

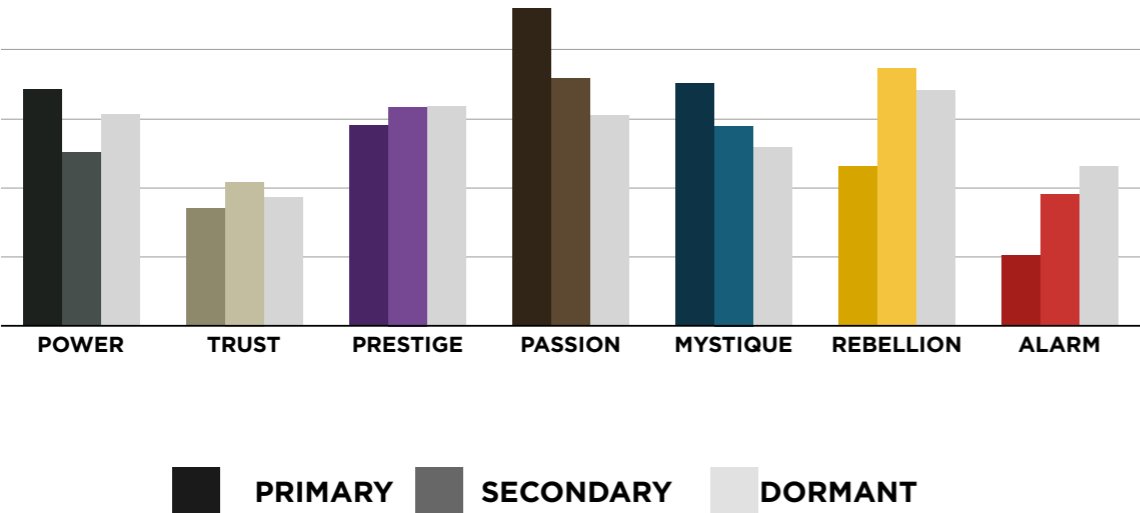
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO MAUI JIM ANNUAL CONFERENCE ATTENDEES

