

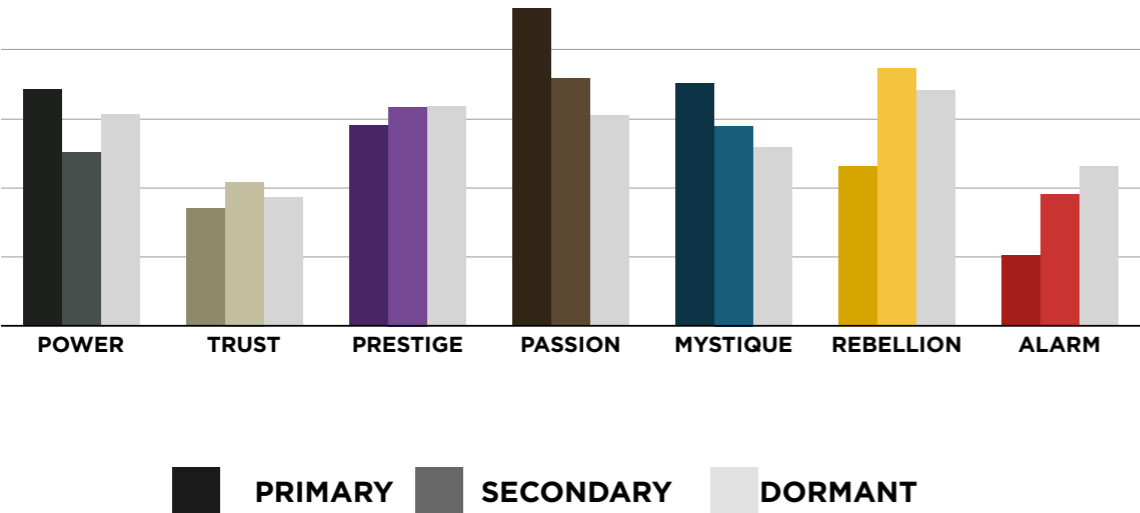
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
WELLS FARGO INCOME GENERATION SUMMIT ON 03/19/13

