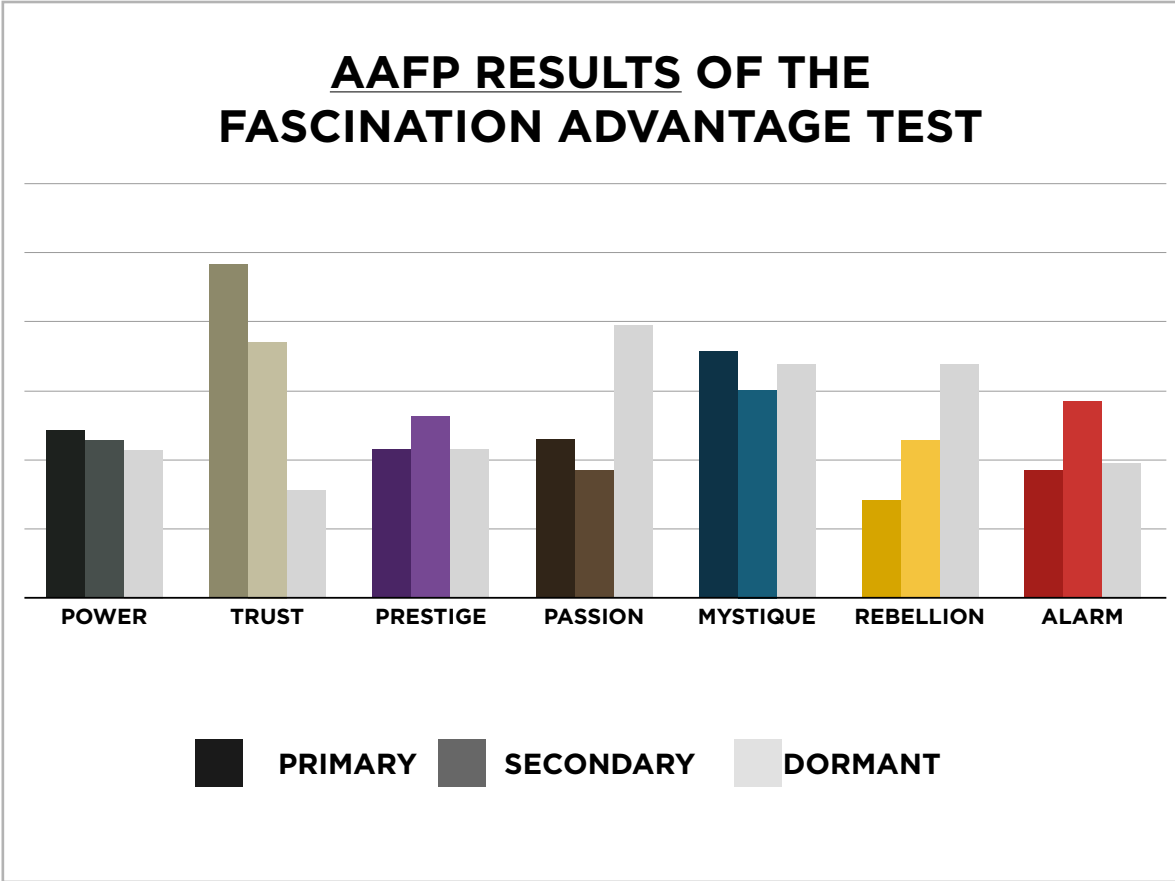
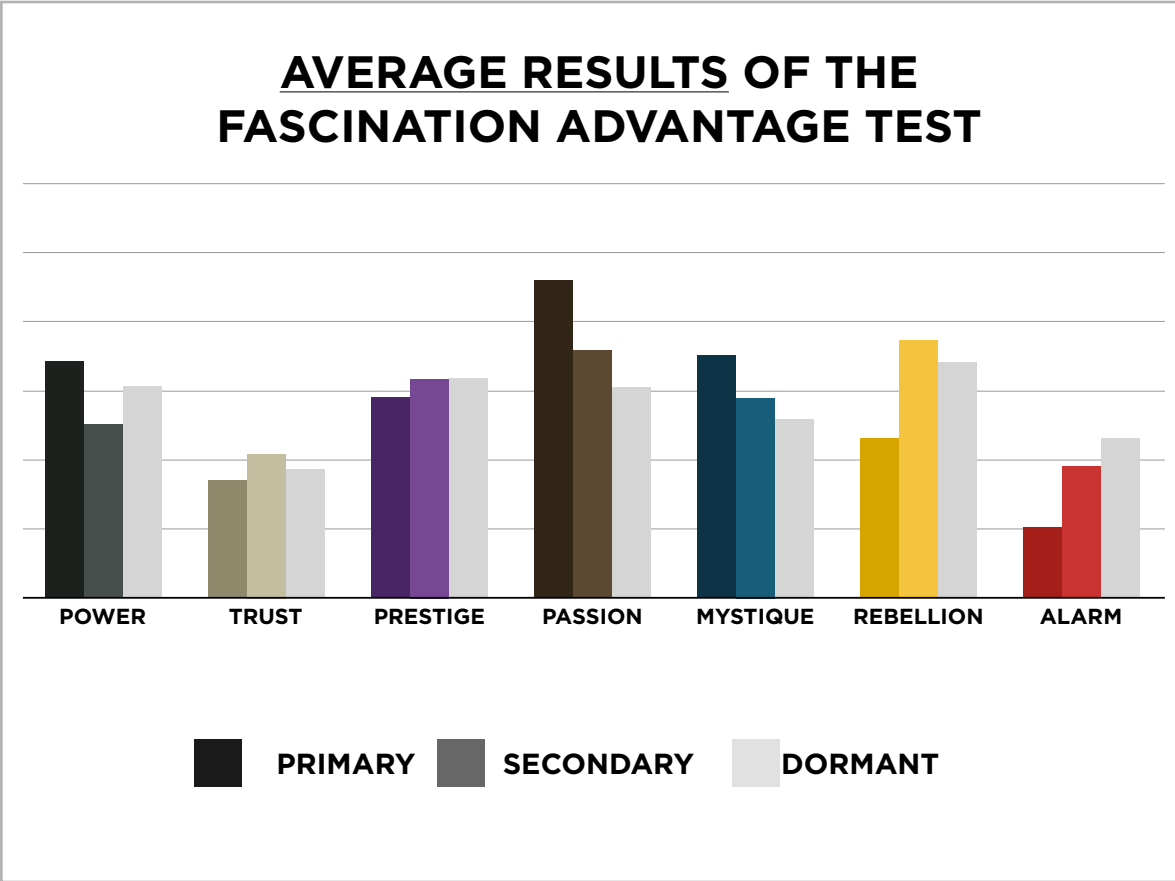