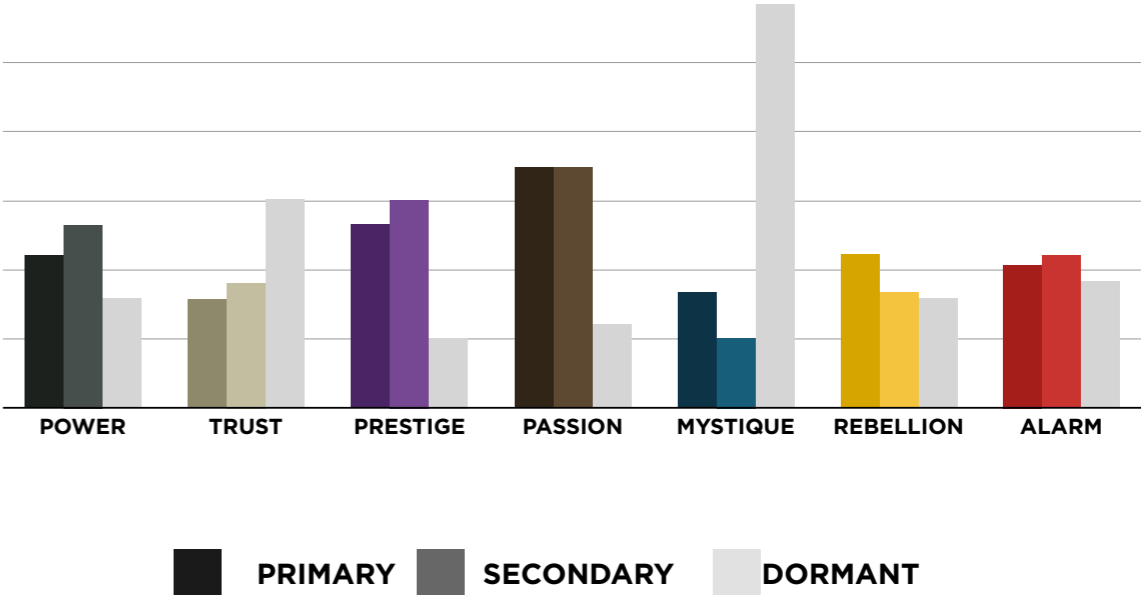


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



MAUI JIM RESULTS OF THE FASCINATION ADVANTAGE TEST



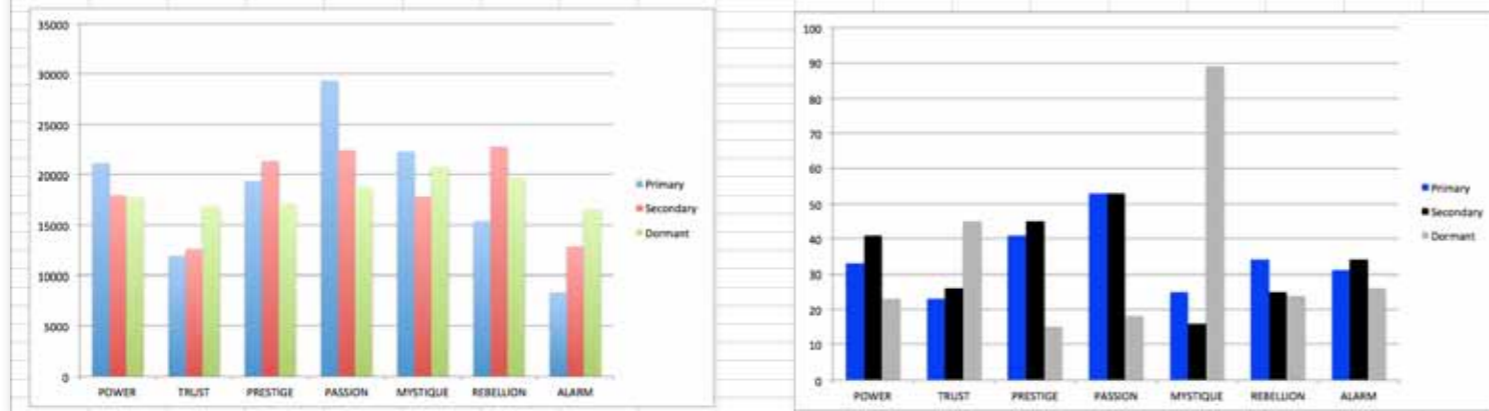
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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
prestige	passion	The Connoisseur	18	7.50%	PASSION		2	6	12	11	11	11
power	prestige	The Maestro	15	6.25%	TRUST	7		3	5	3	4	1
passion	prestige	The Talent	12	5.00%	MYSTIQUE	7	3		1	4	6	4
rebellion	passion	The Rockstar	12	5.00%	PRESTIGE	18	1	2		8	6	6
passion	alarm	The Orchestrator	11	4.58%	POWER	2	9	1	15		4	2
passion	power	The Advocate	11	4.58%	ALARM	7	9	4	3	7		1
passion	rebellion	The Catalyst	11	4.58%	REBELLION	12	2		9	8	3	
alarm	trust	The Sustainer	9	3.75%								
power	trust	The Guardian	9	3.75%								
rebellion	prestige	The Trendsetter	9	3.75%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
prestige	power	The Victor	8	3.33%	PASSION		0.8%	2.5%	5.0%	4.6%	4.6%	4.6%
rebellion	power	The Maverick Leader	8	3.33%	TRUST	2.9%		1.3%	2.1%	1.3%	1.7%	0.4%
alarm	passion	The Coordinator	7	2.92%	MYSTIQUE	2.9%	1.3%		0.4%	1.7%	2.5%	1.7%
alarm	power	The Sheriff	7	2.92%	PRESTIGE	7.5%	0.4%	0.8%		3.3%	2.5%	2.5%
mystique	passion	The Subtle Touch	7	2.92%	POWER	0.8%	3.8%	0.4%	6.3%		1.7%	0.8%
trust	passion	The Authentic	7	2.92%	ALARM	2.9%	3.8%	1.7%	1.3%	2.9%		0.4%
mystique	alarm	The Bullseye	6	2.50%	REBELLION	5.0%	0.8%		3.8%	3.3%	1.3%	
passion	mystique	The Intrigue	6	2.50%								
prestige	alarm	The Perfectionist	6	2.50%								
prestige	rebellion	The Avant-Garde	6	2.50%								
trust	prestige	The Diplomat	5	2.08%								
alarm	mystique	The Inspector	4	1.67%								
mystique	power	The Veiled Strength	4	1.67%								
mystique	rebellion	The Secret Weapon	4	1.67%								
power	alarm	The Watchdog	4	1.67%								
trust	alarm	The Good Citizen	4	1.67%								
alarm	prestige	The Editor-in-Chief	3	1.25%								
mystique	trust	The Wise Owl	3	1.25%								
rebellion	alarm	The Quick-Start	3	1.25%								
trust	mystique	The Vault	3	1.25%								
trust	power	The Gravitas	3	1.25%								

