

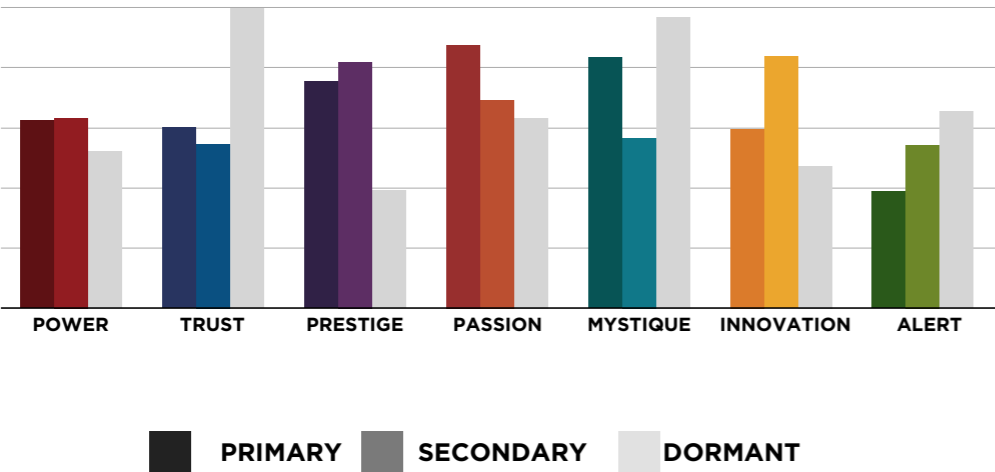
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
THE BUSINESS EXCELLENCE FORUM & AWARDS ON 02/22/16