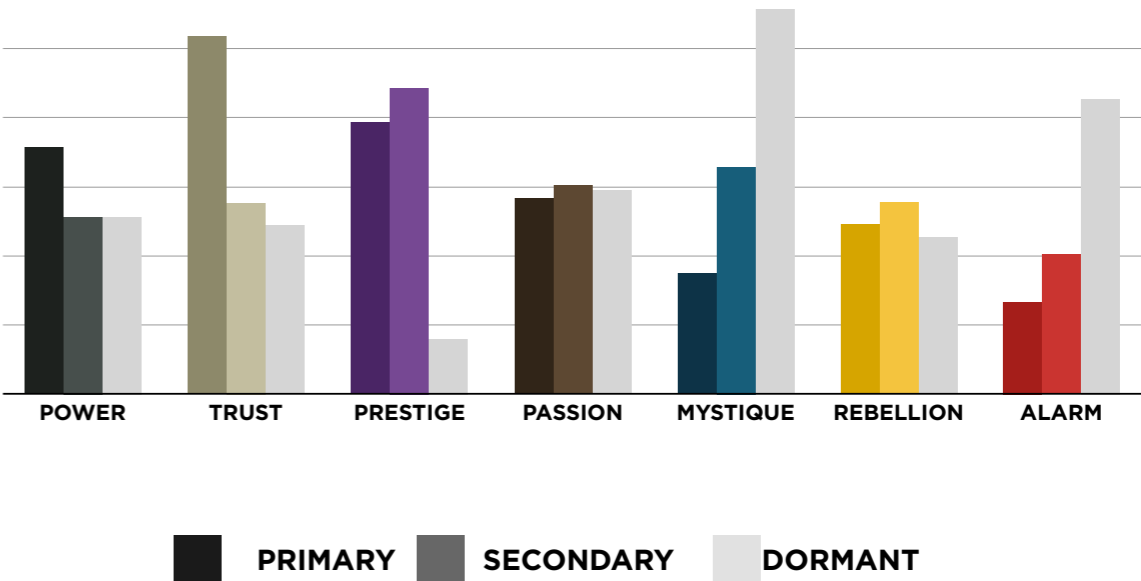


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



WELLS FARGO RESULTS OF THE FASCINATION ADVANTAGE TEST

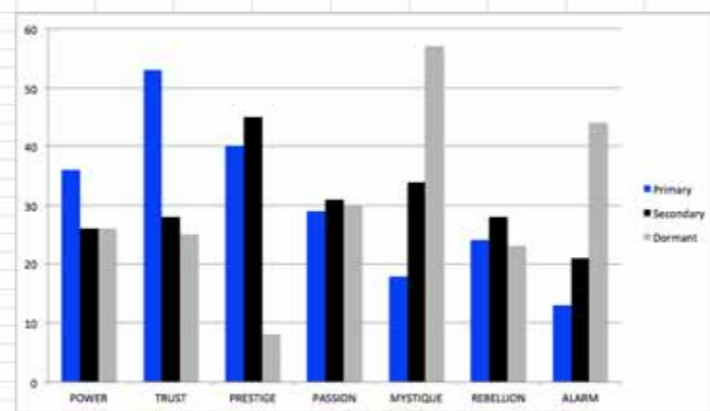
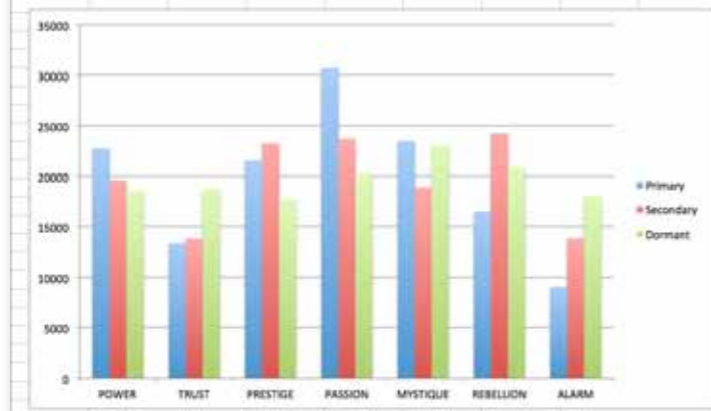


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Trust	Mystique	The Vault	15	7.04%	PASSION		2	5	9	4	4	5
Power	Prestige	The Maestro	12	5.63%	TRUST	8		15	12	5	10	3
Trust	Prestige	The Diplomat	12	5.63%	MYSTIQUE	2	3		1	3	2	7
Prestige	Power	The Victor	10	4.69%	PRESTIGE	7	7	8		10		8
Trust	Alarm	The Good Citizen	10	4.69%	POWER	6	8	4	12		2	4
Passion	Prestige	The Talent	9	4.23%	ALARM	2	5		3	2		1
Power	Trust	The Guardian	8	3.76%	REBELLION	6	3	2	8	2	3	
Prestige	Mystique	The Architect	8	3.76%								
Rebellion	Prestige	The Trendsetter	8	3.76%								
Trust	Passion	The Authentic	8	3.76%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Prestige	Rebellion	The Avant-Garde	8	3.76%	PASSION		0.9%	2.3%	4.2%	1.9%	1.9%	2.3%
Mystique	Rebellion	The Secret Weapon	7	3.29%	TRUST	3.8%		7.0%	5.6%	2.3%	4.7%	1.4%
Prestige	Passion	The Connoisseur	7	3.29%	MYSTIQUE	0.9%	1.4%		0.5%	1.4%	0.9%	3.3%
Prestige	Trust	The Blue Chip	7	3.29%	PRESTIGE	3.3%	3.3%	3.8%		4.7%		3.8%
Power	Passion	The Ringleader	6	2.82%	POWER	2.8%	3.8%	1.9%	5.6%		0.9%	1.9%
Rebellion	Passion	The Rockstar	6	2.82%	ALARM	0.9%	2.3%		1.4%	0.9%		0.5%
Alarm	Trust	The Sustainer	5	2.35%	REBELLION	2.8%	1.4%	0.9%	3.8%	0.9%	1.4%	
Passion	Mystique	The Intrigue	5	2.35%								
Passion	Rebellion	The Catalyst	5	2.35%								
Trust	Power	The Gravitas	5	2.35%								
Passion	Alarm	The Orchestrator	4	1.88%								
Passion	Power	The Advocate	4	1.88%								
Power	Mystique	The Mastermind	4	1.88%								
Power	Rebellion	The Change Agent	4	1.88%								
Alarm	Prestige	The Editor-in-Chief	3	1.41%								
Mystique	Power	The Veiled Strength	3	1.41%								
Mystique	Trust	The Wise Owl	3	1.41%								
Rebellion	Alarm	The Quick-Start	3	1.41%								
Rebellion	Trust	The Artisan	3	1.41%								
Trust	Rebellion	The Evolutionary	3	1.41%								

