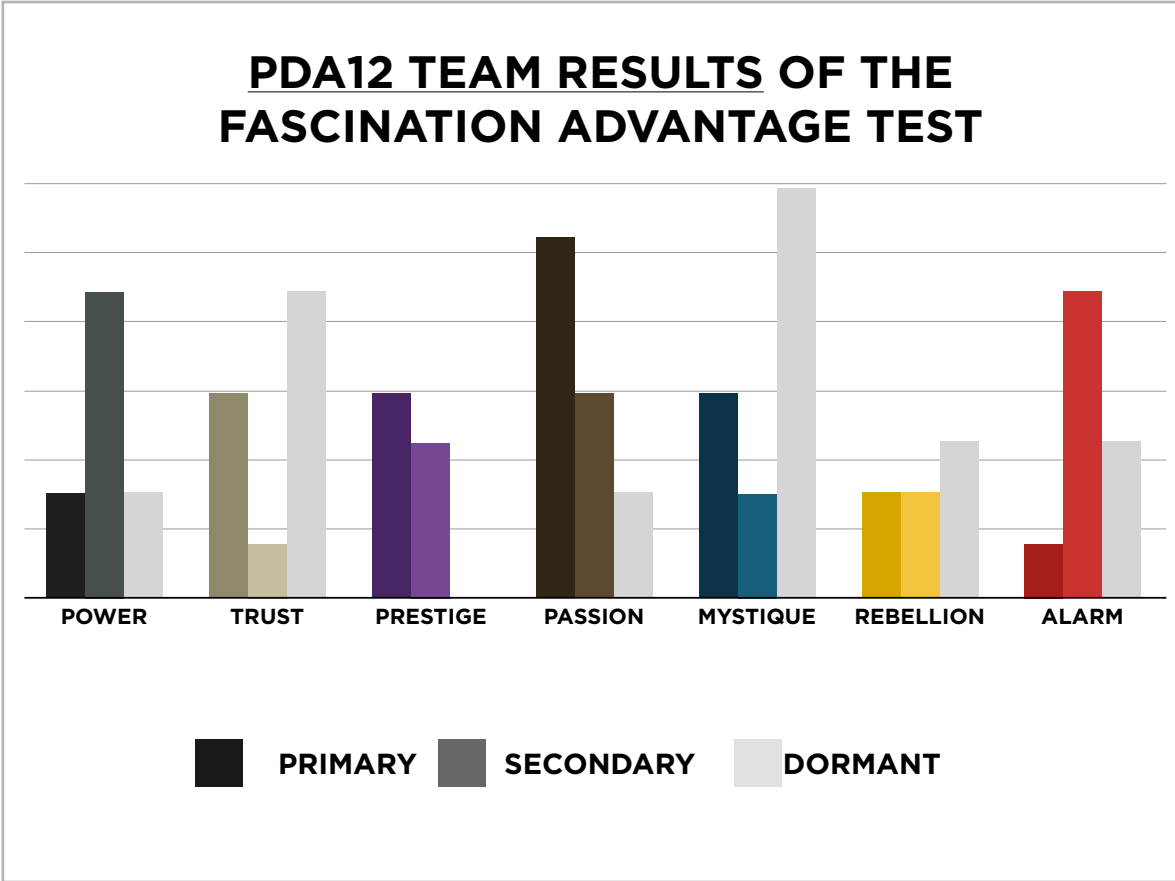
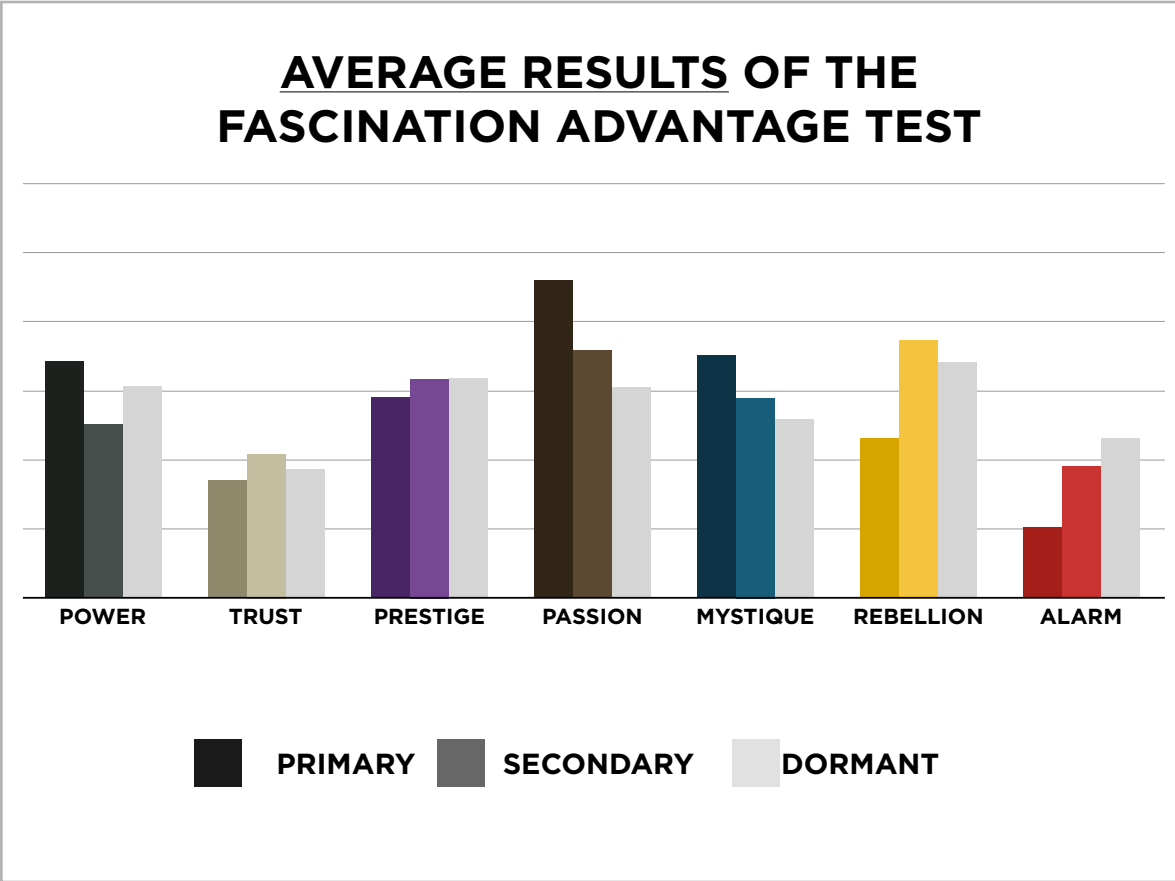


