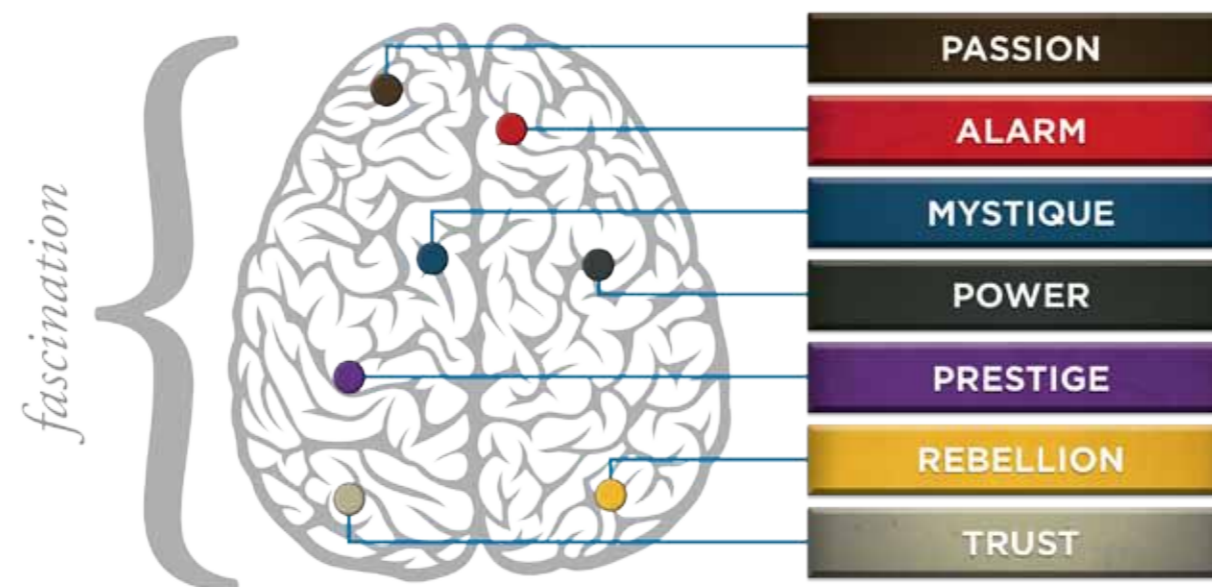


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO YPO ON 10/4-5/12



“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 YPO:

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.



