

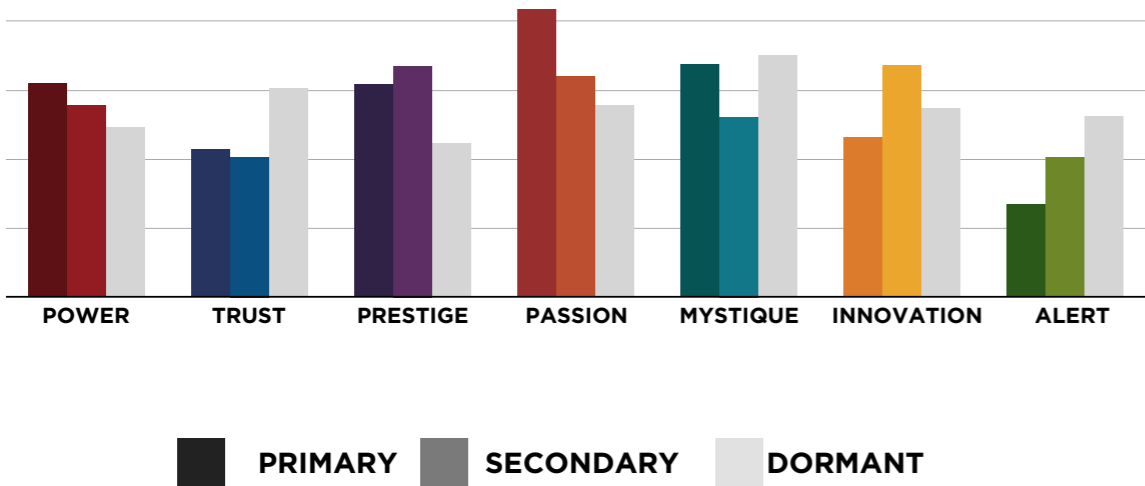
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
ADVISOR GROUP ON 09/08/14