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
AMERICAN ACADEMY OF FAMILY PHYSICIANS ON 09/27/13



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 200,000 PEOPLE.

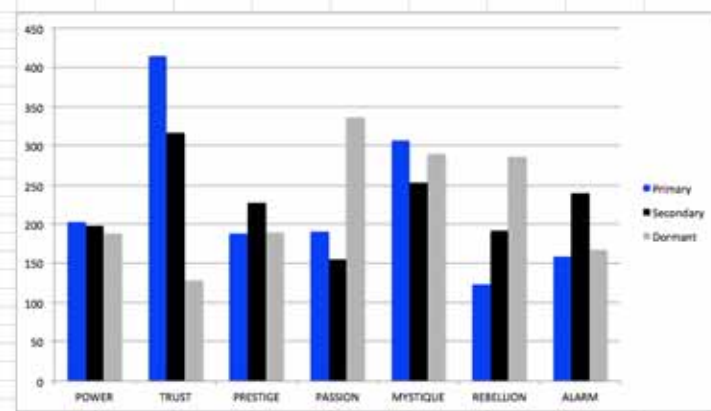
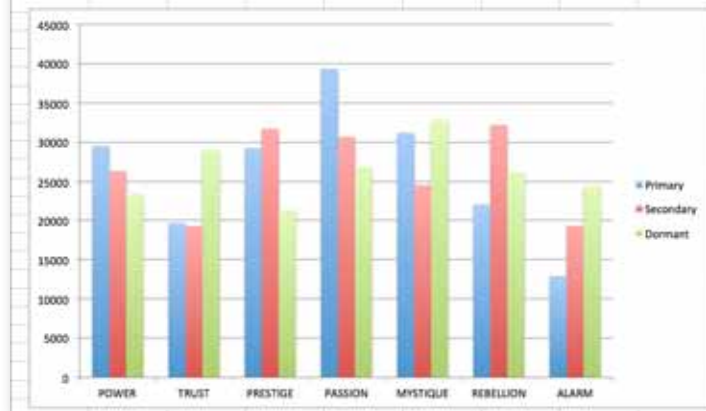