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

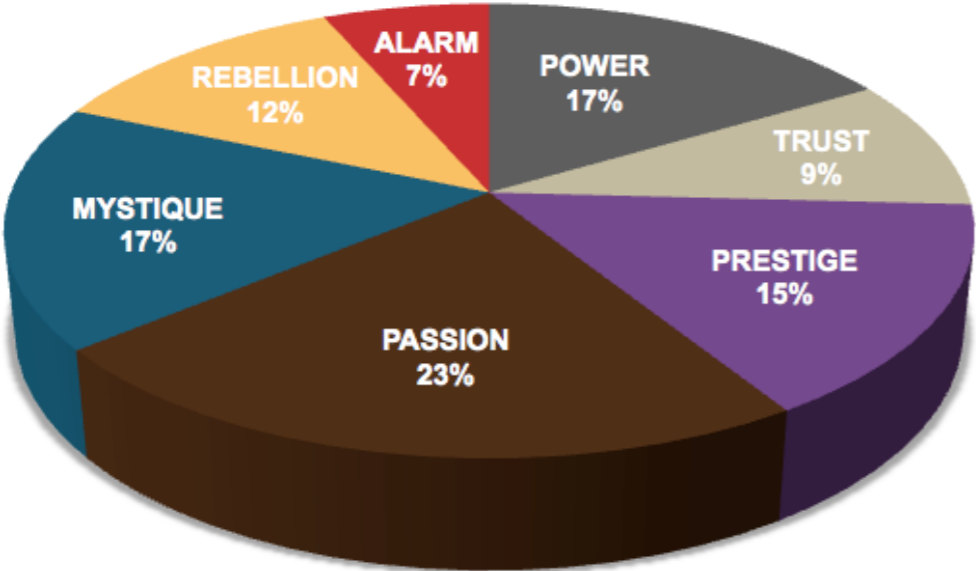
AVERAGE POPULATION									Maui Jim								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	21144	11924	19452	29322	22301	15438	8354	127935	Primary	33	23	41	53	25	34	31	240
Secondary	17996	12609	21330	22452	17881	22803	12864	127935	Secondary	41	26	45	53	16	25	34	240
Dormant	17812	16970	17223	18798	20780	19695	16657	127935	Dormant	23	45	15	18	89	24	26	240

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.5%	9.3%	15.2%	22.9%	17.4%	12.1%	6.5%	100.0%	Primary	13.8%	9.6%	17.1%	22.1%	10.4%	14.2%	12.9%	100.0%
Secondary	14.1%	9.9%	16.7%	17.5%	14.0%	17.8%	10.1%	100.0%	Secondary	17.1%	10.8%	18.8%	22.1%	6.7%	10.4%	14.2%	100.0%
Dormant	13.9%	13.3%	13.5%	14.7%	16.2%	15.4%	13.0%	100.0%	Dormant	9.6%	18.8%	6.3%	7.5%	37.1%	10.0%	10.8%	100.0%