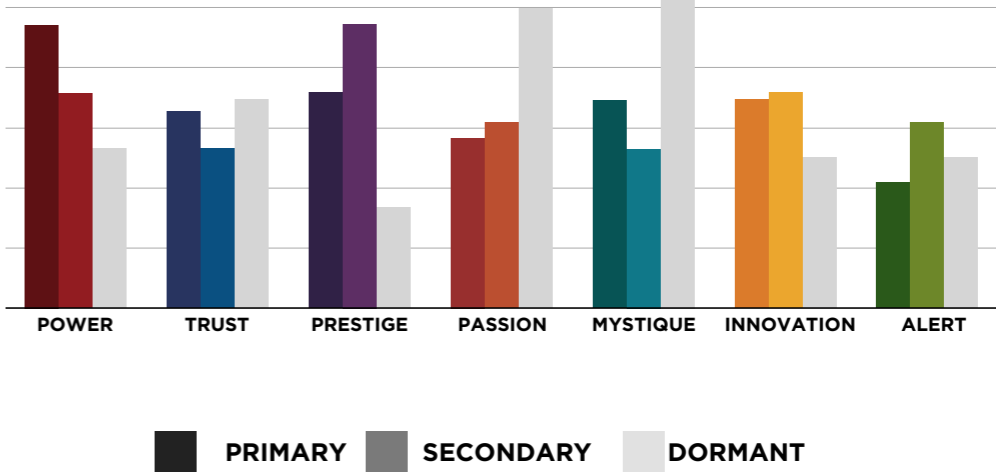


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



THE BUSINESS EXCELLENCE FORUM & AWARDS RESULTS OF THE FASCINATION ADVANTAGE TEST

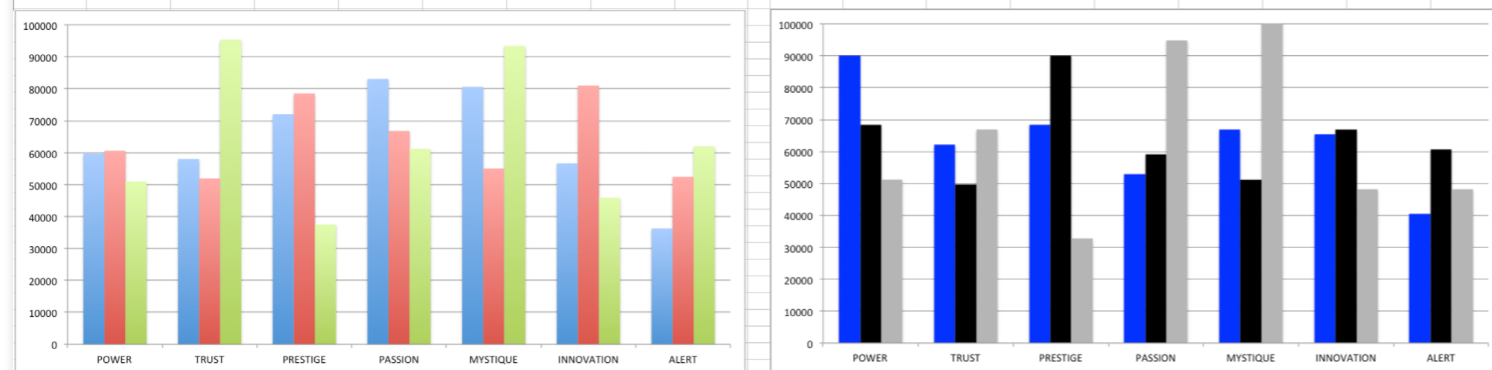


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	28	9.76%	INNOVATION	7	13	11	3	3	5
Innovation	Power	The Maverick Leader	13	4.53%	PASSION	12	4	1	4	7	6
Passion	Innovation	The Catalyst	12	4.18%	POWER	8	10	28	6	2	4
Innovation	Prestige	The Trendsetter	11	3.83%	PRESTIGE	10	7	7	1	8	11
Prestige	Alert	The Scholar	11	3.83%	TRUST	1	7	6	11	10	5
Trust	Prestige	The Diplomat	11	3.83%	MYSTIQUE	9	4	8	4	10	8
Mystique	Trust	The Wise Owl	10	3.48%	ALERT	3	3	6	3	8	3
Power	Passion	The Ringleader	10	3.48%							
Prestige	Innovation	The Avant-Garde	10	3.48%	INNOVATION	2.4%	4.5%	3.8%	1.0%	1.0%	1.7%
Trust	Mystique	The Anchor	10	3.48%	PASSION	4.2%	1.4%	0.3%	1.4%	2.4%	2.1%
Mystique	Innovation	The Secret Weapon	9	3.14%	POWER	2.8%	3.5%	9.8%	2.1%	0.7%	1.4%
Alert	Trust	The Mediator	8	2.79%	PRESTIGE	3.5%	2.4%	2.4%	0.3%	2.8%	3.8%
Mystique	Alert	The Archer	8	2.79%	TRUST	0.3%	2.4%	2.1%	3.8%	3.5%	1.7%
Mystique	Power	The Veiled Strength	8	2.79%	MYSTIQUE	3.1%	1.4%	2.8%	1.4%	3.5%	2.8%
Power	Innovation	The Change Agent	8	2.79%	ALERT	1.0%	1.0%	2.1%	1.0%	2.8%	1.0%
Prestige	Mystique	The Architect	8	2.79%							
Innovation	Passion	The Rockstar	7	2.44%							
Passion	Mystique	The Intrigue	7	2.44%							
Prestige	Passion	The Connoisseur	7	2.44%							
Prestige	Power	The Victor	7	2.44%							
Trust	Passion	The Authentic	7	2.44%							
Alert	Power	The Ace	6	2.09%							
Passion	Alert	The Orchestrator	6	2.09%							
Power	Trust	The Guardian	6	2.09%							
Trust	Power	The Gravitas	6	2.09%							
Innovation	Alert	The Quick-Start	5	1.74%							
Trust	Alert	The Good Citizen	5	1.74%							
Mystique	Passion	The Subtle Touch	4	1.39%							
Mystique	Prestige	The Royal Guard	4	1.39%							
Passion	Power	The Peoples Champion	4	1.39%							

