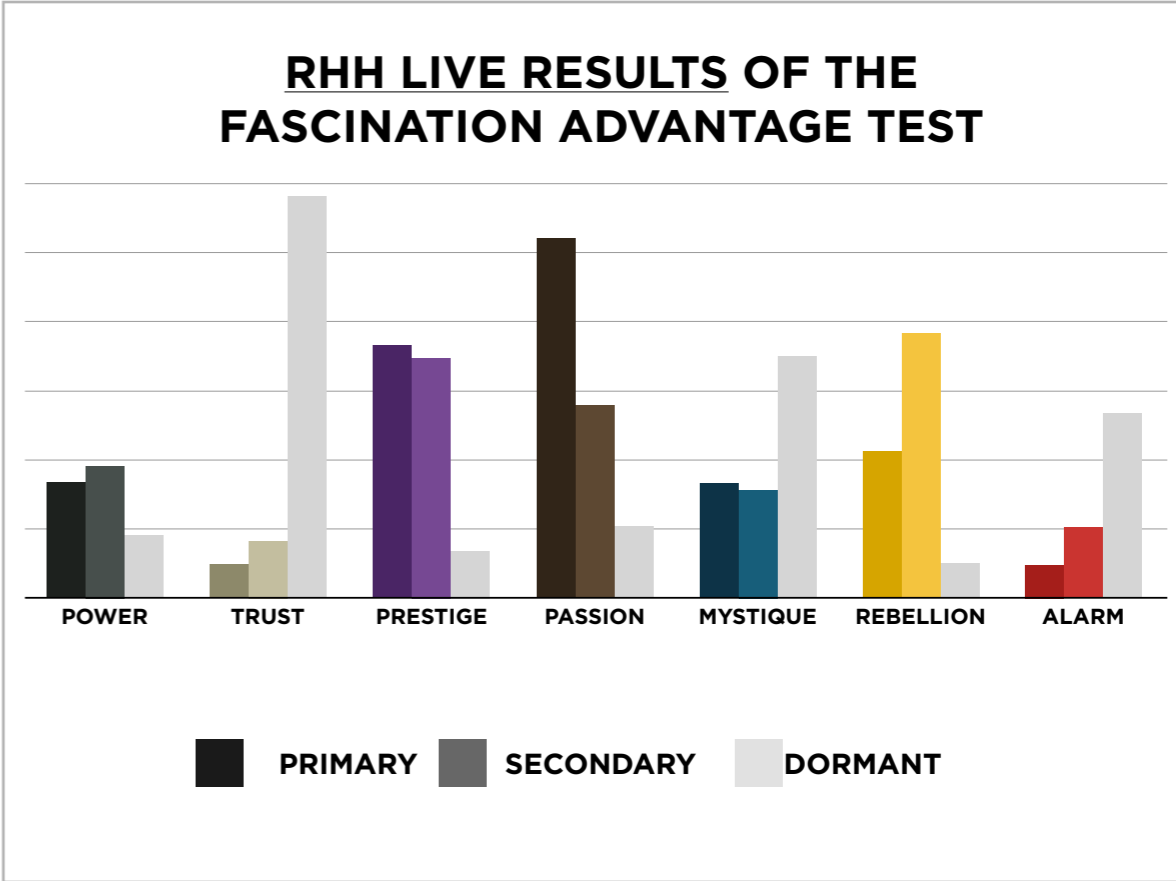