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO PDA12'S TEAM



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.

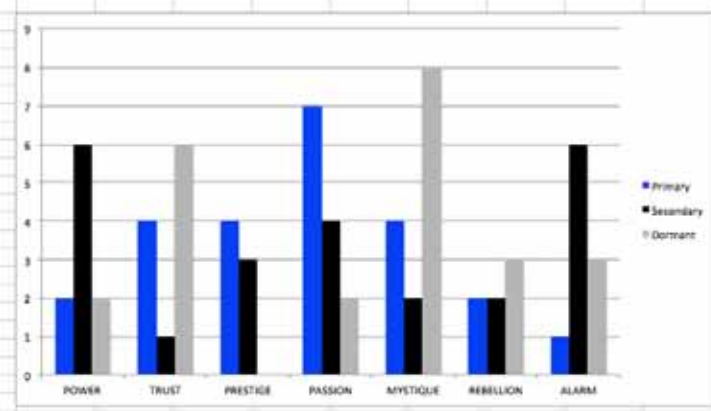
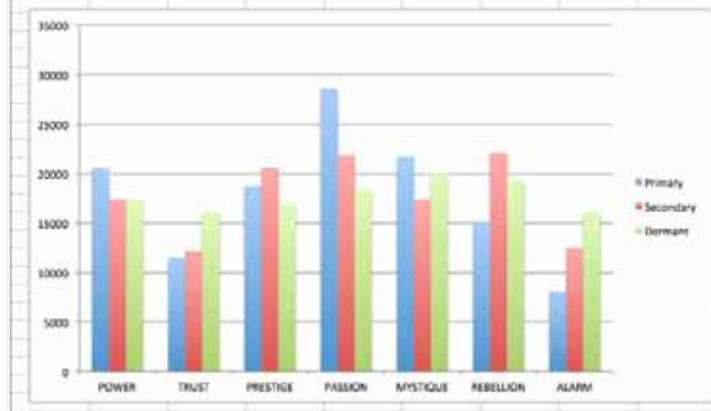