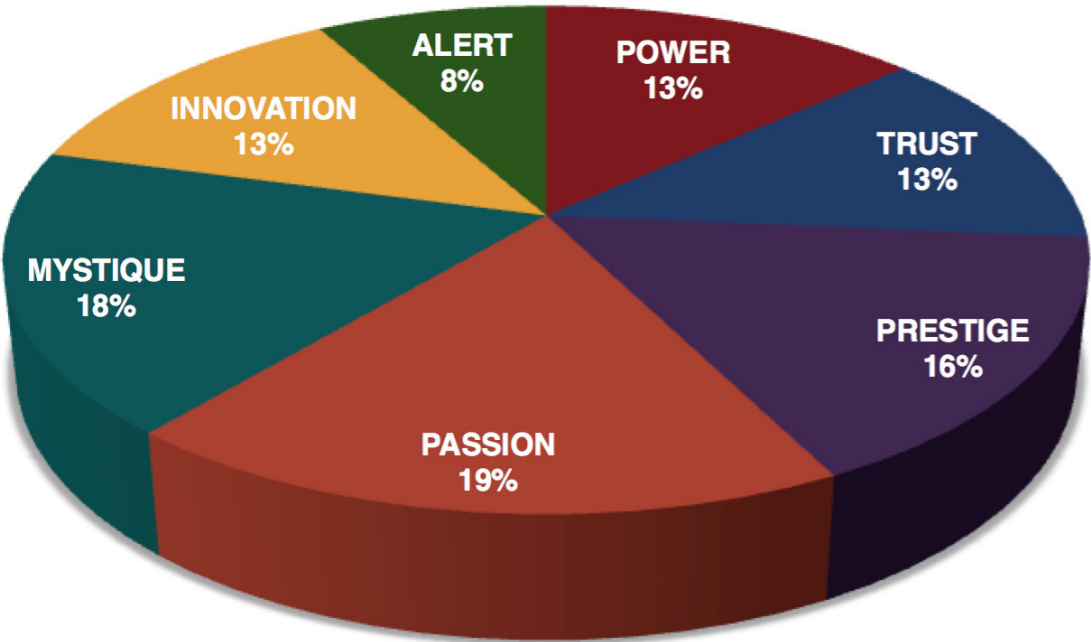
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									Action Coach								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	59727	58027	72059	83123	80636	56694	36276	446542	Primary	58	40	44	34	43	42	26	287
Secondary	60611	51939	78561	66822	55065	81084	52460	446542	Secondary	44	32	58	38	33	43	39	287
Dormant	50957	95466	37548	61199	93442	45929	62001	446542	Dormant	33	43	21	61	67	31	31	287

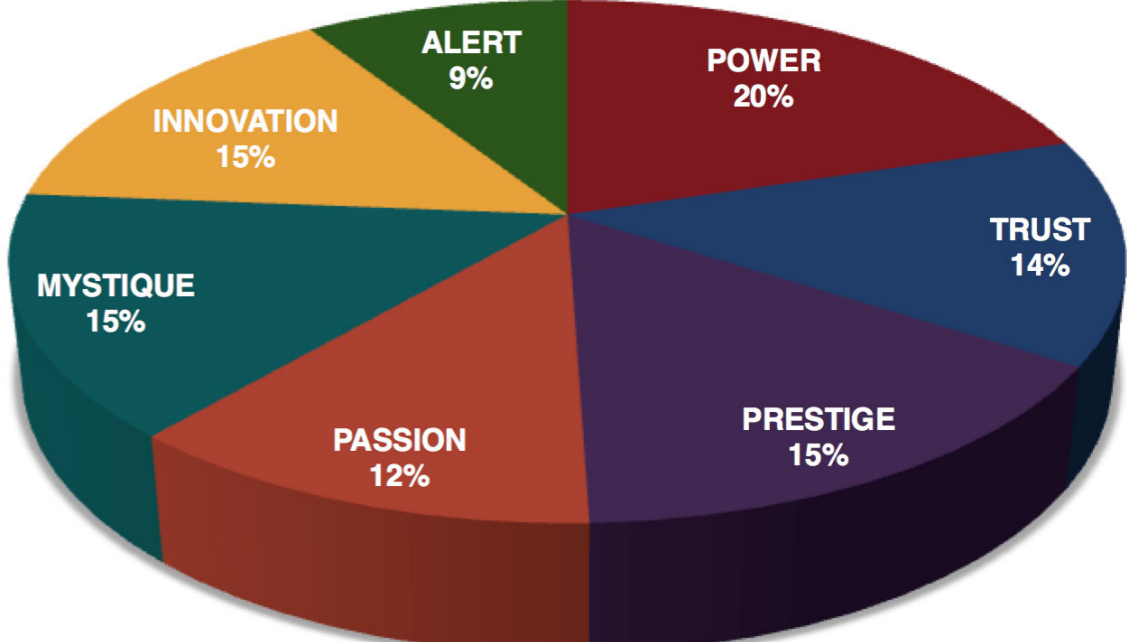


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



THE BUSINESS EXCELLENCE FORUM & AWARDS RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