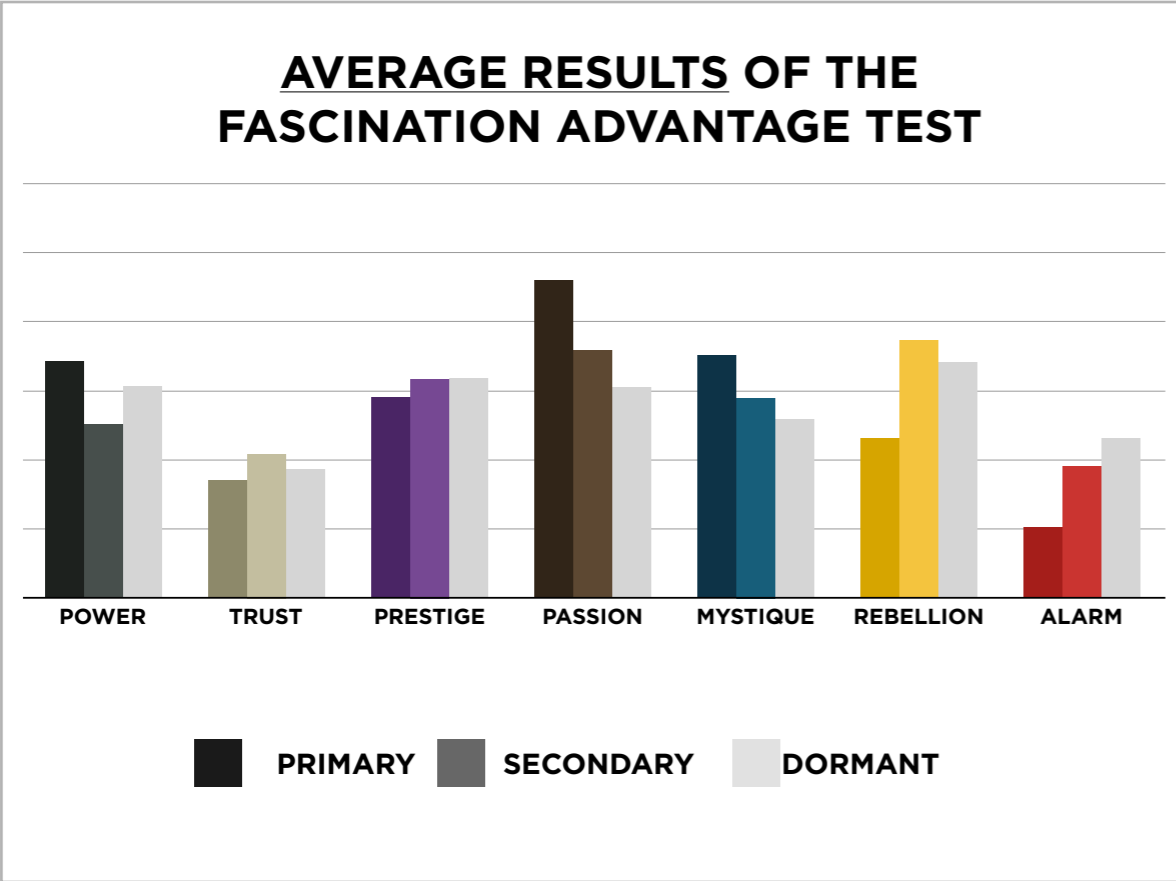