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Trust	Mystique	The Vault	124	7.83%	PASSION		29	47	13	19	27	55
Trust	Alarm	The Good Citizen	112	7.08%	TRUST	40		124	76	40	112	22
Mystique	Trust	The Wise Owl	106	6.70%	MYSTIQUE	22	106		22	34	61	62
Alarm	Trust	The Sustainer	82	5.18%	PRESTIGE	34	24	34		45	20	31
Power	Prestige	The Maestro	79	4.99%	POWER	19	60	20	79		11	14
Trust	Prestige	The Diplomat	76	4.80%	ALARM	13	82	12	13	30		8
Mystique	Rebellion	The Secret Weapon	62	3.92%	REBELLION	27	16	17	24	30	9	
Mystique	Alarm	The Bullseye	61	3.85%								
Power	Trust	The Guardian	60	3.79%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Rebellion	The Catalyst	55	3.47%	PASSION		1.8%	3.0%	0.8%	1.2%	1.7%	3.5%
Passion	Mystique	The Intrigue	47	2.97%	TRUST	2.5%		7.8%	4.8%	2.5%	7.1%	1.4%
Prestige	Power	The Victor	45	2.84%	MYSTIQUE	1.4%	6.7%		1.4%	2.1%	3.9%	3.9%
Trust	Passion	The Authentic	40	2.53%	PRESTIGE	2.1%	1.5%	2.1%		2.8%	1.3%	2.0%
Trust	Power	The Gravitas	40	2.53%	POWER	1.2%	3.8%	1.3%	5.0%		0.7%	0.9%
Mystique	Power	The Veiled Strength	34	2.15%	ALARM	0.8%	5.2%	0.8%	0.8%	1.9%		0.5%
Prestige	Mystique	The Architect	34	2.15%	REBELLION	1.7%	1.0%	1.1%	1.5%	1.9%	0.6%	
Prestige	Passion	The Connoisseur	34	2.15%								
Prestige	Rebellion	The Avant-Garde	31	1.96%								
Alarm	Power	The Sheriff	30	1.90%								
Rebellion	Power	The Maverick Leader	30	1.90%								
Passion	Trust	The Beloved	29	1.83%								
Passion	Alarm	The Orchestrator	27	1.71%								
Rebellion	Passion	The Rockstar	27	1.71%								
Prestige	Trust	The Blue Chip	24	1.52%								
Rebellion	Prestige	The Trendsetter	24	1.52%								
Mystique	Passion	The Subtle Touch	22	1.39%								
Mystique	Prestige	The Royal Guard	22	1.39%								
Trust	Rebellion	The Evolutionary	22	1.39%								
Power	Mystique	The Mastermind	20	1.26%								