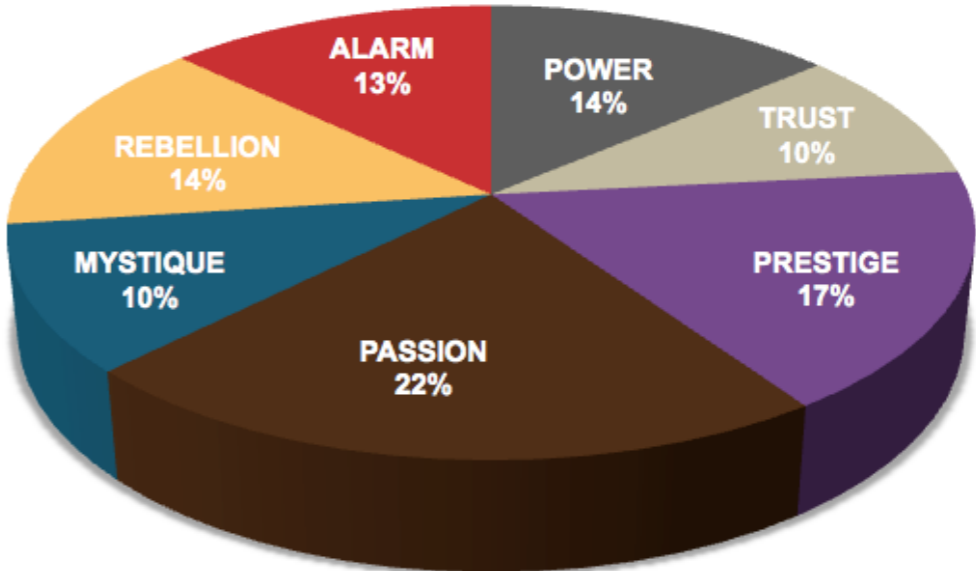


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



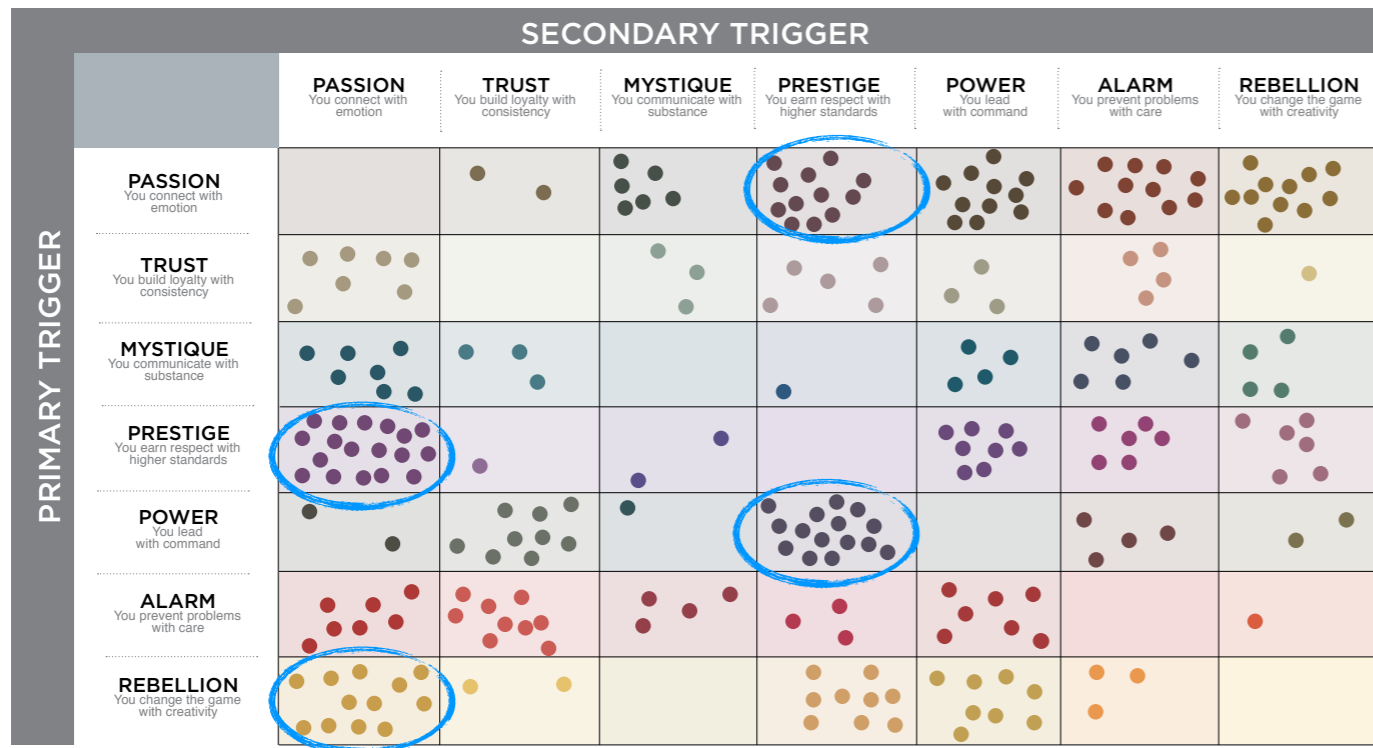
MAUI JIM RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