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO RHH LIVE



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.

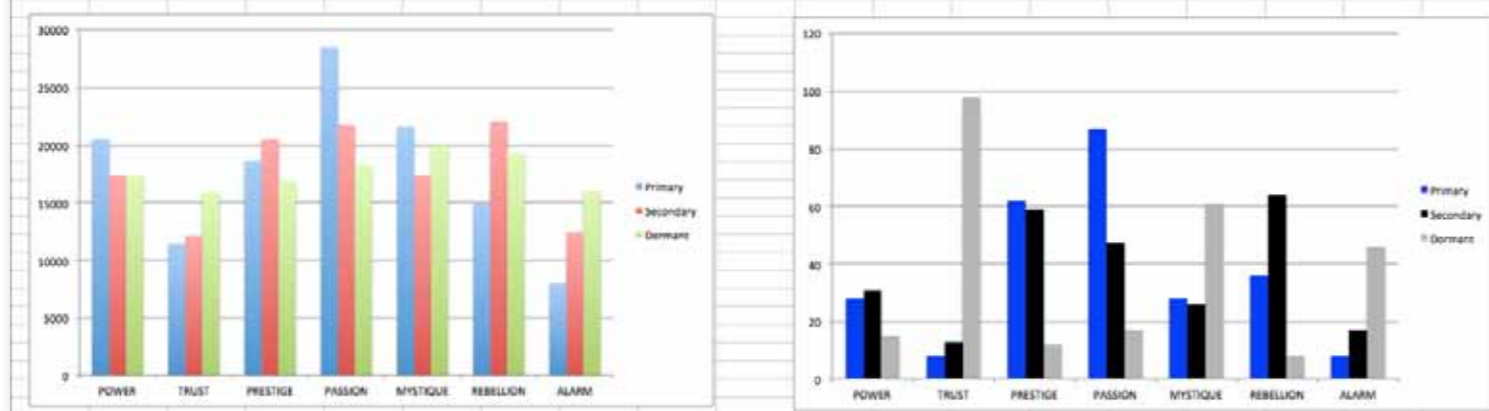


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

| Primary | Secondary | Archetype | Sum | Percentage | | PASSION | TRUST | MYSTIQUE | PRESTIGE | POWER | ALARM | REBELLION |
|-----------|-----------|---------------------|-----|------------|-----------|-----------------------------|-------|----------|----------|-------|-------|-----------|
| passion | rebellion | The Catalyst | 34 | 13.23% | PASSION | 2 | 16 | 21 | 7 | 34 | | |
| passion | prestige | The Talent | 21 | 8.17% | TRUST | 1 | 5 | 2 | | | | |
| prestige | passion | The Connoisseur | 18 | 7.00% | MYSTIQUE | 6 | 1 | 7 | 1 | 3 | 10 | |
| power | prestige | The Maestro | 17 | 6.61% | PRESTIGE | 18 | 2 | 13 | 17 | 3 | 16 | |
| prestige | power | The Victor | 17 | 6.61% | POWER | 2 | 3 | 1 | 17 | 1 | 4 | |
| passion | mystique | The Intrigue | 16 | 6.23% | ALARM | 5 | 2 | | 1 | | | |
| prestige | rebellion | The Avant-Garde | 16 | 6.23% | REBELLION | 15 | 3 | 3 | 9 | 3 | 3 | |
| rebellion | passion | The Rockstar | 15 | 5.84% | | | | | | | | |
| prestige | mystique | The Architect | 13 | 5.06% | | | | | | | | |
| mystique | rebellion | The Secret Weapon | 10 | 3.89% | | | | | | | | |
| rebellion | prestige | The Trendsetter | 9 | 3.50% | PASSION | 0.4% | 0.8% | 6.2% | 8.2% | 0.8% | 2.7% | 13.2% |
| mystique | prestige | The Royal Guard | 7 | 2.72% | TRUST | 2.3% | 0.4% | | 1.9% | 0.4% | | |
| passion | alarm | The Orchestrator | 7 | 2.72% | MYSTIQUE | 7.0% | 0.8% | 5.1% | | 6.6% | 1.2% | 3.9% |
| mystique | passion | The Subtle Touch | 6 | 2.33% | PRESTIGE | 0.8% | 1.2% | 0.4% | 6.6% | | 0.4% | 1.6% |
| alarm | passion | The Coordinator | 5 | 1.95% | POWER | 1.9% | 0.8% | | | 0.4% | | |
| trust | prestige | The Diplomat | 5 | 1.95% | ALARM | 5.8% | 1.2% | 1.2% | 3.5% | 1.2% | 1.2% | |
| power | rebellion | The Change Agent | 4 | 1.56% | REBELLION | | | | | | | |
| mystique | alarm | The Bullseye | 3 | 1.17% | | | | | | | | |
| power | trust | The Guardian | 3 | 1.17% | | : Double Troubles | | | | | | |
| prestige | alarm | The Perfectionist | 3 | 1.17% | | | | | | | | |
| rebellion | alarm | The Quick-Start | 3 | 1.17% | | : Missing Archetypes | | | | | | |
| rebellion | mystique | The Provocateur | 3 | 1.17% | | | | | | | | |
| rebellion | power | The Maverick Leader | 3 | 1.17% | | : Most Prevalent Archetypes | | | | | | |
| rebellion | trust | The Artisan | 3 | 1.17% | | | | | | | | |
| alarm | trust | The Sustainer | 2 | 0.78% | | | | | | | | |
| passion | trust | The Beloved | 2 | 0.78% | | | | | | | | |
| power | passion | The Ringleader | 2 | 0.78% | | | | | | | | |
| prestige | trust | The Blue Chip | 2 | 0.78% | | | | | | | | |
| trust | power | The Gravitas | 2 | 0.78% | | | | | | | | |
| alarm | power | The Sheriff | 1 | 0.39% | | | | | | | | |
| mystique | power | The Veiled Strength | 1 | 0.39% | | | | | | | | |