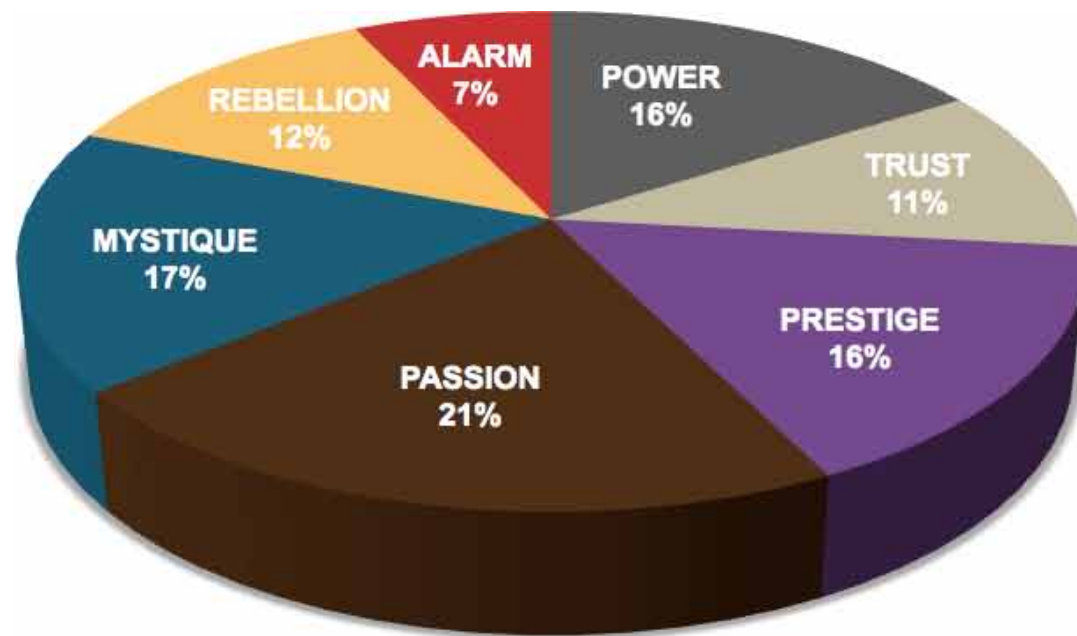
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									American Academy of Family Physicians								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	29490	19693	29235	39320	31172	22062	12973	183945	Primary	203	414	188	190	307	123	158	1583
Secondary	26232	19279	31720	30639	24563	32185	19327	183945	Secondary	198	317	227	155	254	192	240	1583
Dormant	23444	28975	21365	26773	32856	26126	24406	183945	Dormant	188	128	189	336	289	286	167	1583
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.0%	10.7%	15.9%	21.4%	16.9%	12.0%	7.1%	100.0%	Primary	12.8%	26.2%	11.9%	12.0%	19.4%	7.8%	10.0%	100.0%
Secondary	14.3%	10.5%	17.2%	16.7%	13.4%	17.5%	10.5%	100.0%	Secondary	12.5%	20.0%	14.3%	9.8%	16.0%	12.1%	15.2%	100.0%
Dormant	12.7%	15.8%	11.6%	14.6%	17.9%	14.2%	13.3%	100.0%	Dormant	11.9%	8.1%	11.9%	21.2%	18.3%	18.1%	10.5%	100.0%

