

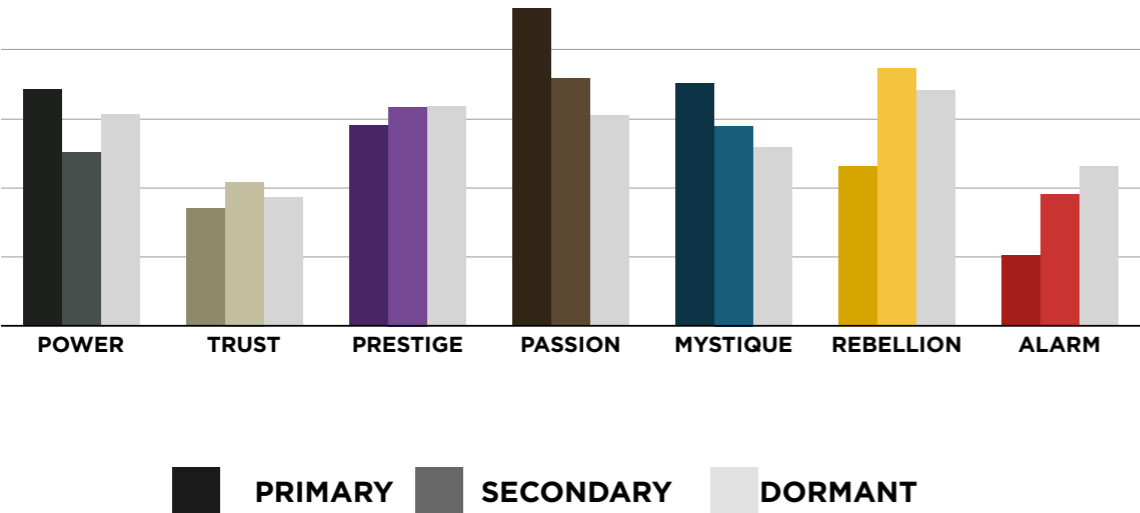
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION
TO WELLS FARGO INCOME GENERATION SUMMIT ATTENDEES