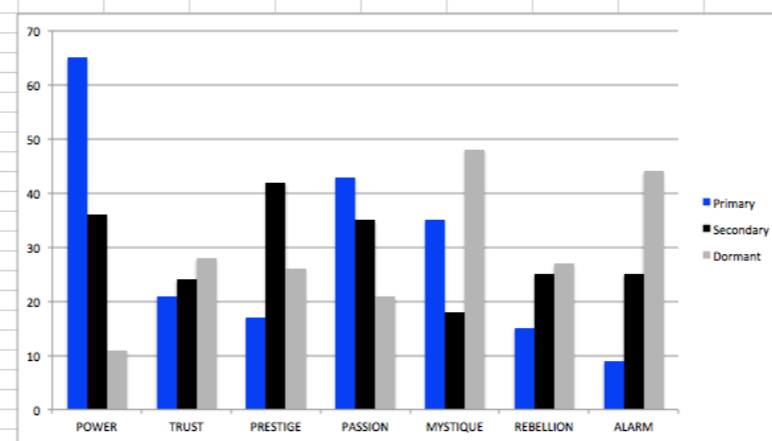
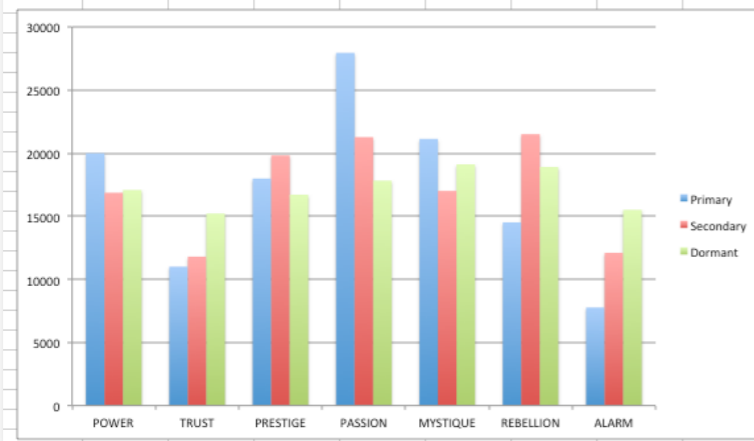
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	prestige	The Maestro	27	13.17%	PASSION	4	6	8	10	4	11	
passion	rebellion	The Catalyst	11	5.37%	TRUST	7	3	3	4	4		
mystique	alarm	The Bullseye	10	4.88%	MYSTIQUE	9	9		4	10	3	
passion	power	The Advocate	10	4.88%	PRESTIGE	4	3		9	1		
mystique	passion	The Subtle Touch	9	4.39%	POWER	9	7	8	27	5	9	
mystique	trust	The Wise Owl	9	4.39%	ALARM	3	1	1	2		2	
power	passion	The Ringleader	9	4.39%	REBELLION	3			4	7	1	
power	rebellion	The Change Agent	9	4.39%								
prestige	power	The Victor	9	4.39%								
passion	prestige	The Talent	8	3.90%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	mystique	The Mastermind	8	3.90%	PASSION	2.0%	2.9%	3.9%	4.9%	2.0%	5.4%	
power	trust	The Guardian	7	3.41%	TRUST	3.4%	1.5%	1.5%	2.0%	2.0%		
rebellion	power	The Maverick Leader	7	3.41%	MYSTIQUE	4.4%	4.4%		2.0%	4.9%	1.5%	
trust	passion	The Authentic	7	3.41%	PRESTIGE	2.0%	1.5%		4.4%	0.5%		
passion	mystique	The Intrigue	6	2.93%	POWER	4.4%	3.4%	3.9%	13.2%	2.4%	4.4%	
power	alarm	The Watchdog	5	2.44%	ALARM	1.5%	0.5%	0.5%	1.0%		1.0%	
mystique	power	The Veiled Strength	4	1.95%	REBELLION	1.5%			2.0%	3.4%	0.5%	
passion	alarm	The Orchestrator	4	1.95%								
passion	trust	The Beloved	4	1.95%								
prestige	passion	The Connoisseur	4	1.95%								
rebellion	prestige	The Trendsetter	4	1.95%								
trust	alarm	The Good Citizen	4	1.95%								
trust	power	The Gravitas	4	1.95%								
alarm	passion	The Coordinator	3	1.46%								
mystique	rebellion	The Secret Weapon	3	1.46%								

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

AVERAGE POPULATION									YPO								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	19993	11009	17986	27947	21130	14516	7774	120355	Primary	65	21	17	43	35	15	9	205
Secondary	16866	11798	19823	21267	17005	21499	12097	120355	Secondary	36	24	42	35	18	25	25	205
Dormant	17080	15216	16705	17824	19114	18904	15512	120355	Dormant	11	28	26	21	48	27	44	205