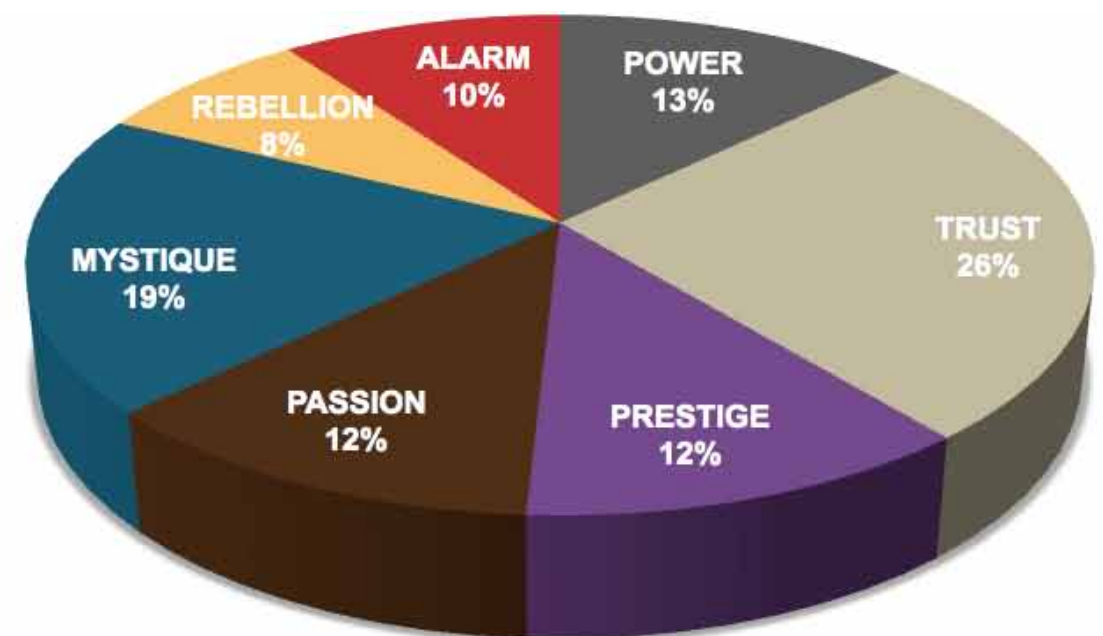


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



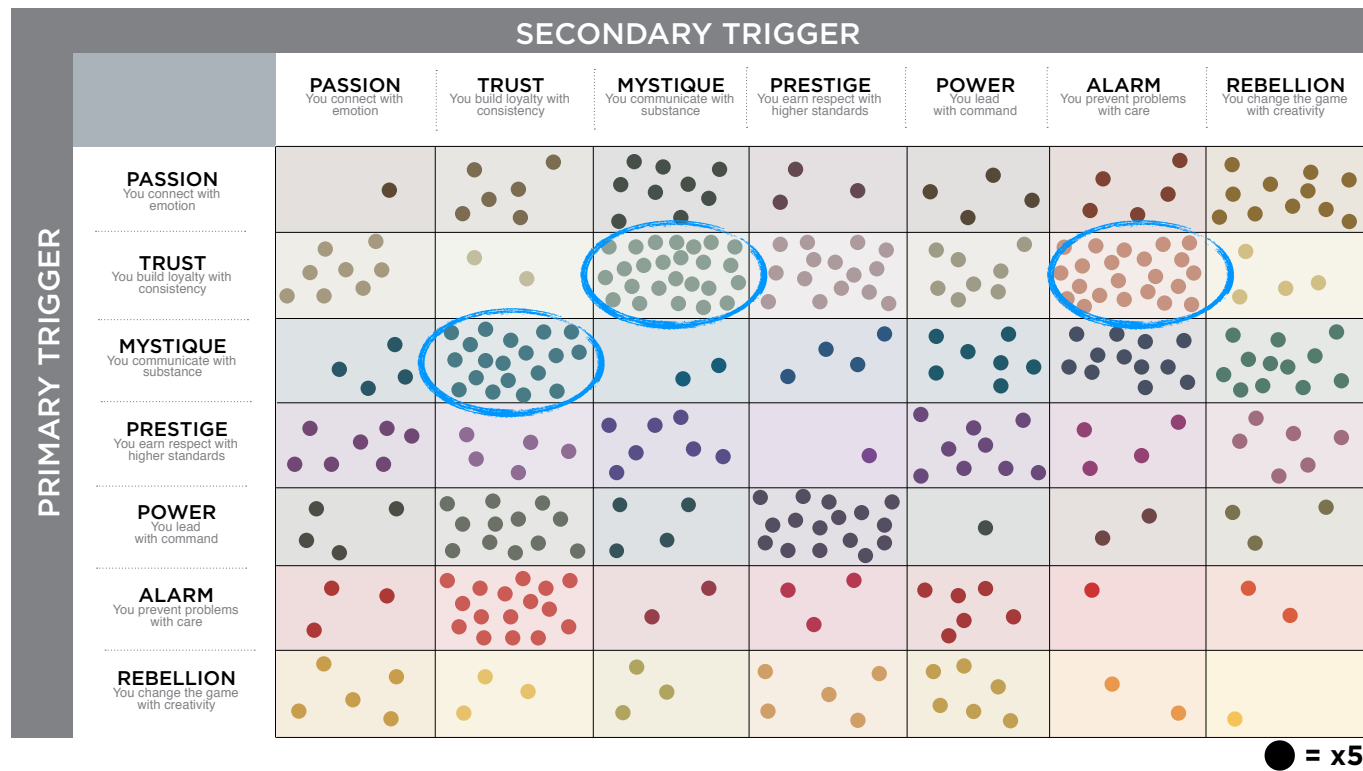
AMERICAN ACADEMY OF FAMILY PHYSICIANS RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