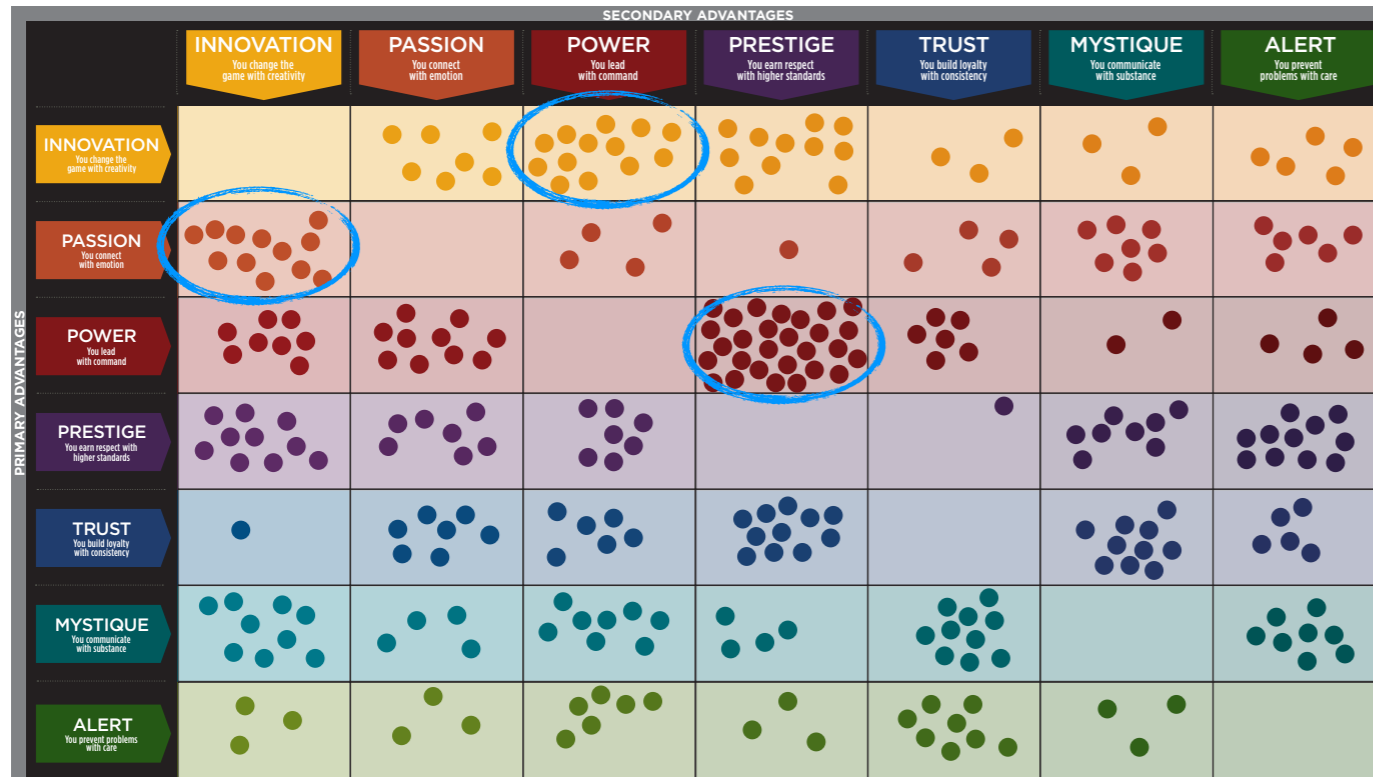
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