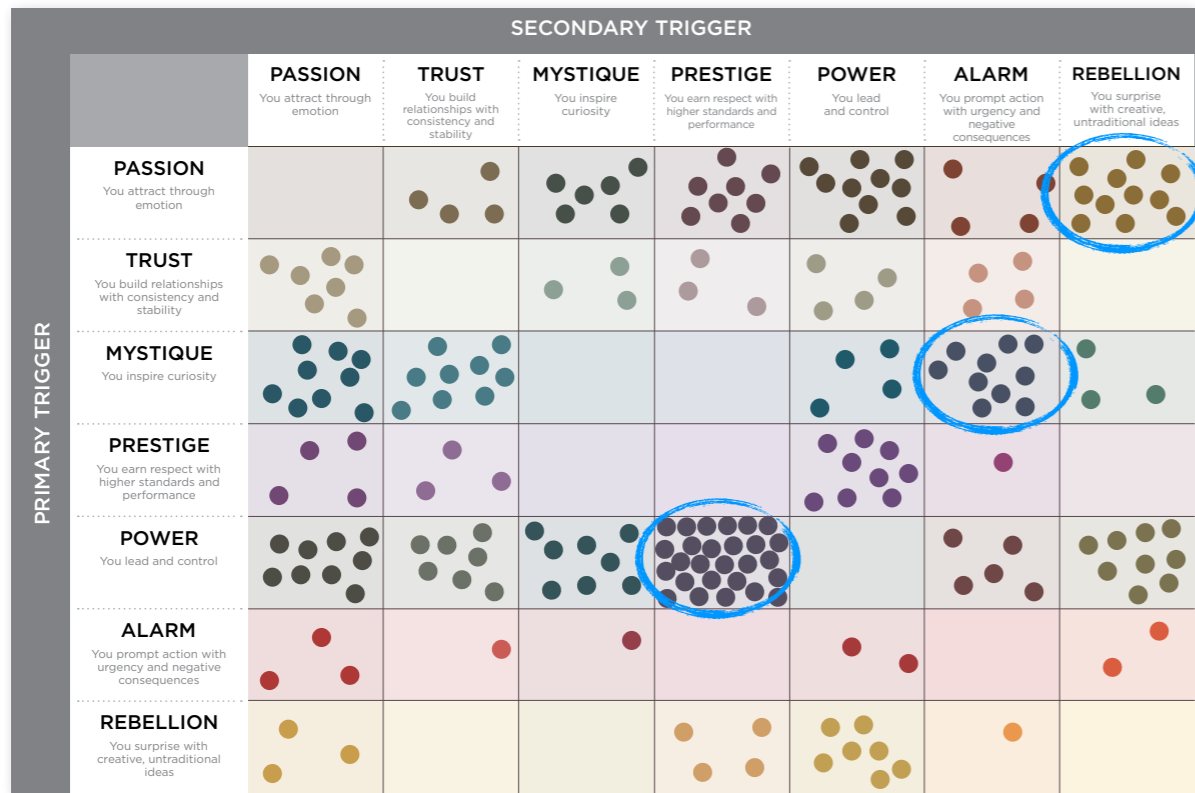
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.6%	9.1%	14.9%	23.2%	17.6%	12.1%	6.5%	100.0%	Primary	31.7%	10.2%	8.3%	21.0%	17.1%	7.3%	4.4%	100.0%
Secondary	14.0%	9.8%	16.5%	17.7%	14.1%	17.9%	10.1%	100.0%	Secondary	17.6%	11.7%	20.5%	17.1%	8.8%	12.2%	12.2%	100.0%
Dormant	14.2%	12.6%	13.9%	14.8%	15.9%	15.7%	12.9%	100.0%	Dormant	5.4%	13.7%	12.7%	10.2%	23.4%	13.2%	21.5%	100.0%



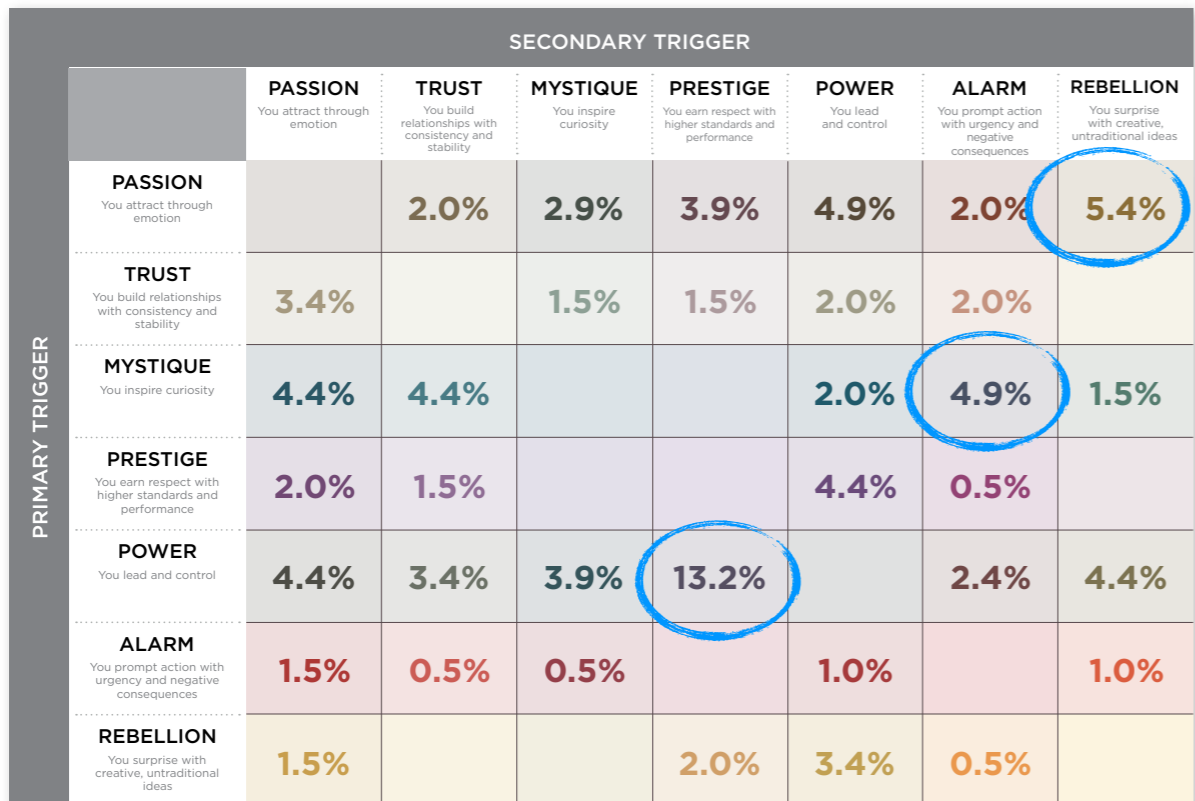
WE COMPARED FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		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.”