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Alarm	The Orchestrator	4	16.67%	PASSION			1	1	4	1
Prestige	Power	The Victor	3	12.50%	TRUST	1	2			1	
Trust	Mystique	The Vault	2	8.33%	MYSTIQUE	1	1	1		1	
Alarm	Power	The Sheriff	1	4.17%	PRESTIGE	1			3		
mystique	alarm	The Bullseye	1	4.17%	POWER			1			1
mystique	passion	The Subtel Touch	1	4.17%	ALARM				1		
Mystique	Prestige	The Royal Guard	1	4.17%	REBELLION	1			1		
mystique	trust	The Wise Owl	1	4.17%							
Passion	Power	The Advocate	1	4.17%							
Passion	prestige	The Talent	1	4.17%							
passion	rebellion	The Catalyst	1	4.17%	PASSION			4.2%	4.2%	16.7%	4.2%
power	prestige	The Maestro	1	4.17%	TRUST	4.2%	8.3%			4.2%	
Power	Rebellion	The change agent	1	4.17%	MYSTIQUE	4.2%	4.2%	4.2%		4.2%	
prestige	passion	The connoisseur	1	4.17%	PRESTIGE	4.2%			12.5%		
Rebellion	Passion	The Rockstar	1	4.17%	POWER			4.2%			4.2%
Rebellion	Power	The Maverick Leader	1	4.17%	ALARM				4.2%		
trust	alarm	The Good Citizen	1	4.17%	REBELLION	4.2%			4.2%		
trust	passion	The Authentic	1	4.17%							
						: Missing Archetypes					
						: Most Prevalent Archetypes					

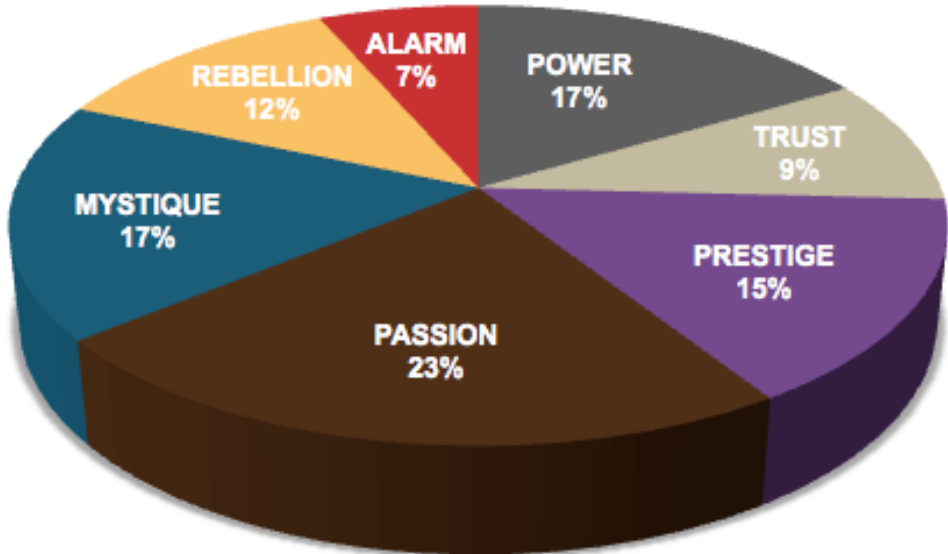
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION								PDA12 Team									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	20597	11496	18778	28646	21669	15009	8074	124269	Primary	2	4	4	7	4	2	1	24
Secondary	17473	12210	20628	21870	17453	22143	12494	124269	Secondary	6	1	3	4	2	2	6	24
Dormant	17428	16086	16948	18347	20029	19306	16125	124269	Dormant	2	6	0	2	8	3	3	24
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.6%	9.3%	15.1%	23.1%	17.4%	12.1%	6.5%	100.0%	Primary	8.3%	16.7%	16.7%	29.2%	16.7%	8.3%	4.2%	100.0%
Secondary	14.1%	9.8%	16.6%	17.6%	14.0%	17.8%	10.1%	100.0%	Secondary	25.0%	4.2%	12.5%	16.7%	8.3%	8.3%	25.0%	100.0%
Dormant	14.0%	12.9%	13.6%	14.8%	16.1%	15.5%	13.0%	100.0%	Dormant	8.3%	25.0%	0.0%	8.3%	33.3%	12.5%	12.5%	100.0%