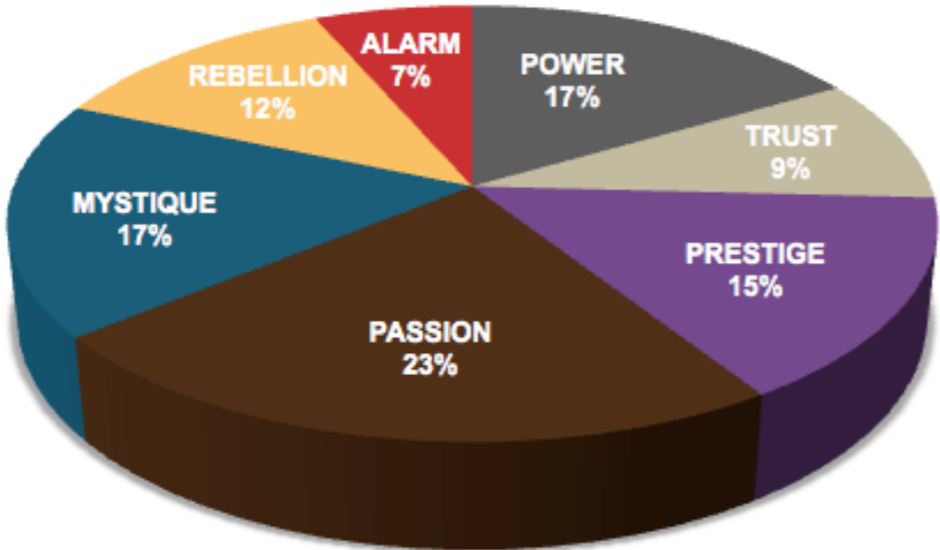
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

| AVERAGE POPULATION | | | | | | | | | RHH LIVE | | | | | | | | |
|--------------------|-------|-------|----------|---------|----------|-----------|-------|--------|-----------|-------|-------|----------|---------|----------|-----------|-------|--------|
| | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | REBELLION | ALARM | Total | | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | REBELLION | ALARM | Total |
| Primary | 20521 | 11423 | 18647 | 28532 | 21575 | 14927 | 8023 | 123638 | Primary | 28 | 8 | 62 | 87 | 28 | 36 | 8 | 257 |
| Secondary | 17379 | 12157 | 20498 | 21758 | 17379 | 22031 | 12436 | 123638 | Secondary | 31 | 13 | 59 | 47 | 26 | 64 | 17 | 257 |
| Dormant | 17367 | 15915 | 16913 | 18277 | 19900 | 19244 | 16022 | 123638 | Dormant | 15 | 98 | 12 | 17 | 61 | 8 | 46 | 257 |
| Primary | 16.6% | 9.2% | 15.1% | 23.1% | 17.5% | 12.1% | 6.5% | 100.0% | Primary | 10.9% | 3.1% | 24.1% | 33.9% | 10.9% | 14.0% | 3.1% | 100.0% |
| Secondary | 14.1% | 9.8% | 16.6% | 17.6% | 14.1% | 17.8% | 10.1% | 100.0% | Secondary | 12.1% | 5.1% | 23.0% | 18.3% | 10.1% | 24.9% | 6.6% | 100.0% |
| Dormant | 14.0% | 12.9% | 13.7% | 14.8% | 16.1% | 15.6% | 13.0% | 100.0% | Dormant | 5.8% | 38.1% | 4.7% | 6.6% | 23.7% | 3.1% | 17.9% | 100.0% |

