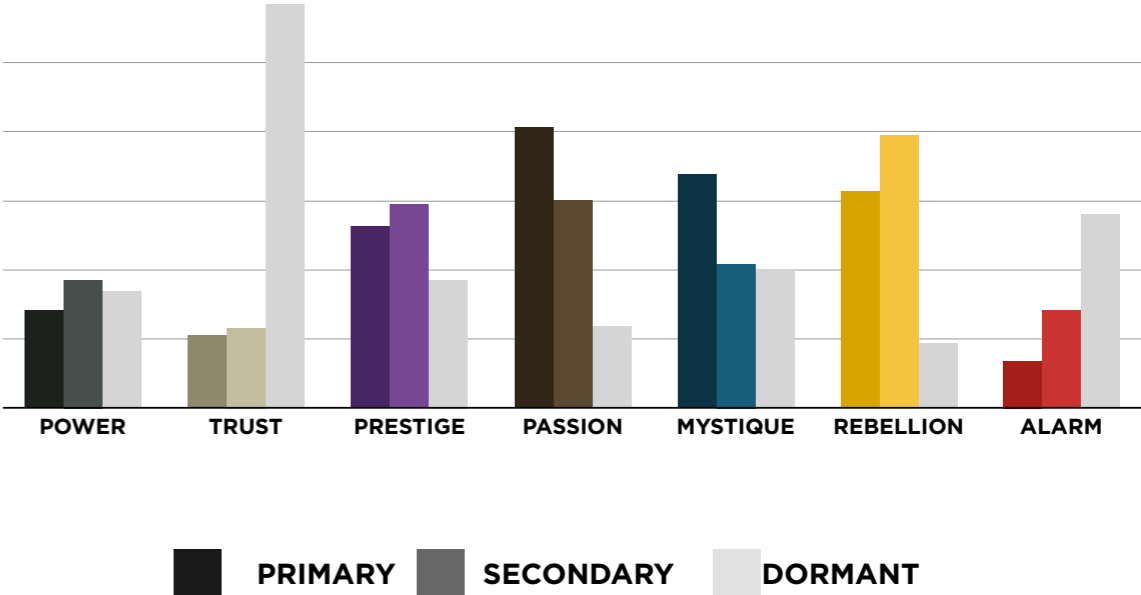


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



WEALTHY VISIONARY CONFERENCE RESULTS OF THE FASCINATION ADVANTAGE TEST

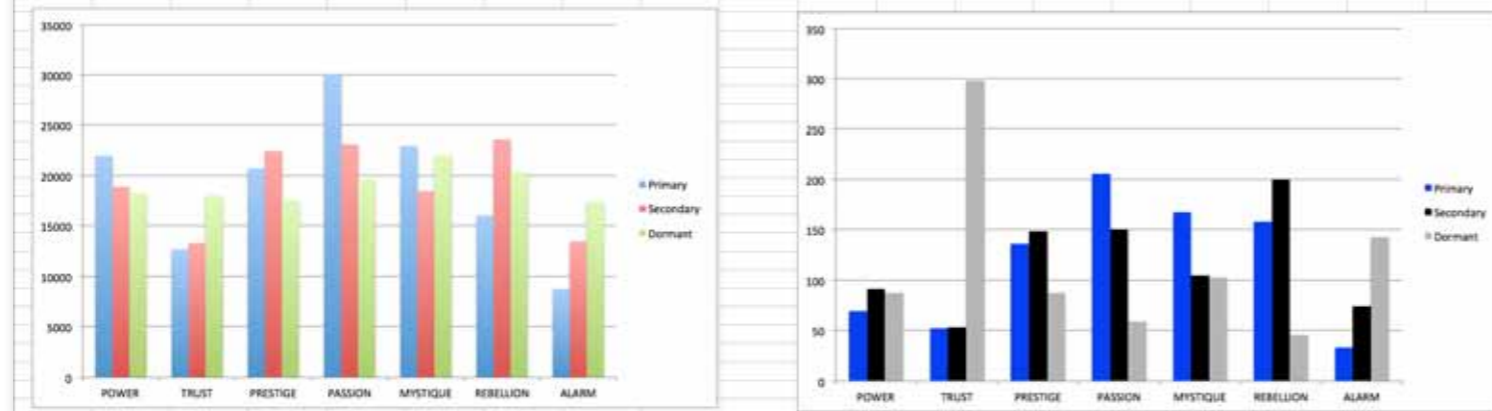


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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Rebellion	The Catalyst	99	12.06%	PASSION		8	43	28	16	12	99
Mystique	Rebellion	The Secret Weapon	53	6.46%	TRUST	11		10	12	3	12	4
Rebellion	Prestige	The Trendsetter	47	5.72%	MYSTIQUE	27	26		26	14	21	53
Prestige	Passion	The Connoisseur	45	5.48%	PRESTIGE	45	3	17		22	14	35
Rebellion	Passion	The Rockstar	45	5.48%	POWER	13	7	10	29		1	9
Passion	Mystique	The Intrigue	43	5.24%	ALARM	9	3	8	6	7		
Prestige	Rebellion	The Avant-Garde	35	4.26%	REBELLION	45	6	17	47	29	14	
Power	Prestige	The Maestro	29	3.53%								
Rebellion	Power	The Maverick Leader	29	3.53%								
Passion	Prestige	The Talent	28	3.41%		PASSION						
Mystique	Passion	The Subtle Touch	27	3.29%	PASSION		1.0%	5.2%	3.4%	1.9%	1.5%	12.1%
Mystique	Prestige	The Royal Guard	26	3.17%	TRUST	1.3%		1.2%	1.5%	0.4%	1.5%	0.5%
Mystique	Trust	The Wise Owl	26	3.17%	MYSTIQUE	3.3%	3.2%		3.2%	1.7%	2.6%	6.5%
Prestige	Power	The Victor	22	2.68%	PRESTIGE	5.5%	0.4%	2.1%		2.7%	1.7%	4.3%
Mystique	Alarm	The Bullseye	21	2.56%	POWER	1.6%	0.9%	1.2%	3.5%		0.1%	1.1%
Prestige	Mystique	The Architect	17	2.07%	ALARM	1.1%	0.4%	1.0%	0.7%	0.9%		