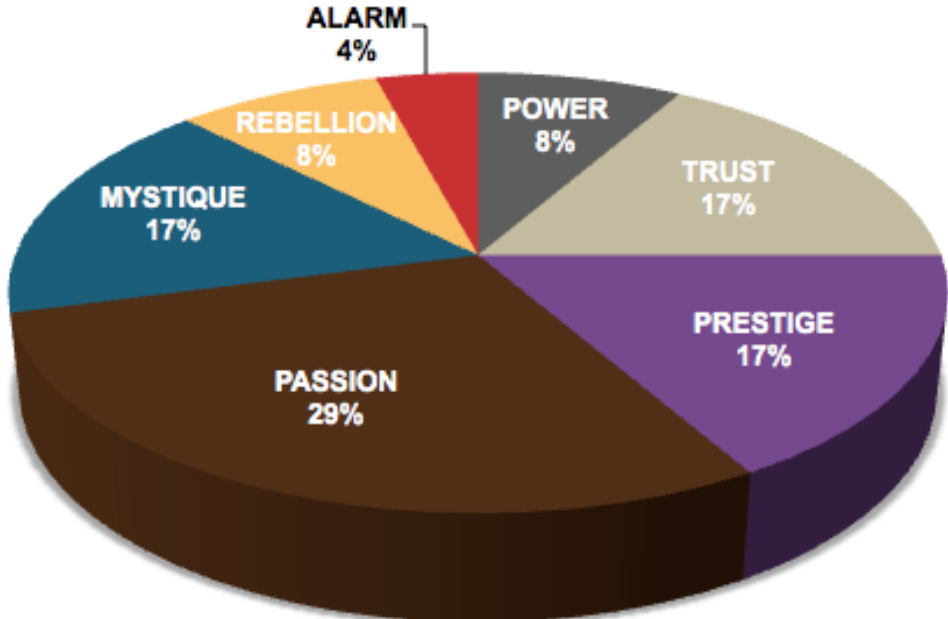


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



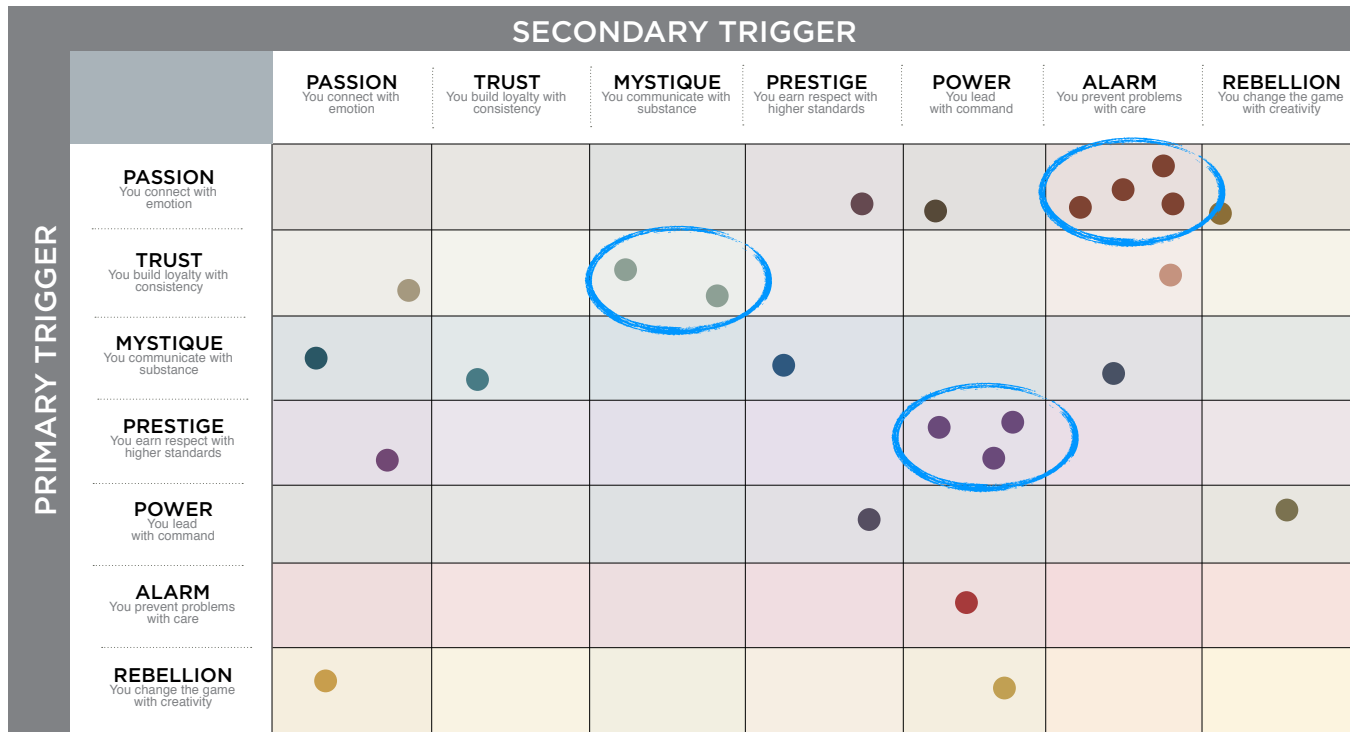
PDA12 TEAM'S RESULTS FROM THE FASCINATION ADVANTAGE TEST