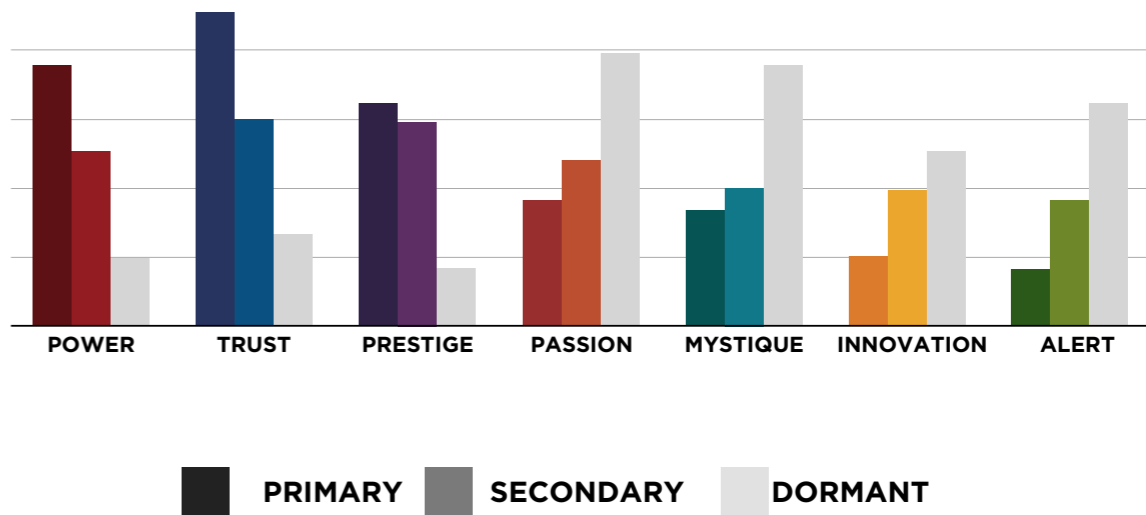


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 300,000 PEOPLE.**

**AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST**



**ADVISOR GROUP RESULTS OF THE FASCINATION ADVANTAGE TEST**



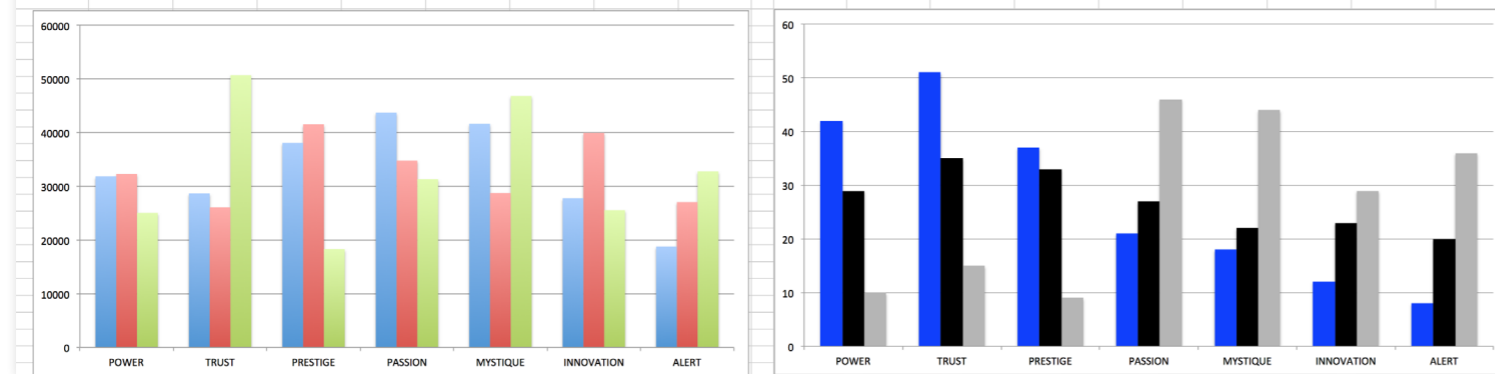
# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 300,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	15	7.94%	INNOVATION		1	5	2		2	2
Power	Trust	The Guardian	14	7.41%	PASSION	10		2	2	4	1	2
Prestige	Passion	The Connoisseur	14	7.41%	POWER	3	3		15	14	4	3
Trust	Prestige	The Diplomat	13	6.88%	PRESTIGE	6	14	7		4	4	2
Trust	Power	The Gravitas	11	5.82%	TRUST		8	11	13		10	9
Passion	Innovation	The Catalyst	10	5.29%	MYSTIQUE			3	1	8		6
Trust	Mystique	The Anchor	10	5.29%	ALERT		1	1		5	1	
Trust	Alert	The Good Citizen	9	4.76%								
Mystique	Trust	The Wise Owl	8	4.23%	INNOVATION							
Trust	Passion	The Authentic	8	4.23%	PASSION	0.5%		2.6%	1.1%		1.1%	1.1%
Prestige	Power	The Victor	7	3.70%	POWER	5.3%		1.1%	1.1%	2.1%	0.5%	1.1%
Mystique	Alert	The Archer	6	3.17%	PRESTIGE	1.6%	1.6%		7.9%	7.4%	2.1%	1.6%
Prestige	Innovation	The Avant-Garde	6	3.17%	TRUST	3.2%	7.4%	3.7%		2.1%	2.1%	1.1%
Alert	Trust	The Mediator	5	2.65%	MYSTIQUE		4.2%	5.8%	6.9%		5.3%	4.8%
Innovation	Power	The Maverick Leader	5	2.65%	ALERT			1.6%	0.5%	4.2%		3.2%
Passion	Trust	The Beloved	4	2.12%			0.5%	0.5%		2.6%	0.5%	
Power	Mystique	The Mastermind	4	2.12%								
Prestige	Mystique	The Architect	4	2.12%								
Prestige	Trust	The Blue Chip	4	2.12%								
Mystique	Power	The Veiled Strength	3	1.59%								
Power	Alert	The Defender	3	1.59%								
Power	Innovation	The Change Agent	3	1.59%								
Power	Passion	The Ringleader	3	1.59%								
Innovation	Alert	The Quick-Start	2	1.06%								
Innovation	Mystique	The Provocateur	2	1.06%								
Innovation	Prestige	The Trendsetter	2	1.06%								
Passion	Alert	The Orchestrator	2	1.06%								
Passion	Power	The Peoples Champion	2	1.06%								
Passion	Prestige	The Talent	2	1.06%								
Prestige	Alert	The Scholar	2	1.06%								
Alert	Mystique	The Detective	1	0.53%								
Alert	Passion	The Coordinator	1	0.53%								