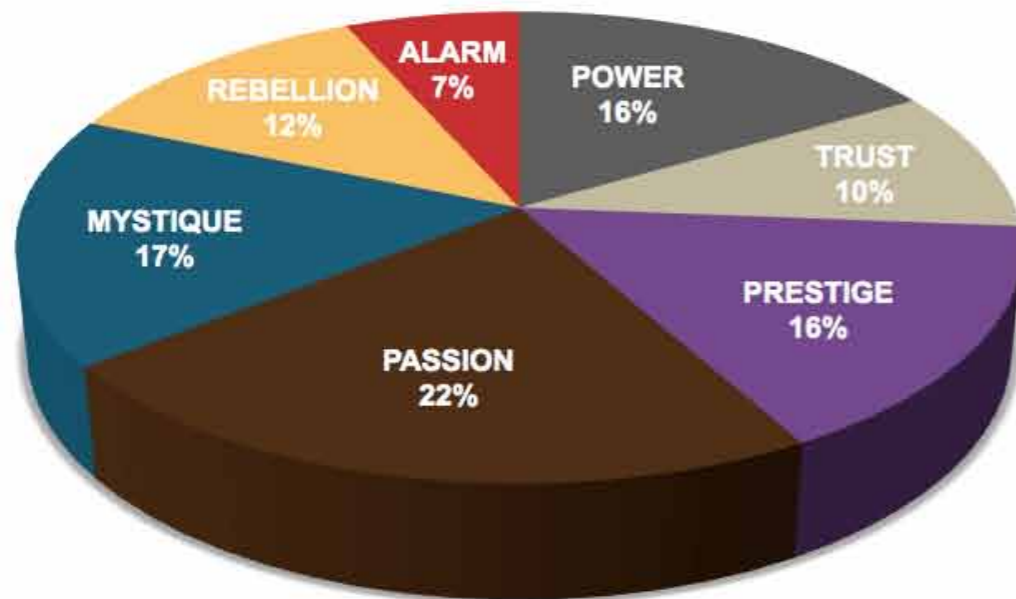
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									WELLS FARGO								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	22751	13339	21538	30735	23498	16500	9064	137425	Primary	36	53	40	29	18	24	13	213
Secondary	19609	13815	23275	23693	18919	24260	13854	137425	Secondary	26	28	45	31	34	28	21	213
Dormant	18604	18790	17754	20279	23050	20870	18078	137425	Dormant	26	25	8	30	57	23	44	213
Primary	16.6%	9.7%	15.7%	22.4%	17.1%	12.0%	6.6%	100.0%	Primary	16.9%	24.9%	18.8%	13.6%	8.5%	11.3%	6.1%	100.0%
Secondary	14.3%	10.1%	16.9%	17.2%	13.8%	17.7%	10.1%	100.0%	Secondary	12.2%	13.1%	21.1%	14.6%	16.0%	13.1%	9.9%	100.0%
Dormant	13.5%	13.7%	12.9%	14.8%	16.8%	15.2%	13.2%	100.0%	Dormant	12.2%	11.7%	3.8%	14.1%	26.8%	10.8%	20.7%	100.0%