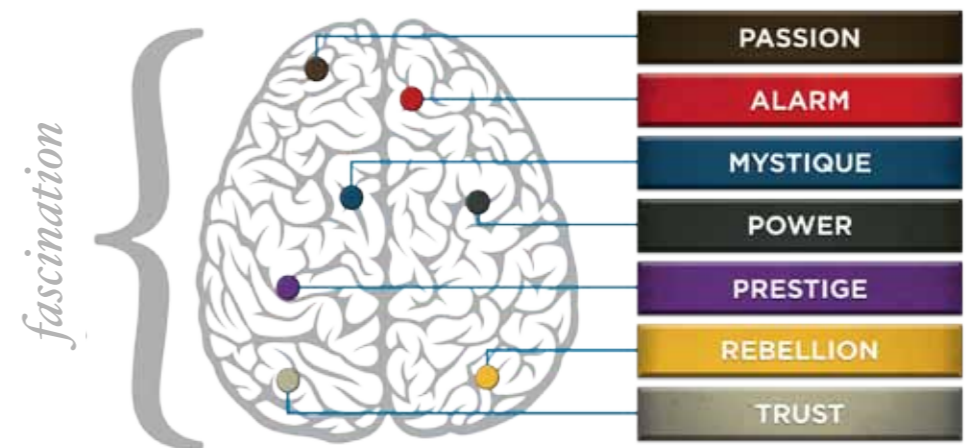
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