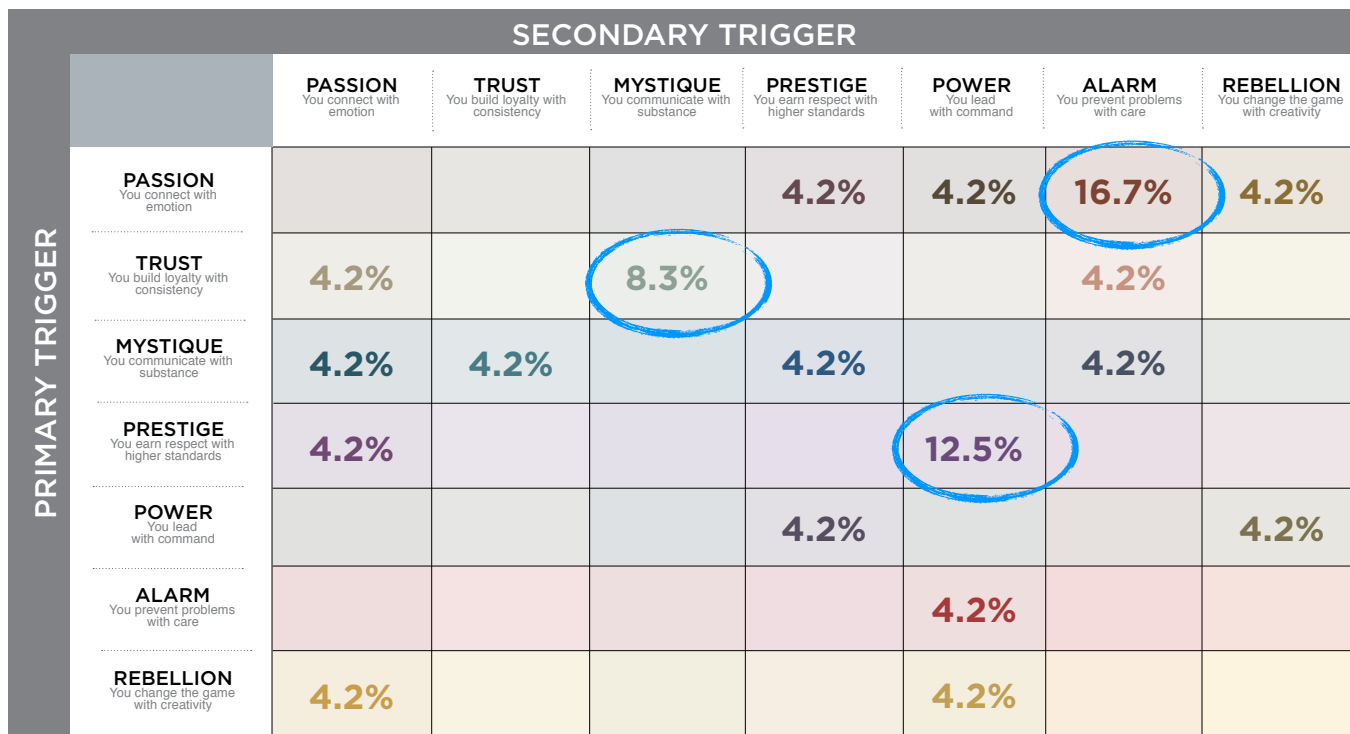
WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		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