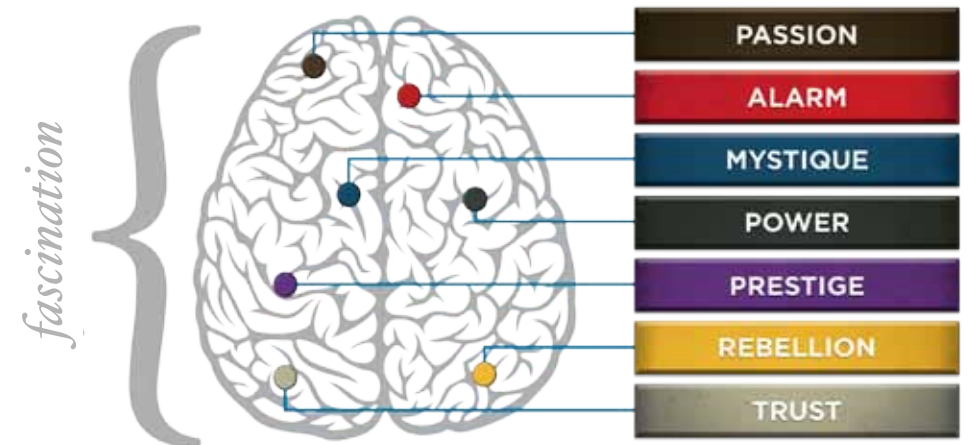
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