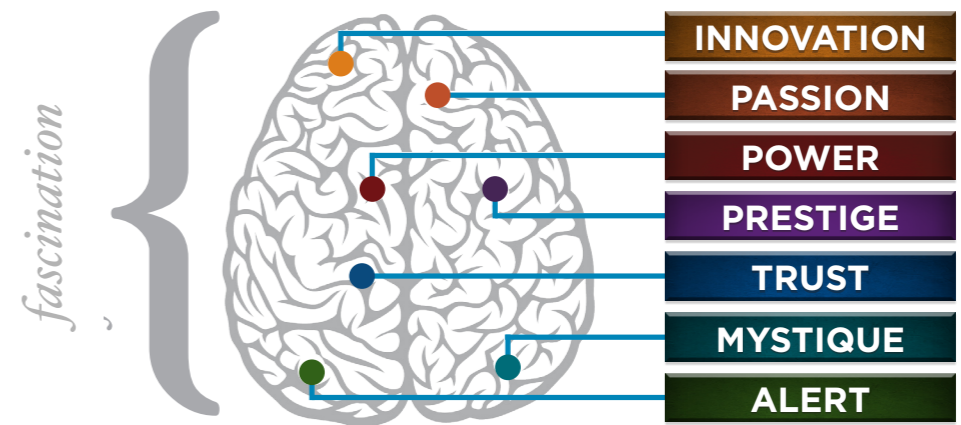
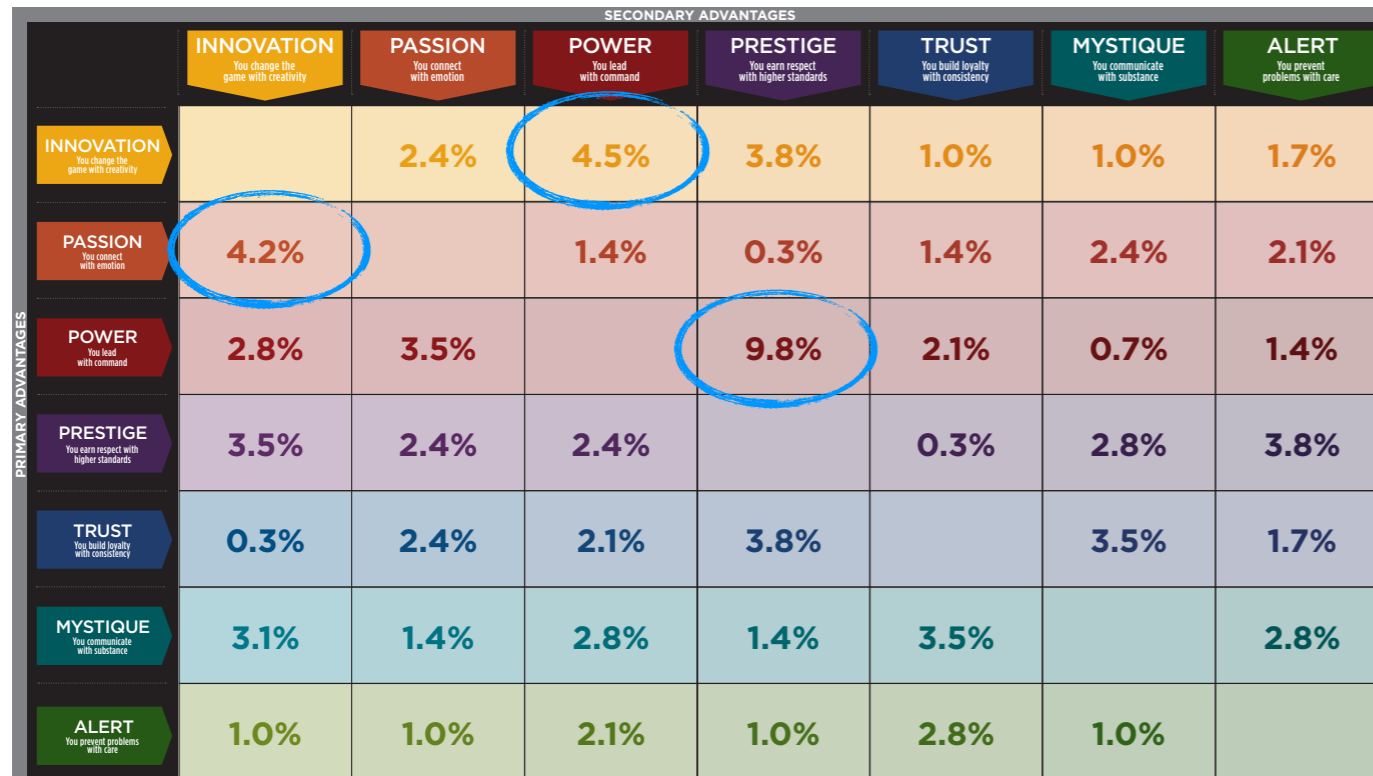
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