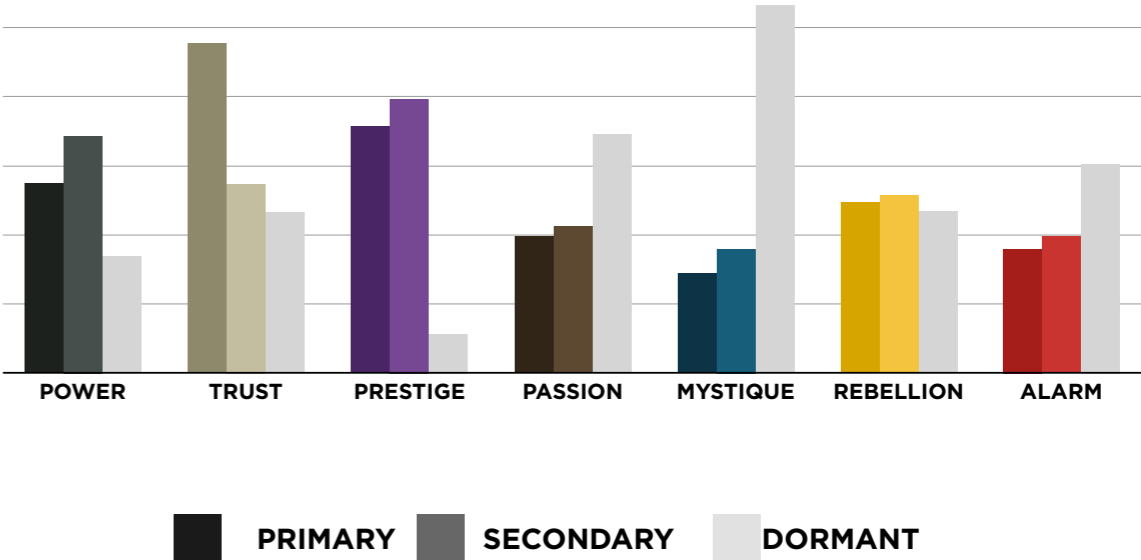


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



WELLS FARGO INCOME GENERATION SUMMIT ATTENDEES RESULTS OF THE FASCINATION ADVANTAGE TEST



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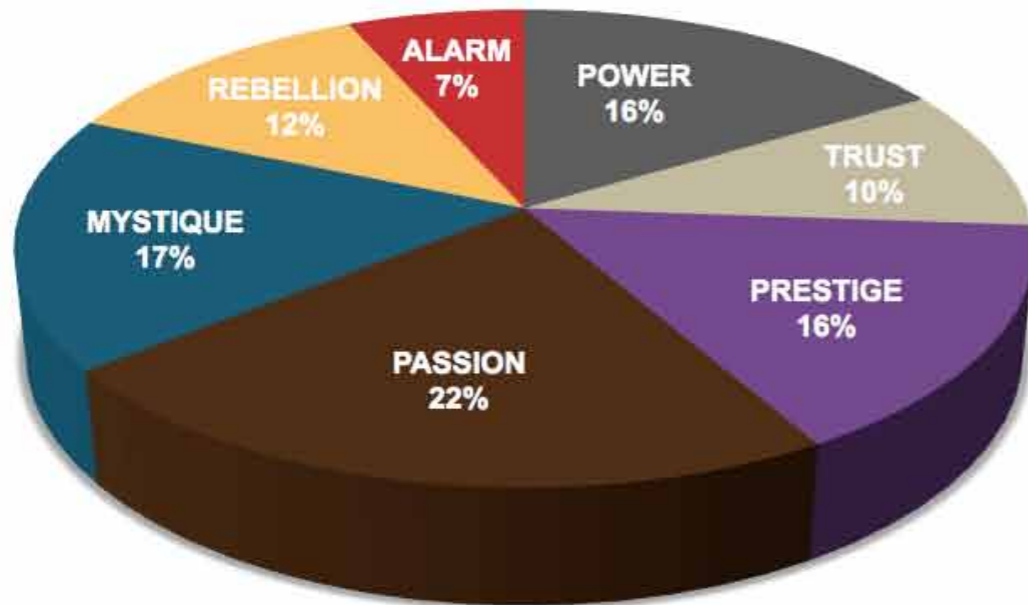
Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Trust	Prestige	The Diplomat	25	8.87%	PASSION		4	2	2	8	5	8
Power	Prestige	The Maestro	21	7.45%	TRUST	4		15	25	6	15	7
Trust	Alarm	The Good Citizen	15	5.32%	MYSTIQUE	2	2		5	2	4	6
Rebellion	Power	The Maverick Leader	15	5.32%	PRESTIGE	10	7	4		14	6	13
Trust	Mystique	The Vault	15	5.32%	POWER	2	12	4	21			4
Prestige	Power	The Victor	14	4.96%	ALARM	2	12		4	7		1
Prestige	Rebellion	The Avant-Garde	13	4.61%	REBELLION	11	5	2	3	15	1	
Power	Trust	The Guardian	12	4.26%								
Alarm	Trust	The Sustainer	12	4.26%								
Rebellion	Passion	The Rockstar	11	3.90%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Prestige	Passion	The Connoisseur	10	3.55%	PASSION		1.4%	0.7%	0.7%	2.8%	1.8%	2.8%
Passion	Power	The Advocate	8	2.84%	TRUST	1.4%		5.3%	8.9%	2.1%	5.3%	2.5%
Passion	Rebellion	The Catalyst	8	2.84%	MYSTIQUE	0.7%	0.7%		1.8%	0.7%	1.4%	2.1%
Prestige	Trust	The Blue Chip	7	2.48%	PRESTIGE	3.5%	2.5%	1.4%		5.0%	2.1%	4.6%
Trust	Rebellion	The Evolutionary	7	2.48%	POWER	0.7%	4.3%	1.4%	7.4%			1.4%
Alarm	Power	The Sheriff	7	2.48%	ALARM	0.7%	4.3%		1.4%	2.5%		0.4%
Trust	Power	The Gravitas	6	2.13%	REBELLION	3.9%	1.8%	0.7%	1.1%	5.3%	0.4%	
Prestige	Alarm	The Perfectionist	6	2.13%								
Mystique	Rebellion	The Secret Weapon	6	2.13%								
Rebellion	Trust	The Artisan	5	1.77%								
Passion	Alarm	The Orchestrator	5	1.77%								
Mystique	Prestige	The Royal Guard	5	1.77%								
Prestige	Mystique	The Architect	4	1.42%								
Trust	Passion	The Authentic	4	1.42%								
Passion	Trust	The Beloved	4	1.42%								
Mystique	Alarm	The Bullseye	4	1.42%								
Power	Rebellion	The Change Agent	4	1.42%								
Alarm	Prestige	The Editor-in-Chief	4	1.42%								
Power	Mystique	The Mastermind	4	1.42%								
Rebellion	Prestige	The Trendsetter	3	1.06%								