Rebellion	Mystique	The Provocateur	17	2.07%	REBELLION	5.5%	0.7%	2.1%	5.7%	3.5%	1.7%	
Passion	Power	The Advocate	16	1.95%								
Mystique	Power	The Veiled Strength	14	1.71%								
Prestige	Alarm	The Perfectionist	14	1.71%								
Rebellion	Alarm	The Quick-Start	14	1.71%								
Power	Passion	The Ringleader	13	1.58%								
Passion	Alarm	The Orchestrator	12	1.46%								
Trust	Alarm	The Good Citizen	12	1.46%								
Trust	Prestige	The Diplomat	12	1.46%								
Power	Mystique	The Mastermind	10	1.22%								
Trust	Mystique	The Vault	10	1.22%								
Alarm	Passion	The Coordinator	9	1.10%								
Power	Rebellion	The Change Agent	9	1.10%								

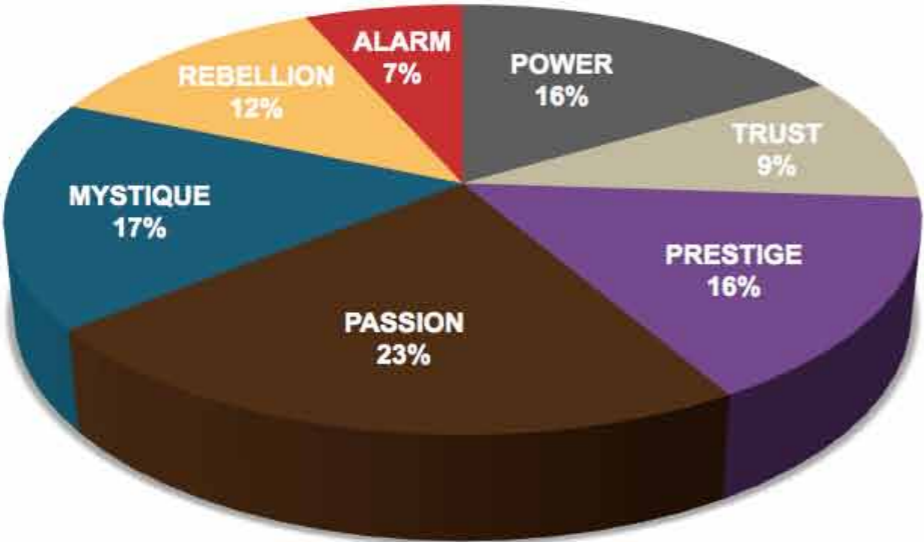
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									DREAM								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	22016	12736	20745	30103	22978	16025	8768	133371	Primary	69	52	136	206	167	158	33	821
Secondary	18912	13268	22484	23168	18448	23648	13443	133371	Secondary	91	53	148	150	105	200	74	821
Dormant	18259	18035	17524	19642	22081	20403	17427	133371	Dormant	87	298	87	59	103	45	142	821
Primary	16.5%	9.5%	15.6%	22.6%	17.2%	12.0%	6.6%	100.0%	Primary	8.4%	6.3%	16.6%	25.1%	20.3%	19.2%	4.0%	100.0%
Secondary	14.2%	9.9%	16.9%	17.4%	13.8%	17.7%	10.1%	100.0%	Secondary	11.1%	6.5%	18.0%	18.3%	12.8%	24.4%	9.0%	100.0%
Dormant	13.7%	13.5%	13.1%	14.7%	16.6%	15.3%	13.1%	100.0%	Dormant	10.6%	36.3%	10.6%	7.2%	12.5%	5.5%	17.3%	100.0%