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



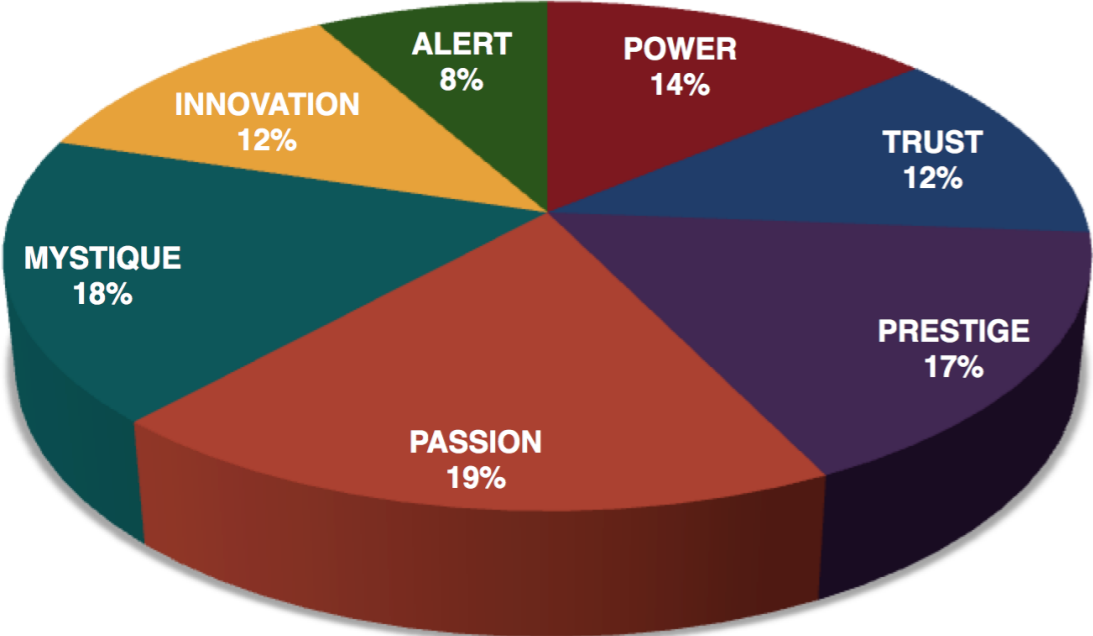
AVERAGE POPULATION									AdvisorGroup								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	31852	28673	38082	43723	41646	27776	18785	230537	Primary	42	51	37	21	18	12	8	189
Secondary	32320	26099	41529	34802	28762	39977	27048	230537	Secondary	29	35	33	27	22	23	20	189
Dormant	25044	50698	18281	31323	46840	25569	32782	230537	Dormant	10	15	9	46	44	29	36	189



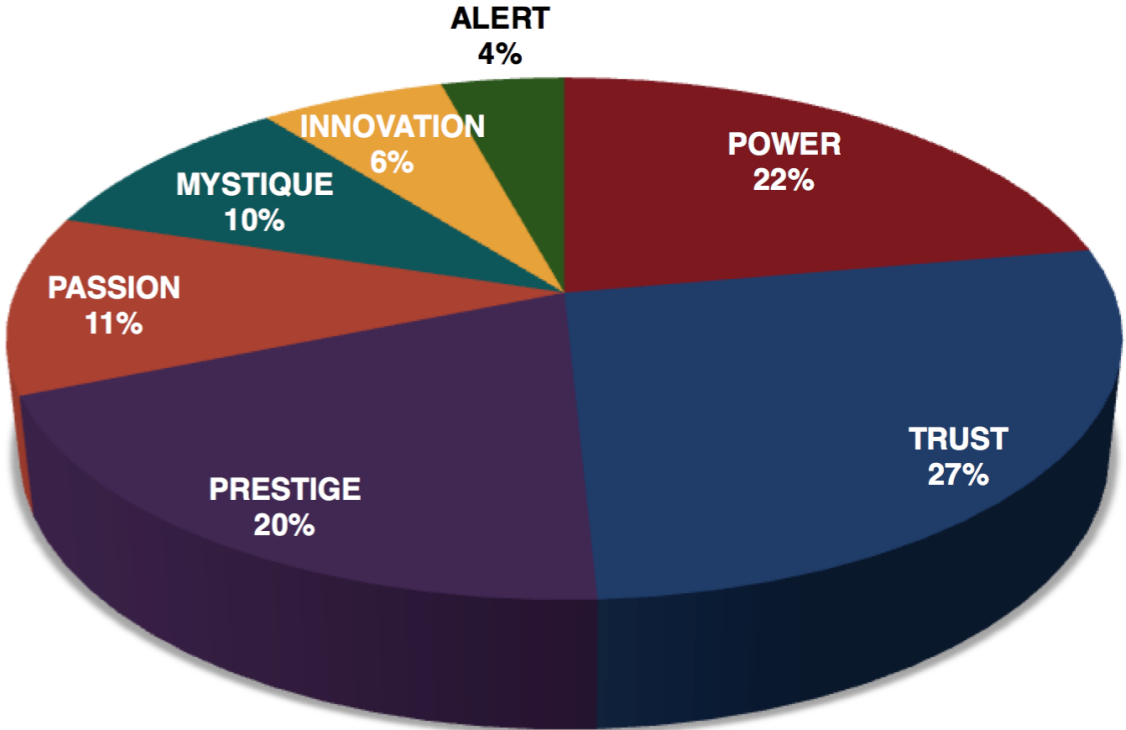
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**ADVISOR GROUP RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

