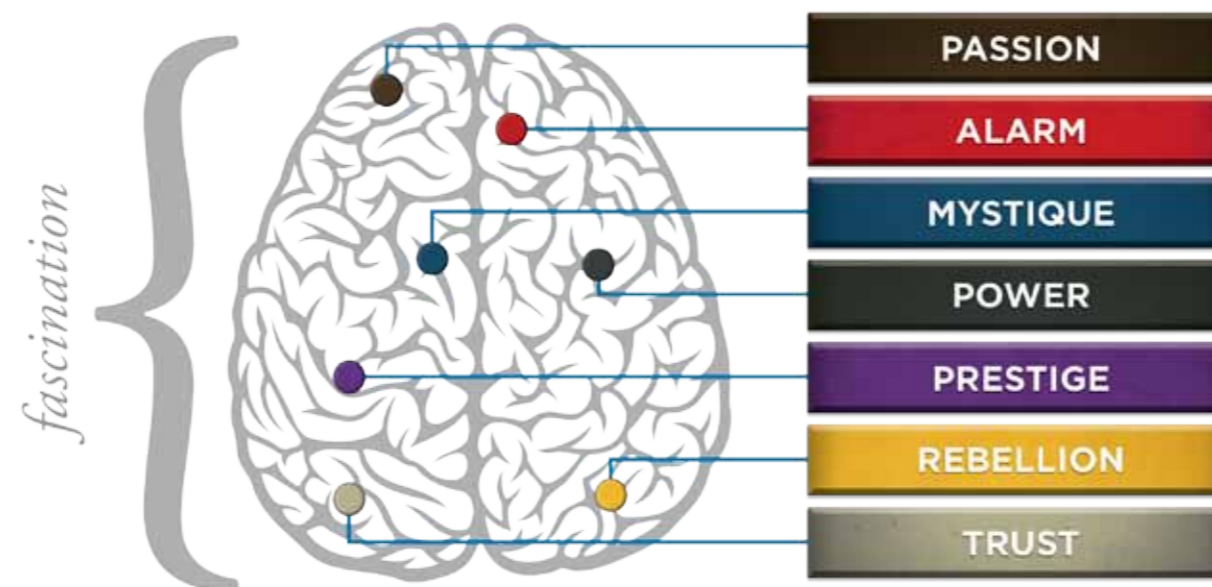


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO MECLABS ON 08/28/12



“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 MECLABS:

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.

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. One of our experts will be happy to help.

Warm regards,

Fascinate, Inc.