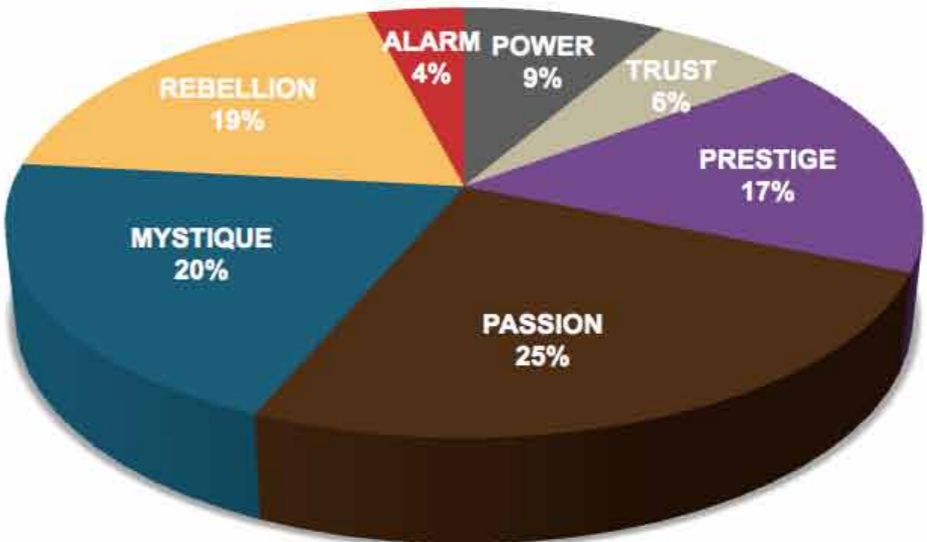


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



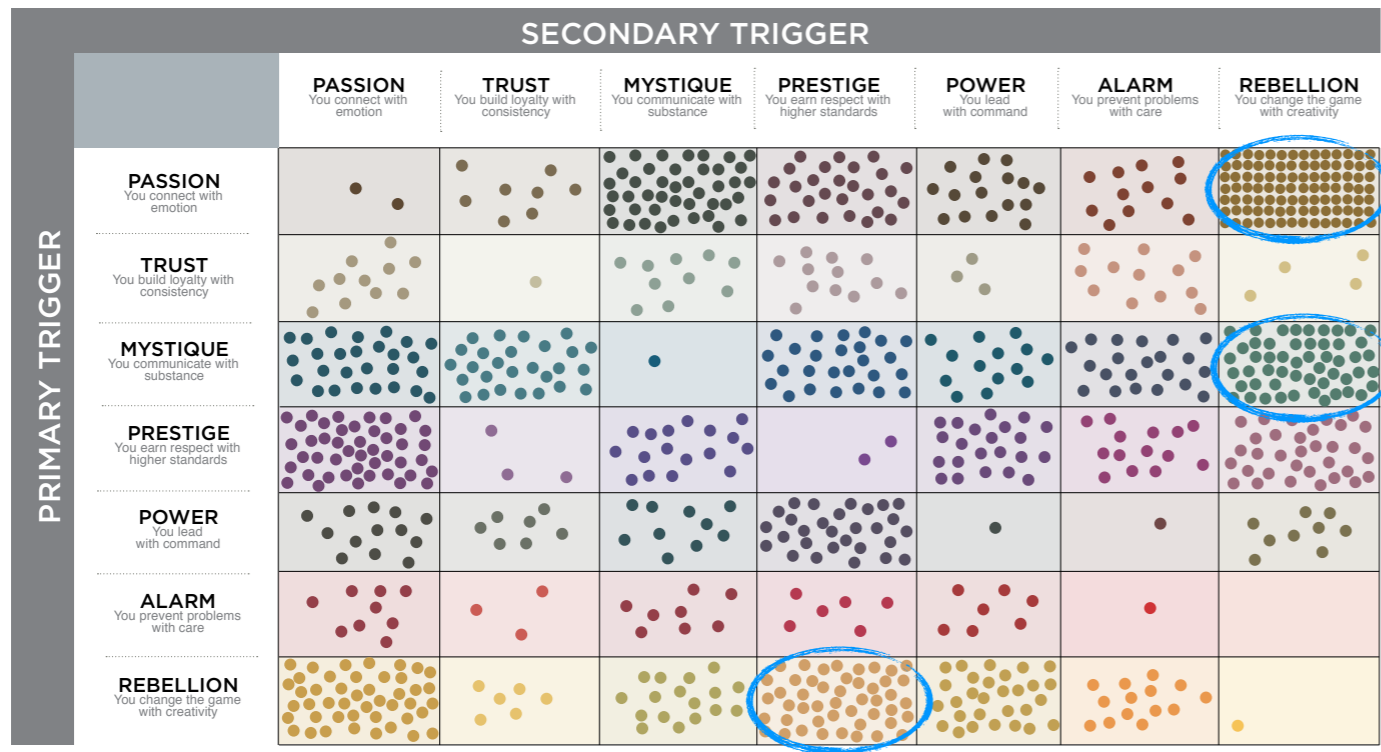
WEALTHY VISIONARY CONFERENCE RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