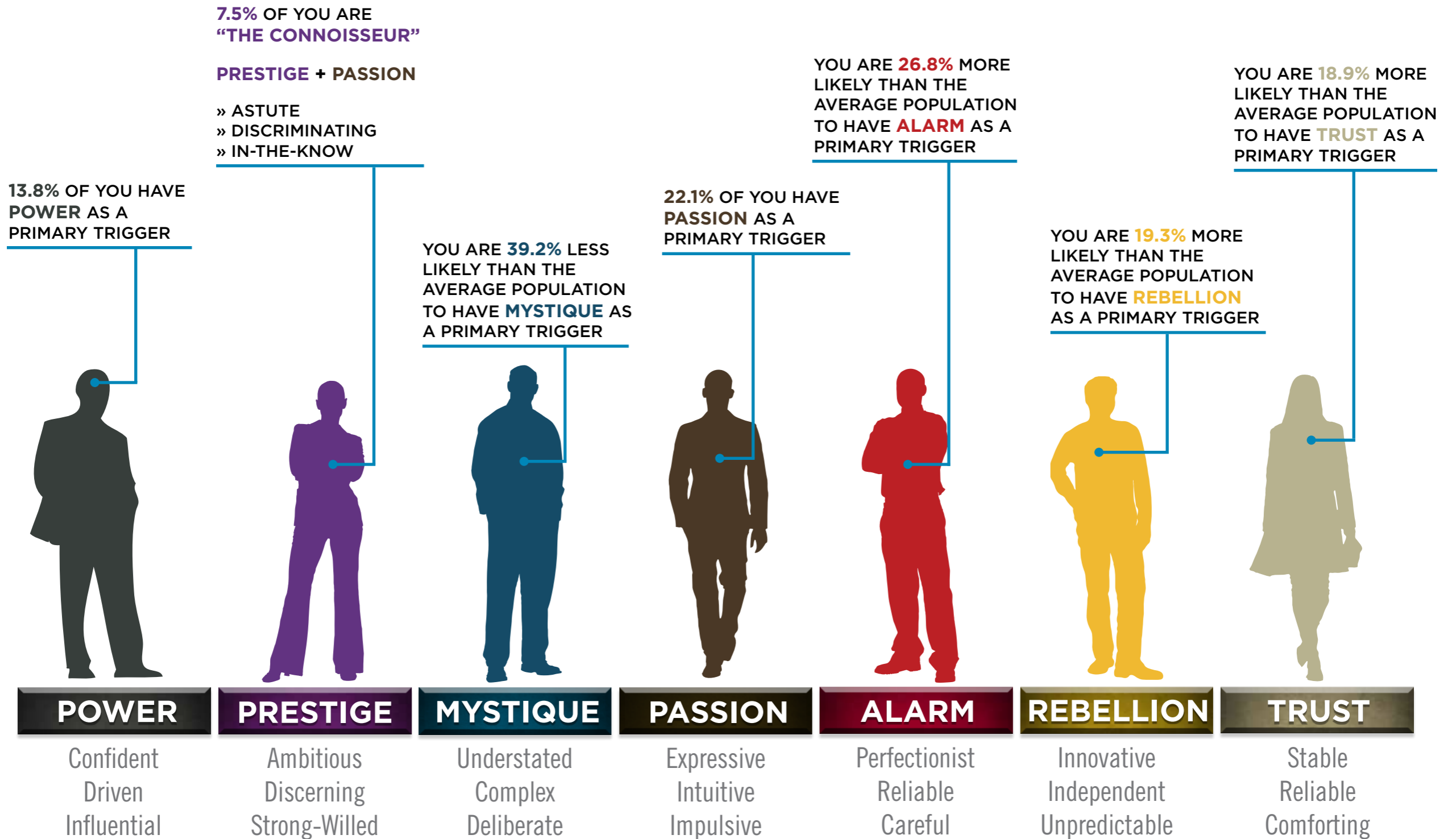
		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		0.8%	2.5%	5.0%	4.6%	4.6%	4.6%
	TRUST <small>You build loyalty with consistency</small>	2.9%		1.3%	2.1%	1.3%	1.7%	0.4%
	MYSTIQUE <small>You communicate with substance</small>	2.9%	1.3%		0.4%	1.7%	2.5%	1.7%
	PRESTIGE <small>You earn respect with higher standards</small>	7.5%	0.4%	0.8%		3.3%	2.5%	2.5%
	POWER <small>You lead with command</small>	0.8%	3.8%	0.4%	6.3%		1.7%	0.8%
	ALARM <small>You prevent problems with care</small>	2.9%	3.8%	1.7%	1.3%	2.9%		0.4%
	REBELLION <small>You change the game with creativity</small>	5.0%	0.8%		3.8%	3.3%	1.3%	

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