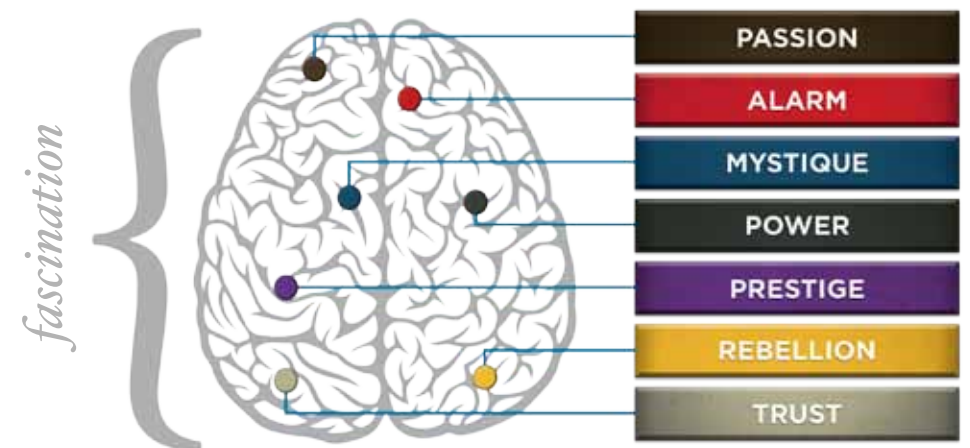
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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



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.

16.7% OF YOU ARE
"THE ORCHESTRATOR"

PASSION + **ALARM**

- » ATTENTIVE
- » DEDICATED
- » DETAIL-ORIENTED

YOU ARE **45.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER

YOU ARE **10%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

16.7% OF YOU HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **60.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **30%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **118.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



POWER

Confident
Driven
Influential



PRESTIGE

Ambitious
Discerning
Strong-Willed



MYSTIQUE

Understated
Complex
Deliberate



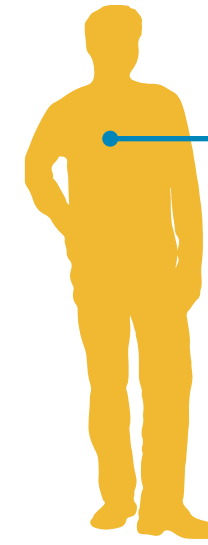
PASSION

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.

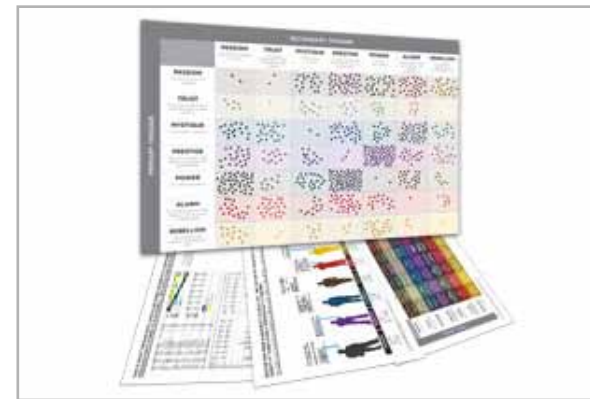
Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



Fascination Advantage™ Test & Report
Our flagship personal brand analysis



Win the Moment
Immediately communicate your highest value



Your Team Advantage
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



Special Package
Buy both our flagship *Fascination Advantage Test & Report* and *Win the Moment* together at a discounted price for individuals or teams