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

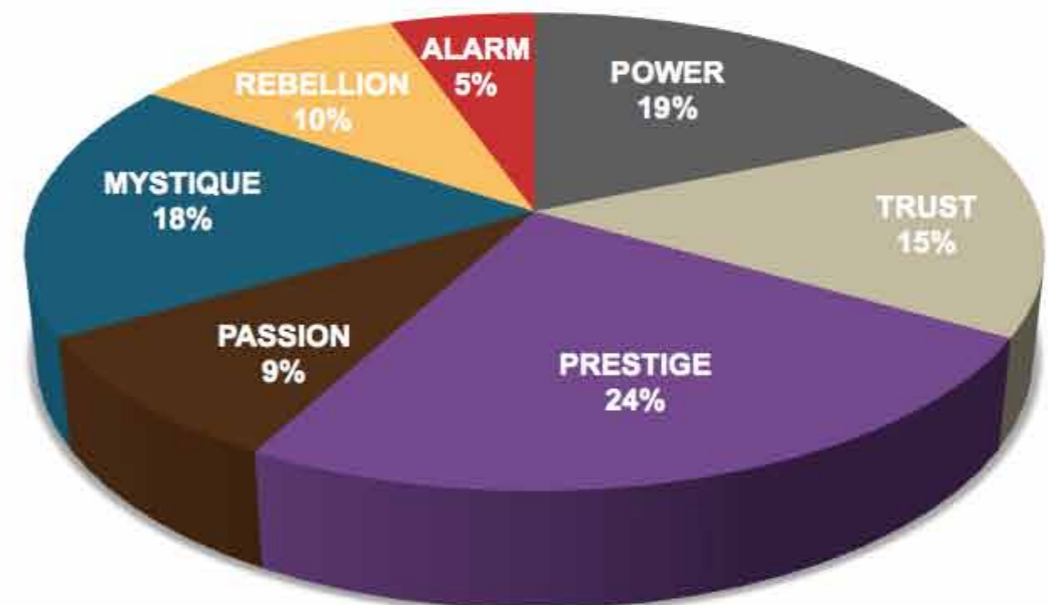


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



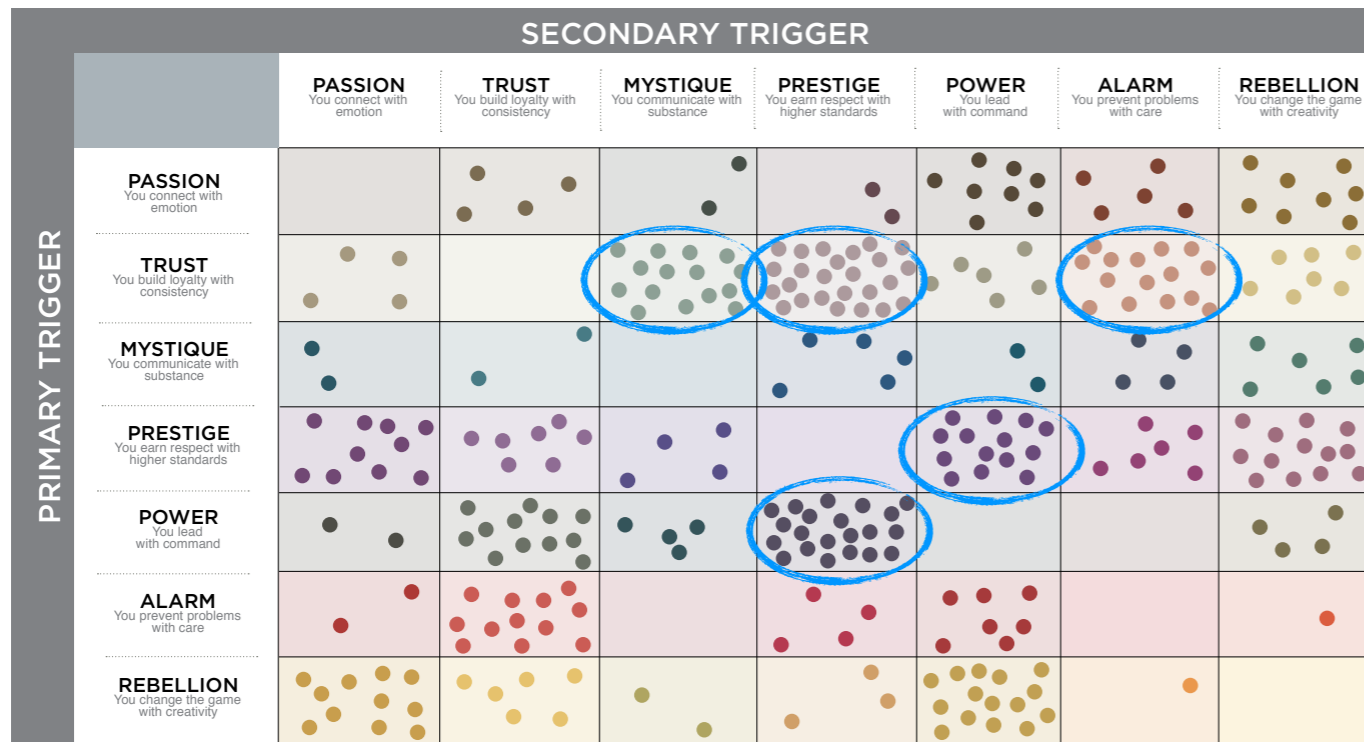
WELLS FARGO INCOME GENERATION SUMMIT ATTENDEES RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

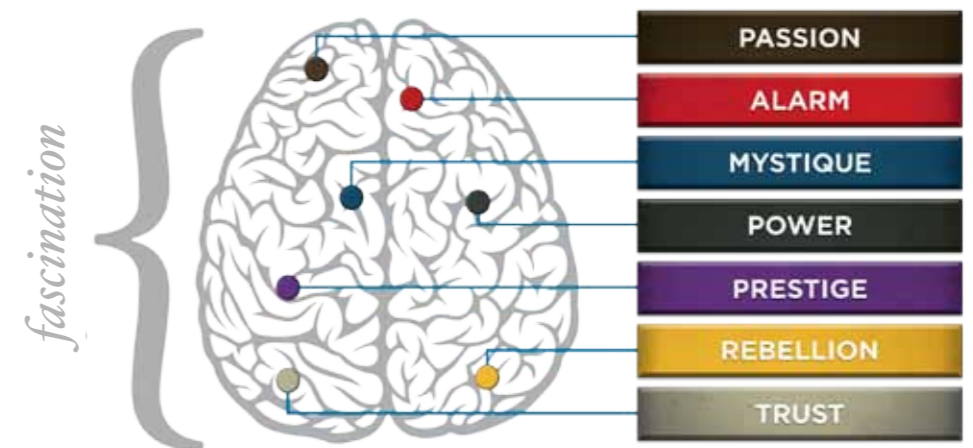
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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		1.4%	0.7%	0.7%	2.8%	1.8%	2.8%
	TRUST You build loyalty with consistency	1.4%		5.3%	8.9%	2.1%	5.3%	2.5%
	MYSTIQUE You communicate with substance	0.7%	0.7%		1.8%	0.7%	1.4%	2.1%
	PRESTIGE You earn respect with higher standards	3.5%	2.5%	1.4%		5.0%	2.1%	4.6%
	POWER You lead with command	0.7%	4.3%	1.4%	7.4%			1.4%
	ALARM You prevent problems with care	0.7%	4.3%		1.4%	2.5%		0.4%
	REBELLION You change the game with creativity	3.9%	1.8%	0.7%	1.1%	5.3%	0.4%	