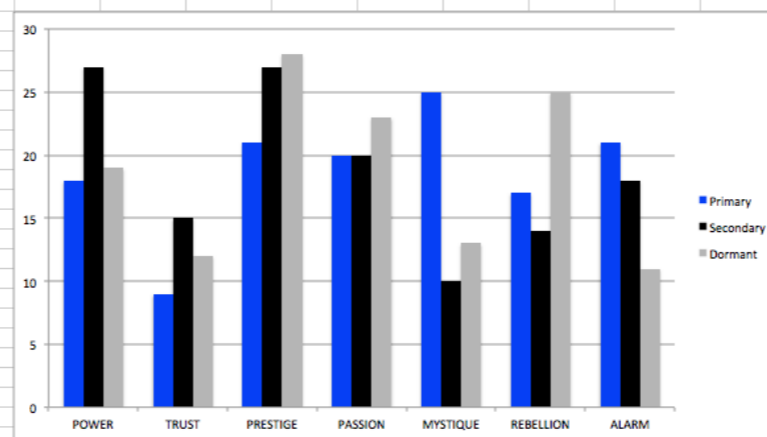
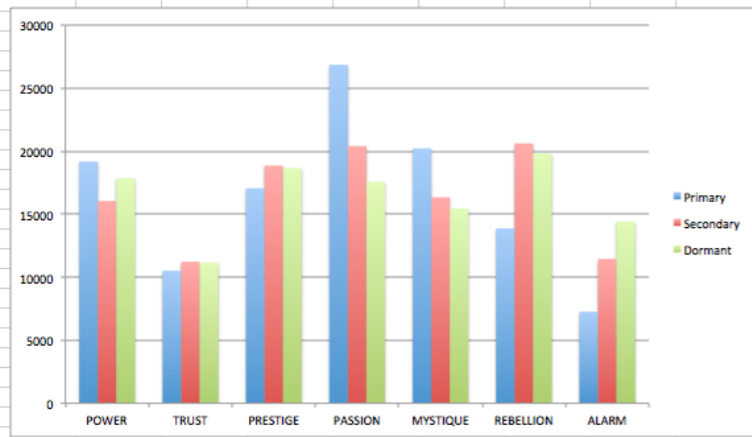
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentages		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
prestige	power	The Victor	15	11.45%		PASSION		1	2	10	2	3	2
passion	prestige	The Talent	10	7.63%		TRUST	2		1		2	3	1
alarm	trust	The Maintainer	7	5.34%		MYSTIQUE	2	4		5	3	6	5
alarm	passion	The Detector	6	4.58%		PRESTIGE	1	1	1		15		3
mystique	alarm	The Bullseye	6	4.58%		POWER	4	1	2	5		6	
power	alarm	The Watchdog	6	4.58%		ALARM	6	7	2	2	1		3
mystique	prestige	The Velvet Rope	5	3.82%		REBELLION	5	1	2	5	4		
mystique	rebellion	The Secret Weapon	5	3.82%									
power	prestige	The Maestro	5	3.82%									
rebellion	passion	The Rockstar	5	3.82%									
rebellion	prestige	The Trendsetter	5	3.82%									
mystique	trust	The Wise Owl	4	3.05%		PASSION		0.8%	1.5%	7.6%	1.5%	2.3%	1.5%
power	passion	The Ringleader	4	3.05%		TRUST	1.5%		0.8%		1.5%	2.3%	0.8%
rebellion	power	The Maverick Leader	4	3.05%		MYSTIQUE	1.5%	3.1%		3.8%	2.3%	4.6%	3.8%
alarm	rebellion	The Careful Creative	3	2.29%		PRESTIGE	0.8%	0.8%	0.8%		11.5%		2.3%
mystique	power	The Veiled Strength	3	2.29%		POWER	3.1%	0.8%	1.5%	3.8%		4.6%	
passion	alarm	The Accelerator	3	2.29%		ALARM	4.6%	5.3%	1.5%	1.5%	0.8%		2.3%
prestige	rebellion	The Avant-Garde	3	2.29%		REBELLION	3.8%	0.8%	1.5%	3.8%	3.1%		
trust	alarm	The Good Citizen	3	2.29%									
alarm	mystique	The Top Secret	2	1.53%									
alarm	prestige	The Editor	2	1.53%									
mystique	passion	The Subtle Touch	2	1.53%									
passion	mystique	The Intrigue	2	1.53%									
passion	power	The Advocate	2	1.53%									
passion	rebellion	The Catalyst	2	1.53%									
power	mystique	The Mastermind	2	1.53%									

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

AVERAGE POPULATION									MECLABS								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	19174	10514	17056	26847	20215	13873	7263	114942	Primary	18	9	21	20	25	17	21	131
Secondary	16048	11229	18856	20404	16341	20614	11450	114942	Secondary	27	15	27	20	10	14	18	131
Dormant	17870	11164	18664	17583	15438	19811	14412	114942	Dormant	19	12	28	23	13	25	11	131

