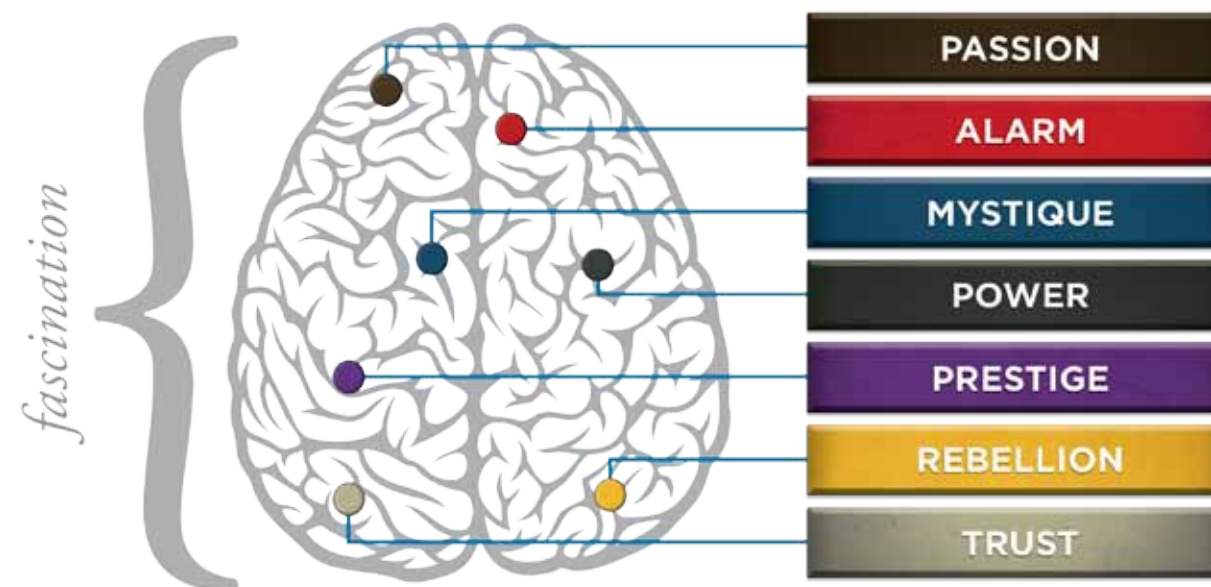


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO PartnersFinancial ON 09/11/12



“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 PartnersFinancial:

You're about to discover what makes your group most fascinating.

In her keynote, Sally Hogshead revealed your group's scores for the Fascination Advantage personality test. Now, in this PDF, we're sharing these custom results. These results are based on our studies into the science of fascination, including test results of over 120,000 participants.

Now you can see the results for yourself.

The Fascination Advantage is different than tests such as Myers-Briggs or StrengthsFinder. Other tests measure **how you see the world**.

This one measures **how the world sees you**.

Log back into your account to review your own personality results: HowtoFascinate.com.

When you fascinate your clients and customers, you become most worthy of their attention. You are more likely to be heard, remembered, and trusted.

We encourage you to apply your own unique advantage today. As Sally described... *The greatest value you can add is to become more of yourself.*