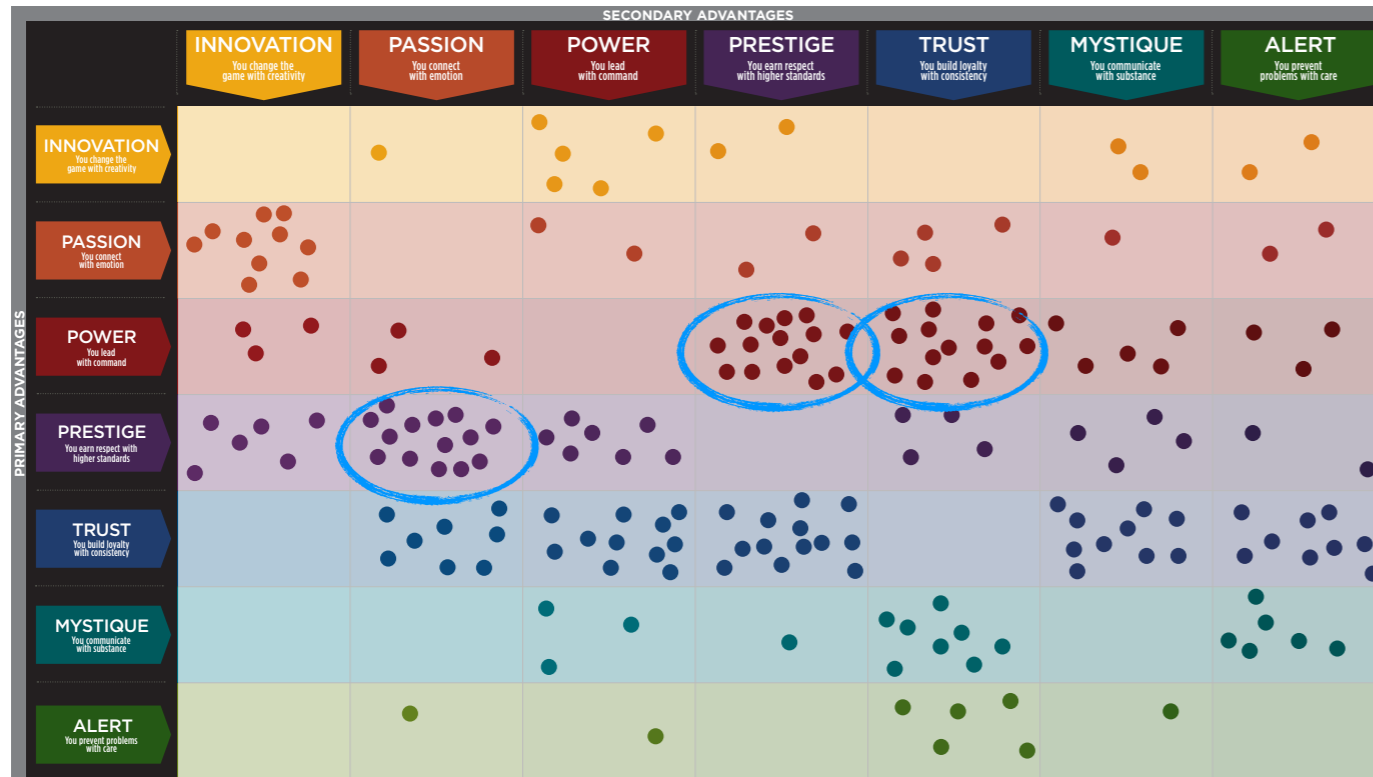
## THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