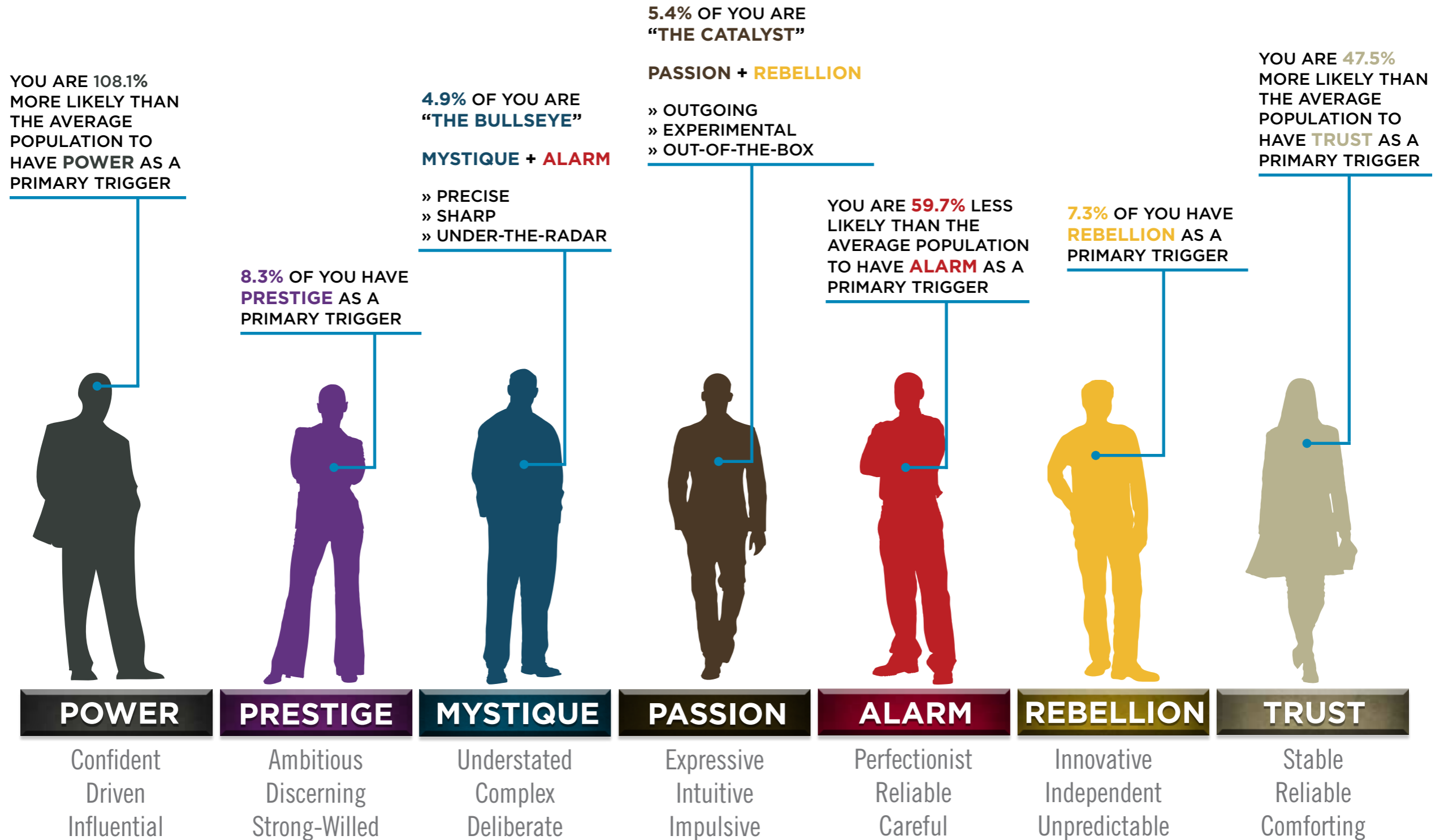
Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.



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.



THE 9-SECOND FASCINATION STATEMENT

STEP 1

LOGIN AT 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



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