Warm regards,

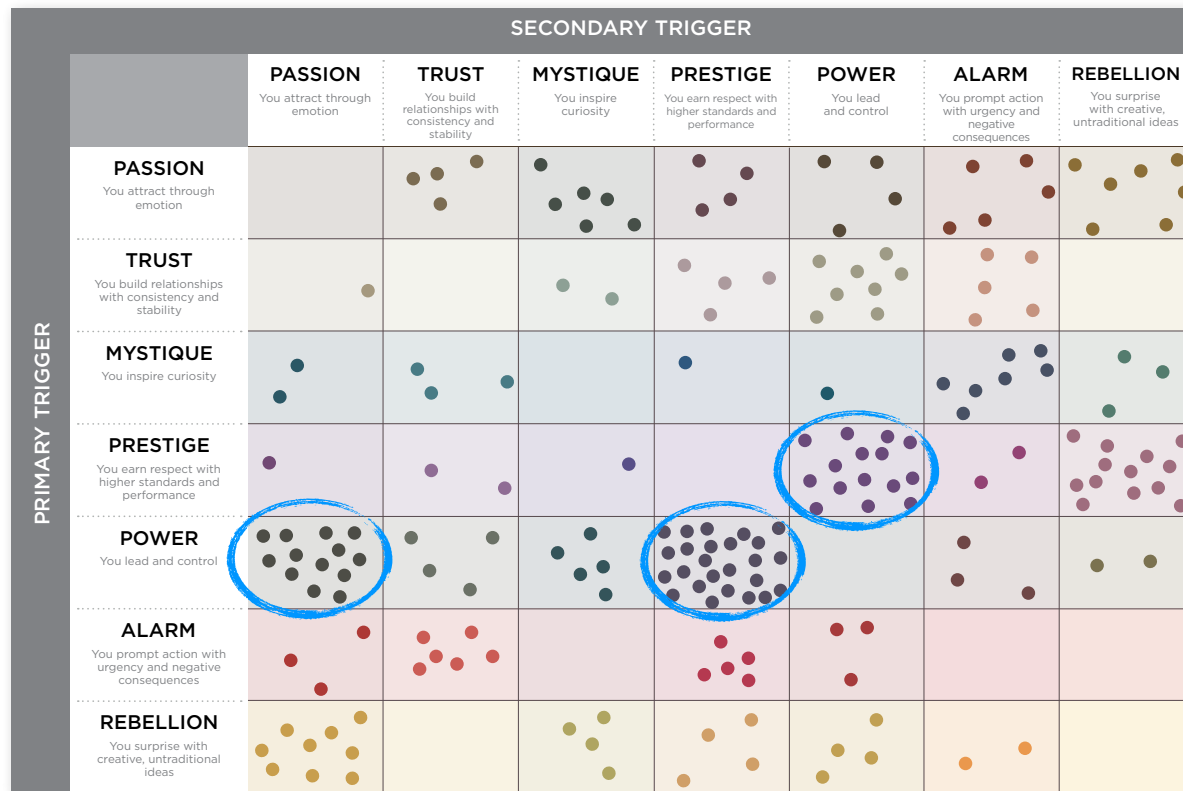
The Team at Fascinate, Inc.



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		2.1%	3.1%	2.1%	2.1%	2.6%	3.6%
	TRUST You build relationships with consistency and stability	0.5%		1.0%	2.1%	4.1%	2.6%	
	MYSTIQUE You inspire curiosity	1.0%	1.5%		0.5%	0.5%	3.6%	1.5%
	PRESTIGE You earn respect with higher standards and performance	0.5%	1.0%	0.5%		7.7%	1.0%	6.7%
	POWER You lead and control	7.2%	2.1%	2.6%	12.9%		1.5%	1.0%
	ALARM You prompt action with urgency and negative consequences	1.5%	3.1%		2.6%	1.5%		
	REBELLION You surprise with creative, untraditional ideas	4.6%		2.1%	2.1%	2.1%	1.0%	

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.

12.9% OF YOU ARE "THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED



POWER

Confident
Driven
Influential

7.7% OF YOU ARE "THE VICTOR"

PRESTIGE + POWER

- » RESULTS-ORIENTED
- » RESPECTED
- » COMPETITIVE



PRESTIGE

Ambitious
Discerning
Strong-Willed

YOU ARE 50.4% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE MYSTIQUE AS A PRIMARY TRIGGER



MYSTIQUE

Understated
Complex
Deliberate

15.5% OF YOU HAVE PASSION AS A PRIMARY TRIGGER



PASSION

Expressive
Intuitive
Impulsive

YOU ARE 21.8% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE ALARM AS A PRIMARY TRIGGER



ALARM

Perfectionist
Reliable
Careful

11.9% OF YOU HAVE REBELLION AS A PRIMARY TRIGGER



REBELLION

Innovative
Independent
Unpredictable

YOU ARE 62.3% MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE TRUST AS A PRIMARY TRIGGER



TRUST

Stable
Reliable
Comforting

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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Hog Blog



AMAZON

Fascinate: Your 7 Triggers to Persuasion and Captivation



HowToFascinate.com