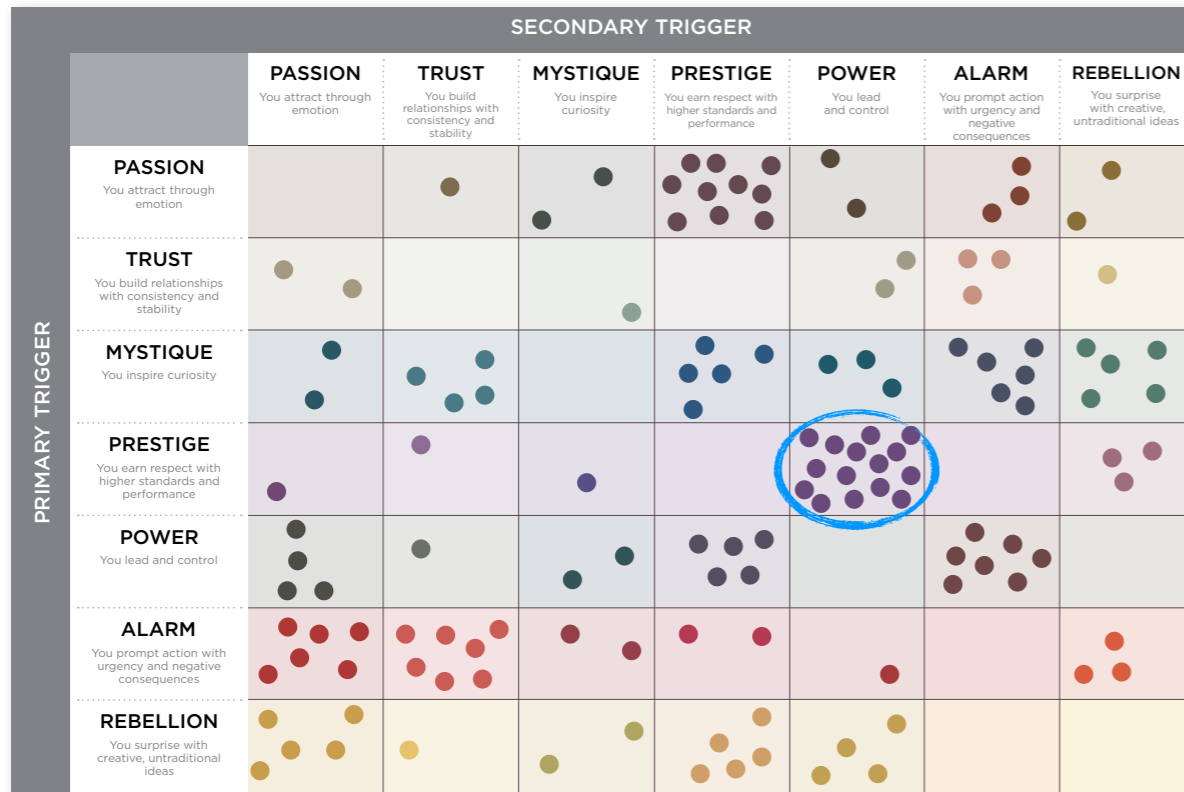
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.7%	9.1%	14.8%	23.4%	17.6%	12.1%	6.3%	100.0%	Primary	13.7%	6.9%	16.0%	15.3%	19.1%	13.0%	16.0%	100.0%
Secondary	14.0%	9.8%	16.4%	17.8%	14.2%	17.9%	10.0%	100.0%	Secondary	20.6%	11.5%	20.6%	15.3%	7.6%	10.7%	13.7%	100.0%
Dormant	15.5%	9.7%	16.2%	15.3%	13.4%	17.2%	12.5%	100.0%	Dormant	14.5%	9.2%	21.4%	17.6%	9.9%	19.1%	8.4%	100.0%



WE COMPARED 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.”