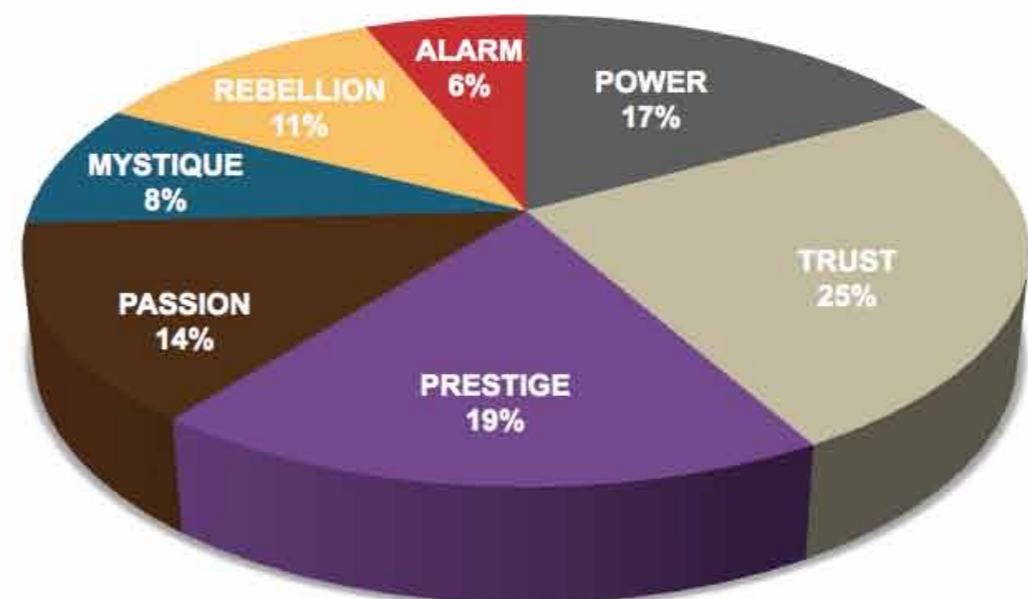


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



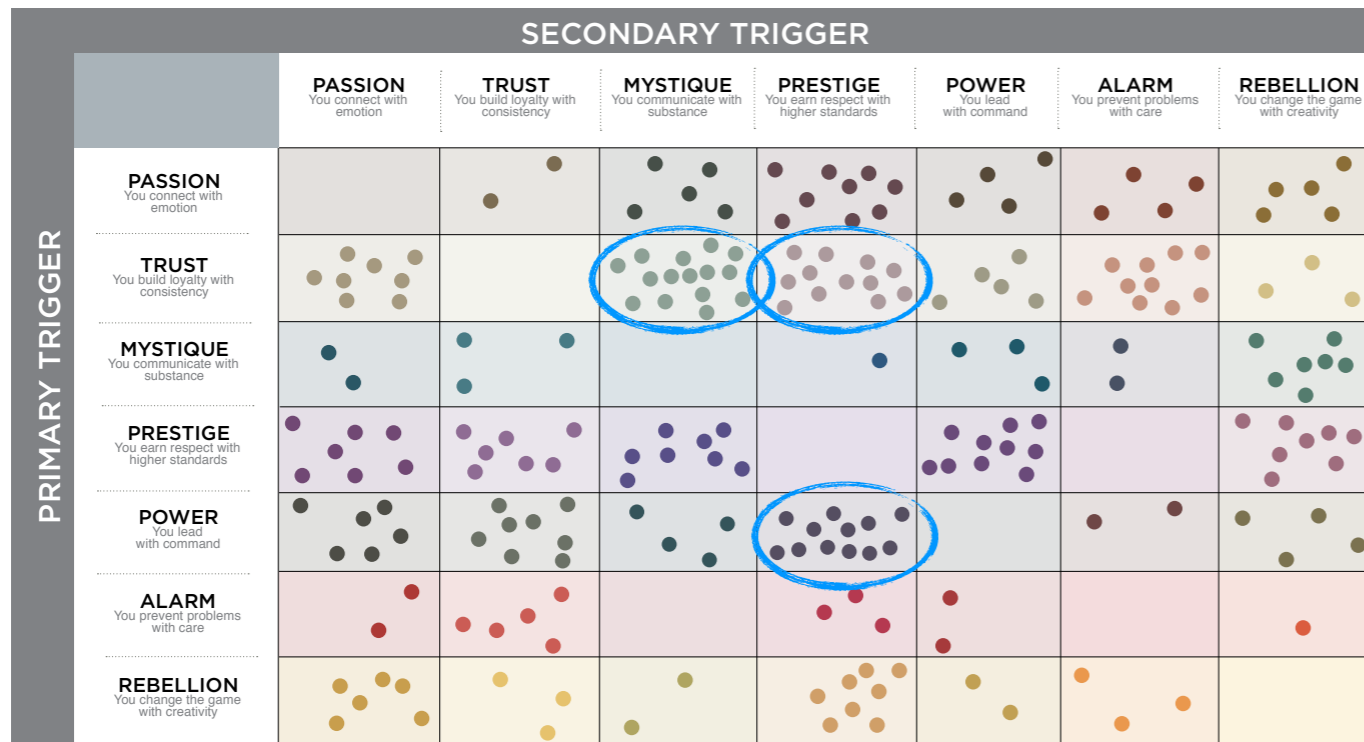
WELLS FARGO RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

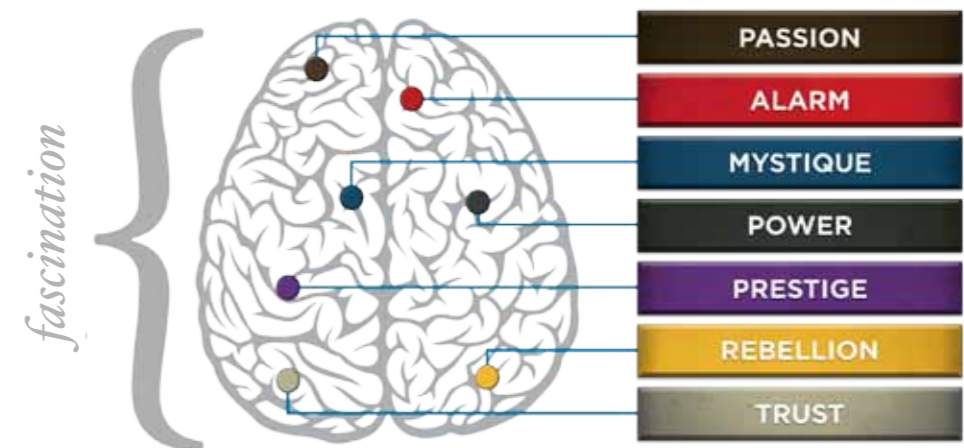
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		SECONDARY TRIGGER						
		PASSION 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		0.9%	2.3%	4.2%	1.9%	1.9%	2.3%
	TRUST You build loyalty with consistency	3.8%		7.0%	5.6%	2.3%	4.7%	1.4%
	MYSTIQUE You communicate with substance	0.9%	1.4%		0.5%	1.4%	0.9%	3.3%
	PRESTIGE You earn respect with higher standards	3.3%	3.3%	3.8%		4.7%		3.8%
	POWER You lead with command	2.8%	3.8%	1.9%	5.6%		0.9%	1.9%
	ALARM You prevent problems with care	0.9%	2.3%		1.4%	0.9%		0.5%
	REBELLION You change the game with creativity	2.8%	1.4%	0.9%	3.8%	0.9%	1.4%	

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.