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

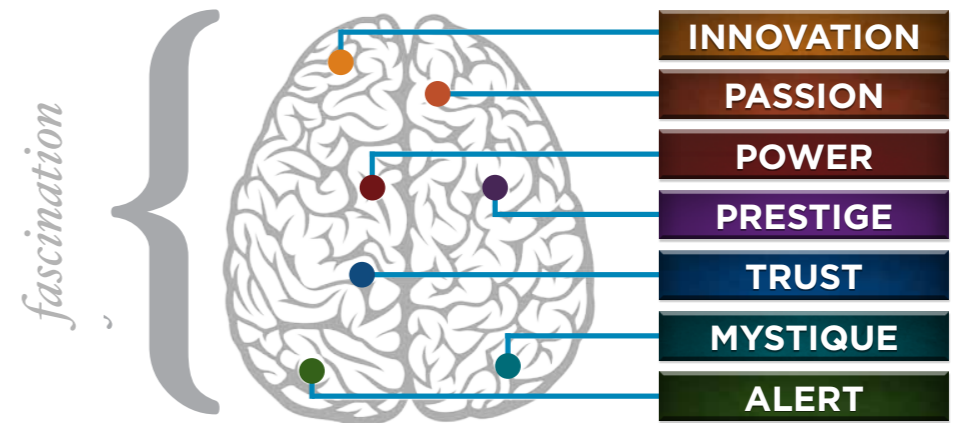
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		0.5%	2.6%	1.1%		1.1%	1.1%
PASSION <small>You connect with emotion</small>	5.3%		1.1%	1.1%	2.1%	0.5%	1.1%
POWER <small>You lead with command</small>	1.6%	1.6%		7.9%	7.4%	2.1%	1.6%
PRESTIGE <small>You earn respect with higher standards</small>	3.2%	7.4%	3.7%		2.1%	2.1%	1.1%
TRUST <small>You build loyalty with consistency</small>		4.2%	5.8%	6.9%		5.3%	4.8%
MYSTIQUE <small>You communicate with substance</small>			1.6%	0.5%	4.2%		3.2%
ALERT <small>You prevent problems with care</small>		0.5%	0.5%		2.6%	0.5%	

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 **51.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **118.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

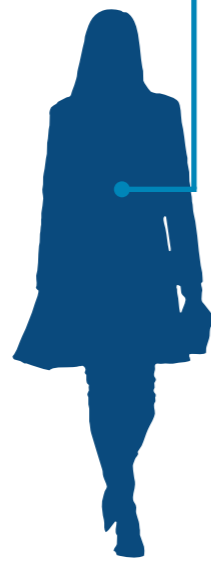
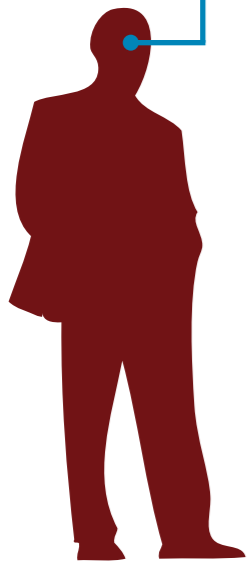
YOU ARE **16.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **42.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **42%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **46.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **51.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

**TRUST**

Stable  
Dependable  
Familiar

**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

**PASSION**

Expressive  
Intuitive  
Engaging

**MYSTIQUE**

Independent  
Logical  
Observant

**INNOVATION**

Creative  
Visionary  
Entrepreneurial

**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  
HIGHER STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT BEHIND-THE-SCENES

**ALERT**

PRECISE DETAIL MANAGER



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