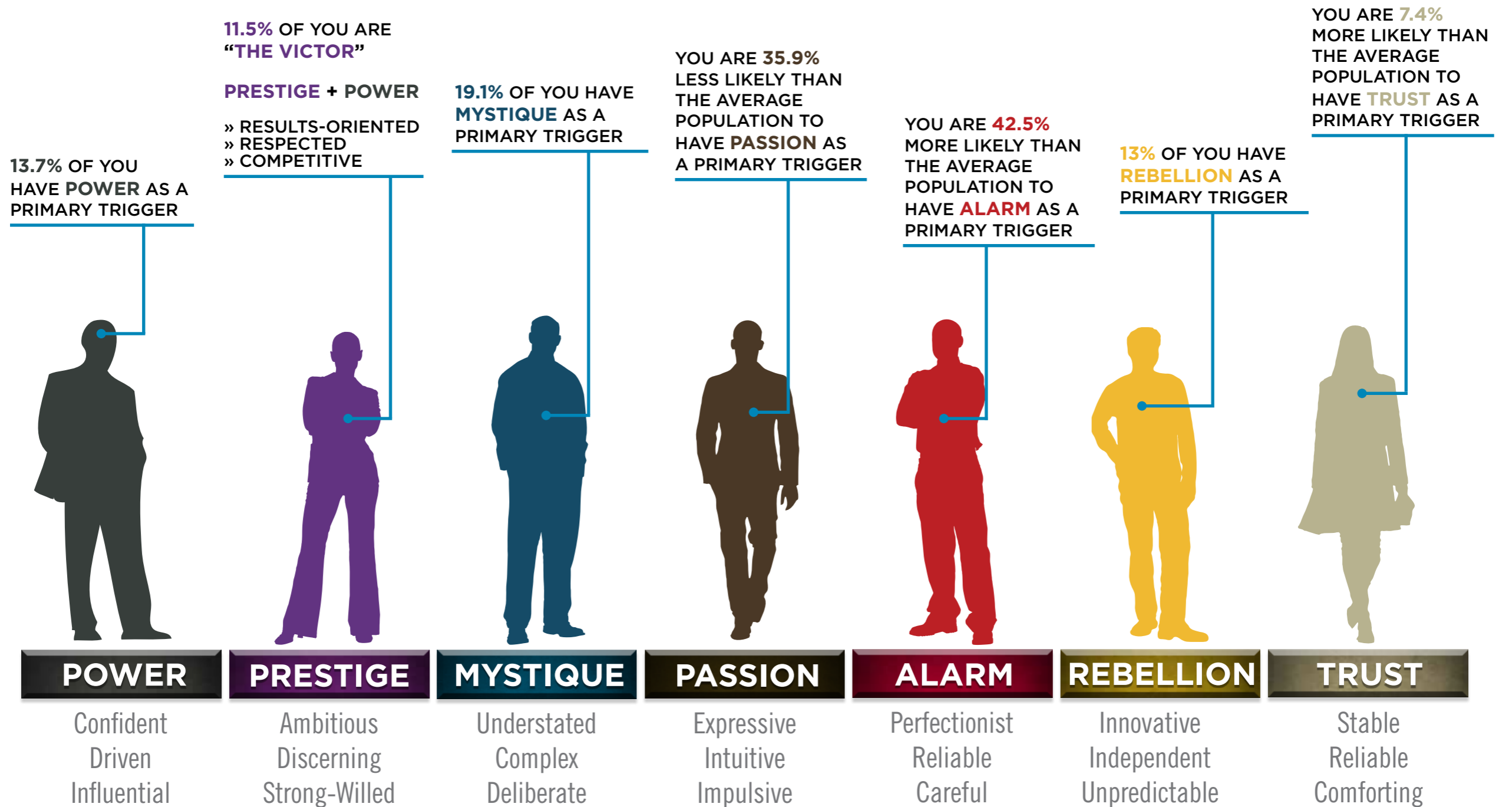
Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		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		0.8%	1.5%	7.6%	1.5%	2.3%	1.5%
	TRUST You build relationships with consistency and stability	1.5%		0.8%		1.5%	2.3%	0.8%
	MYSTIQUE You inspire curiosity	1.5%	3.1%		3.8%	2.3%	4.6%	3.8%
	PRESTIGE You earn respect with higher standards and performance	0.8%	0.8%	0.8%		11.5%		2.3%
	POWER You lead and control	3.1%	0.8%	1.5%	3.8%		4.6%	
	ALARM You prompt action with urgency and negative consequences	4.6%	5.3%	1.5%	1.5%	0.8%		2.3%
	REBELLION You surprise with creative, untraditional ideas	3.8%	0.8%	1.5%	3.8%	3.1%		

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.



THE 9-SECOND FASCINATION STATEMENT

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?

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

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Fascinate: Your 7 Triggers to Persuasion and Captivation



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