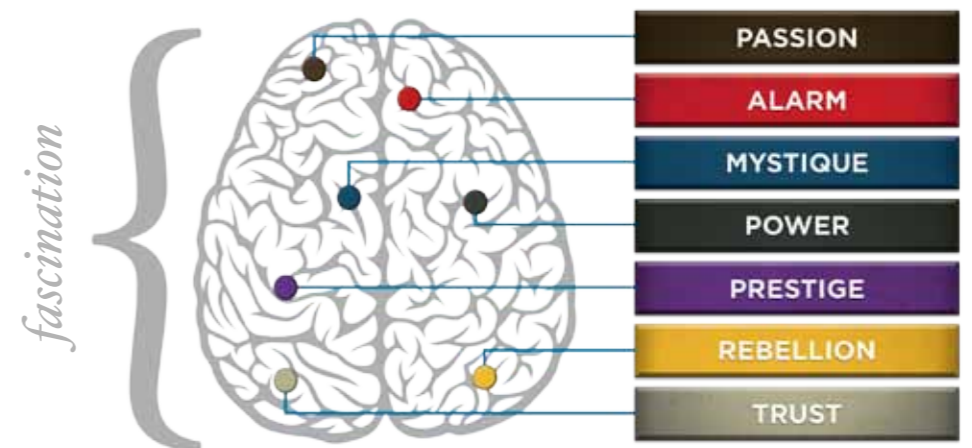
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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>		1.0%	5.2%	3.4%	1.9%	1.5%	12.1%
	TRUST <small>You build loyalty with consistency</small>	1.3%		1.2%	1.5%	0.4%	1.5%	0.5%
	MYSTIQUE <small>You communicate with substance</small>	3.3%	3.2%		3.2%	1.7%	2.6%	6.5%
	PRESTIGE <small>You earn respect with higher standards</small>	5.5%	0.4%	2.1%		2.7%	1.7%	4.3%
	POWER <small>You lead with command</small>	1.6%	0.9%	1.2%	3.5%		0.1%	1.1%
	ALARM <small>You prevent problems with care</small>	1.1%	0.4%	1.0%	0.7%	0.9%		
	REBELLION <small>You change the game with creativity</small>	5.5%	0.7%	2.1%	5.7%	3.5%	1.7%	

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.

12.1% OF YOU ARE "THE CATALYST"

PASSION + REBELLION

- » OUTGOING
- » EXPERIMENTAL
- » OUT-OF-THE-BOX

YOU ARE 64.1% MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE REBELLION AS A PRIMARY TRIGGER

16.6% OF YOU HAVE PRESTIGE AS A PRIMARY TRIGGER

YOU ARE 23.3% MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE MYSTIQUE AS A PRIMARY TRIGGER

YOU ARE 59.1% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE ALARM AS A PRIMARY TRIGGER

YOU ARE 29.6% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE TRUST AS A PRIMARY TRIGGER

YOU ARE 45.2% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE POWER 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

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

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.

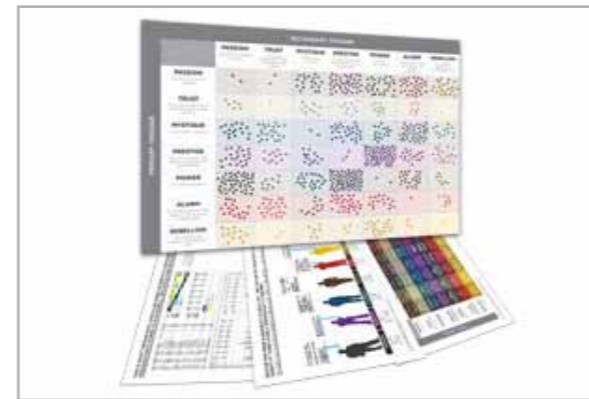
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Our flagship personal brand analysis



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



Special Package
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