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.

7.4% OF YOU ARE
"THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE **14.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

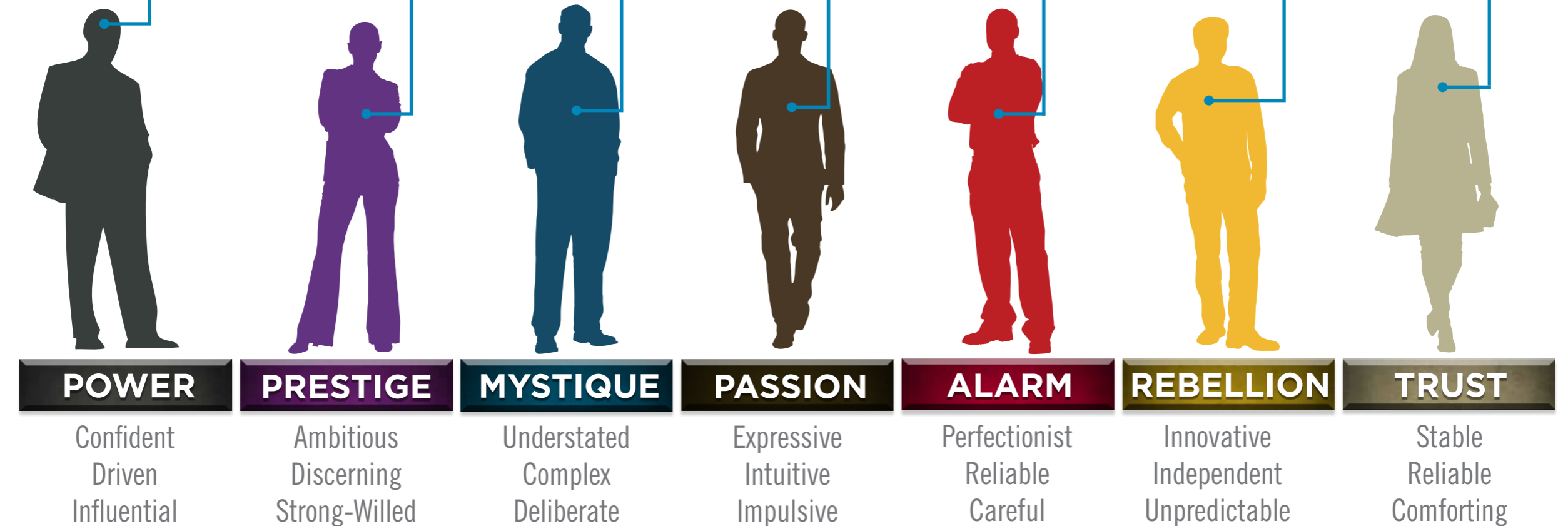
YOU ARE **54.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **50.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **5.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **12.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **171.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



HOW YOUR CO-WORKERS FASCINATE