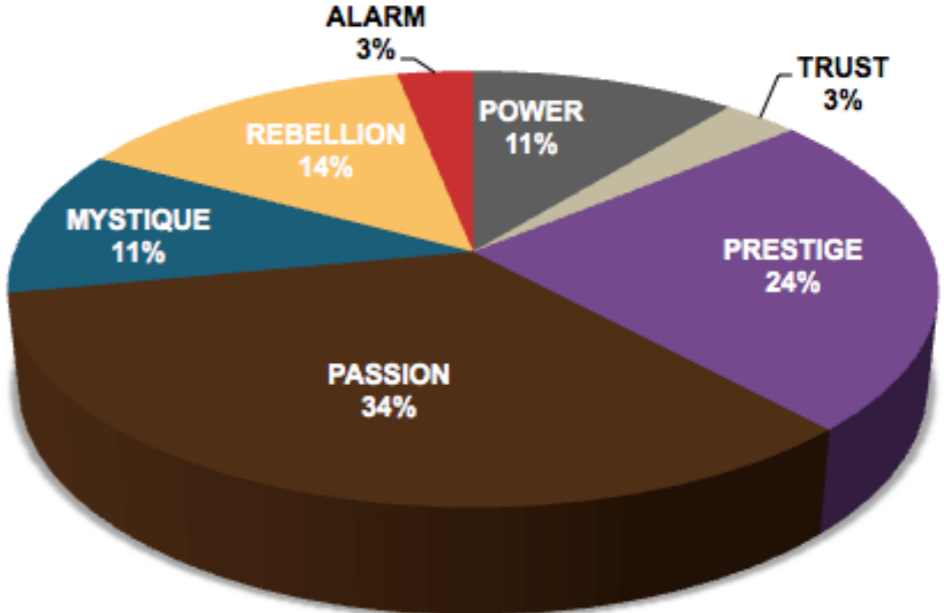


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



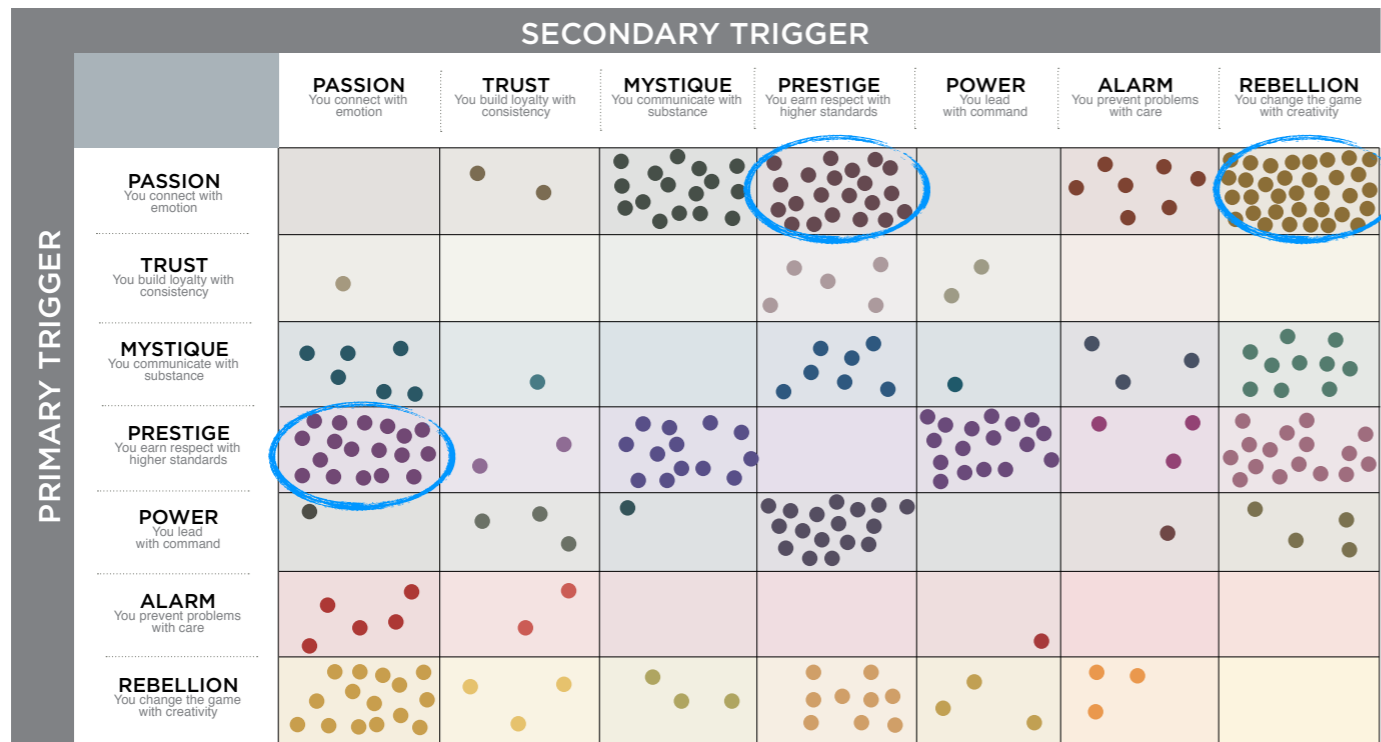