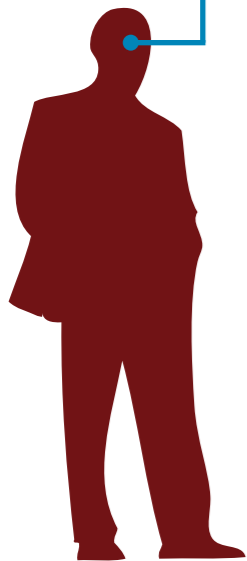
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

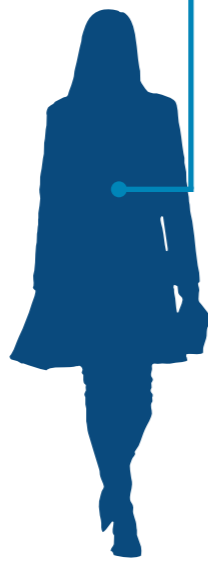
YOU ARE **37.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **12.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **8.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **38.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **8.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **23.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **3.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

7 WAYS HIGH-PERFORMERS ADD VALUE

INNOVATION

CREATIVE PROBLEM-SOLVER

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

POWER

A LEADER WHO MAKES DECISIONS

PRESTIGE

OVERACHIEVER WITH
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

FASCINATION ADVANTAGE® ASSESSMENT

Do you know how the world sees you? Let's find out now.

YOUR FASCINATION ADVANTAGE® REPORT
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE CATALYST
PASSION + INNOVATION

THE CATALYST'S TOP 5 SPECIALTY ADJECTIVES

You enjoy new experiences, ideas, foods, and friends. In fact, you pursue opportunities that allow you to explore your world. If something becomes too routine or familiar, you challenge or reinvent it.

WHAT YOU'VE JUST GETTING STARTED

INSIDE YOUR FASCINATION ADVANTAGE® REPORT?
You don't know your Advantages, no one else will know them, either. This report will describe you in the way you are most likely to impress and influence others, so that you can focus on what you're already doing well at.

LOOK:
summary of how the world sees you at your best
At-a-Glance
Your Archetype
Your Top 5 Specialty Adjectives
» Words to describe how you add value
» Potential personality pitfalls

UNDERSTANDING:

THE 49 PERSONALITY ARCHETYPES

THE CATALYST
OUT-OF-BOX | SOCIAL | ENERGIZING | CREATIVE | ENTHUSIASTIC

HOW THE WORLD SEES YOU

- » You make a vibrant first impression and you're valued for your enthusiastic approach and ability to generate ideas
- » Buoyant and social, you embrace new situations and relationships with zeal
- » You speak with confidence and expressive gestures
- » You know how to turn your ideas into action
- » You're named "the go-to" person for adding value by staying on top of the latest news

ONE-MINUTE COACHING TO THE CATALYST

You feel passionately about things. Your enthusiasm livens up meetings and energizes your co-workers. Yet it's not enough to feel passionately—you must also learn how to turn that passion into tangible results for your client or team. Focus on the objectives you want your team to meet and agree on deadlines. Demonstrate how you contribute to the company's success.

INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
THE ANARCHY	THE ROCKSTAR	THE MAVERICK LEADER	THE TRENDSSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CATALYST	THE DRAMA	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR
THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
THE AVANT-GARDE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR	
THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS	THE DIPLOMAT	THE OLD GUARD	THE ANCHOR	THE GOOD CITIZEN

- + Discover how each team member **adds unique value**
- + **Empower employees** to be more productive doing what they already do best
- + **Build a high-performing team** that interacts more confidently with customers and each other

GET STARTED NOW

Questions? Hello@HowToFascinate.com