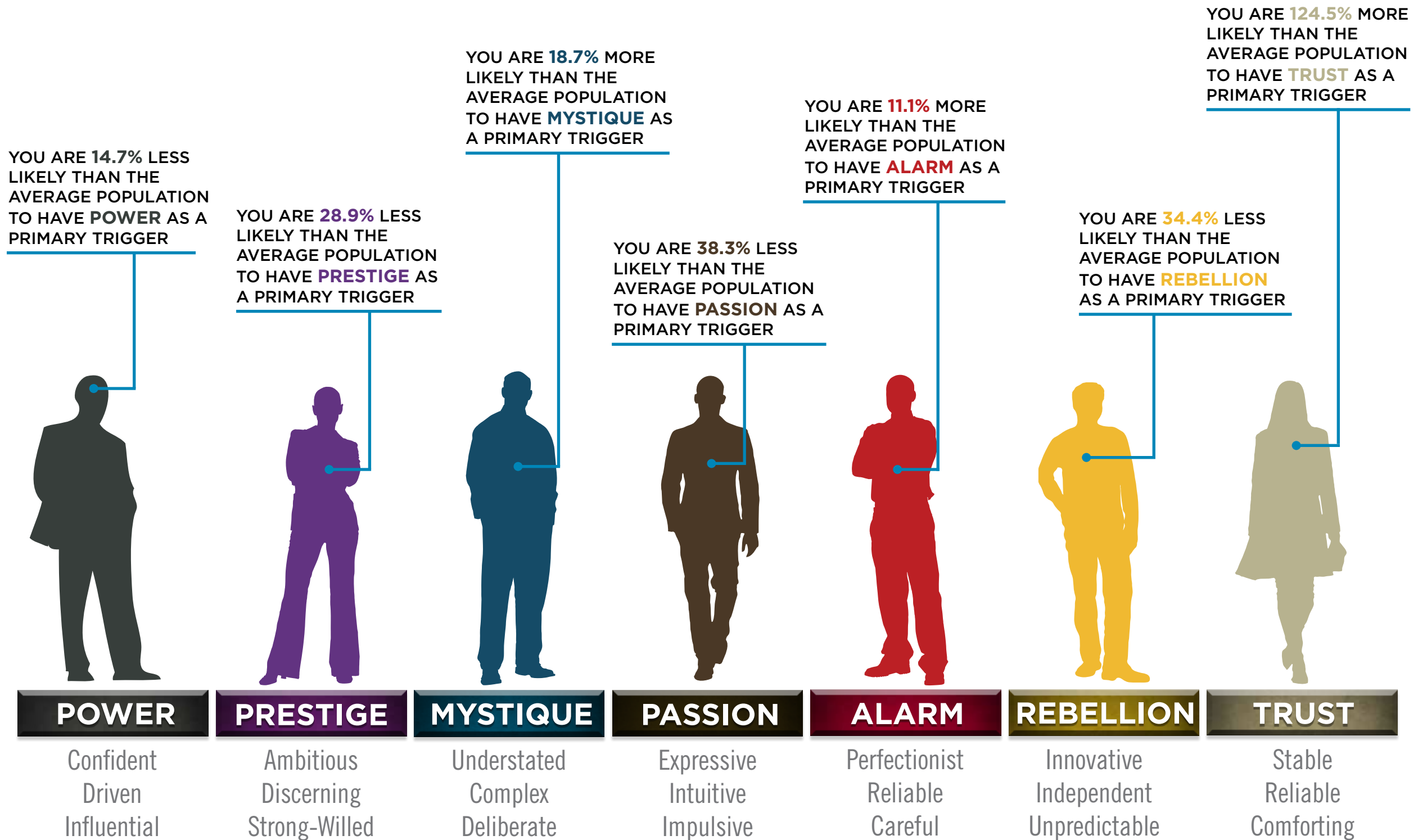
		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		1.8%	3.0%	0.8%	1.2%	1.7%	3.5%
	TRUST <small>You build loyalty with consistency</small>	2.5%		7.8%	4.8%	2.5%	7.1%	1.4%
	MYSTIQUE <small>You communicate with substance</small>	1.4%	6.7%		1.4%	2.1%	3.9%	3.9%
	PRESTIGE <small>You earn respect with higher standards</small>	2.1%	1.5%	2.1%		2.8%	1.3%	2.0%
	POWER <small>You lead with command</small>	1.2%	3.8%	1.3%	5.0%		0.7%	0.9%
	ALARM <small>You prevent problems with care</small>	0.8%	5.2%	0.8%	0.8%	1.9%		0.5%
	REBELLION <small>You change the game with creativity</small>	1.7%	1.0%	1.1%	1.5%	1.9%	0.6%	

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.



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

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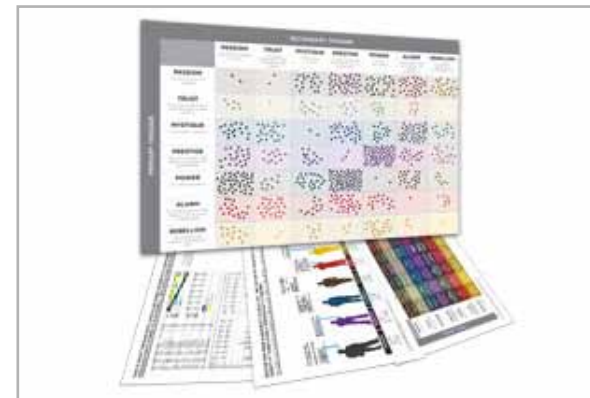
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