RHH LIVE RESULTS FROM THE FASCINATION ADVANTAGE TEST



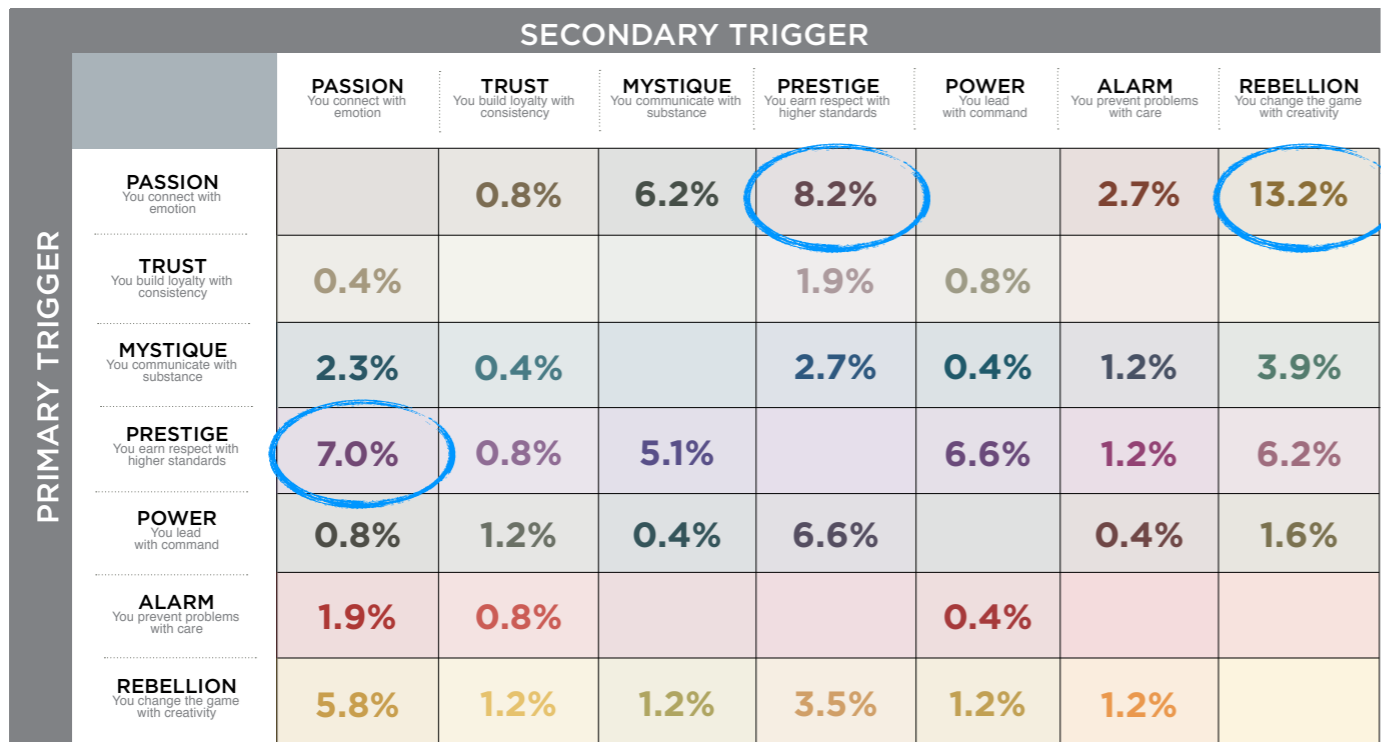
WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