5.6% OF YOU ARE "THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRER
- » FOCUSED

YOU ARE **11.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

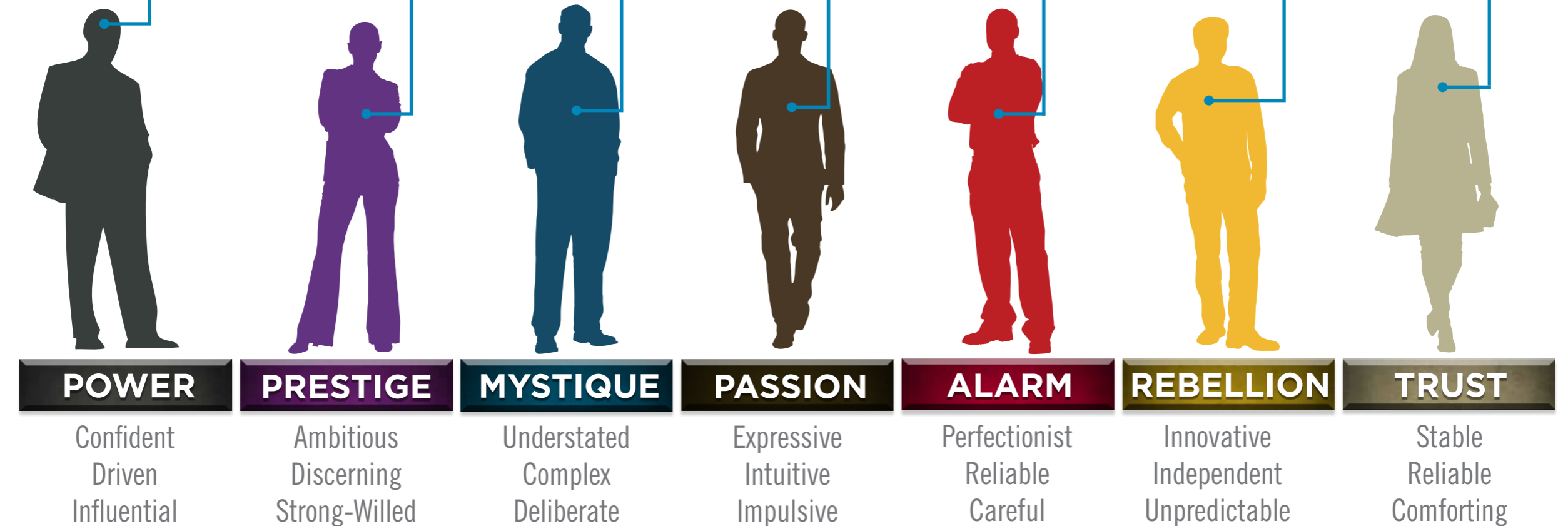
YOU ARE **47.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **33.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **36.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **3.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **161%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

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.

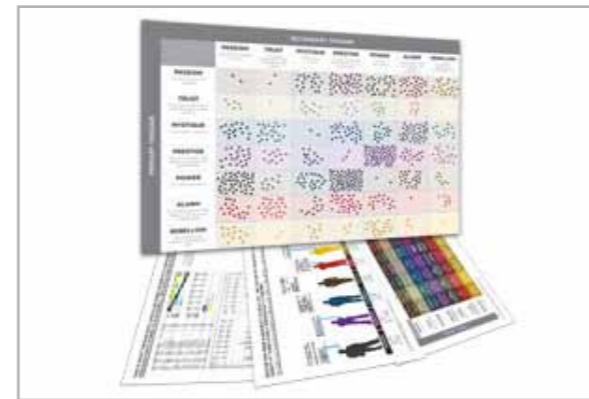
Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



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