| | | 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 |

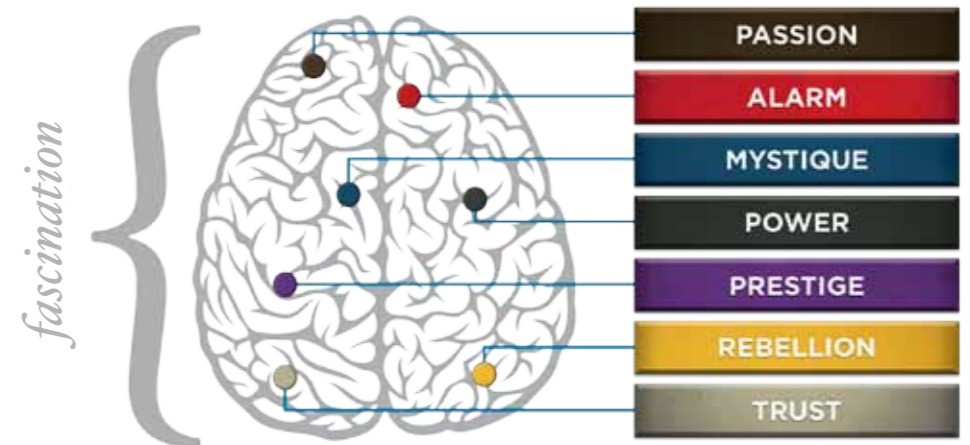
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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.

13.2% OF YOU ARE
"THE CATALYST"

PASSION + **REBELLION**

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

YOU ARE **28.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY TRIGGER

YOU ARE **60.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

YOU ARE **36.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **70.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **18%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **58.8%** LESS 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.

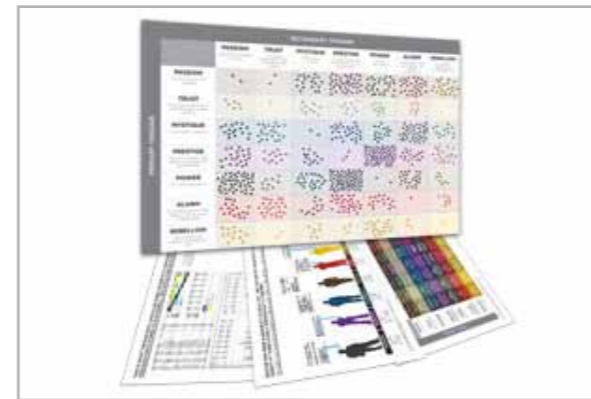
Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



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