

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
BUFFINI SUCCESS TOUR PARTICIPANTS ON 03/30/16

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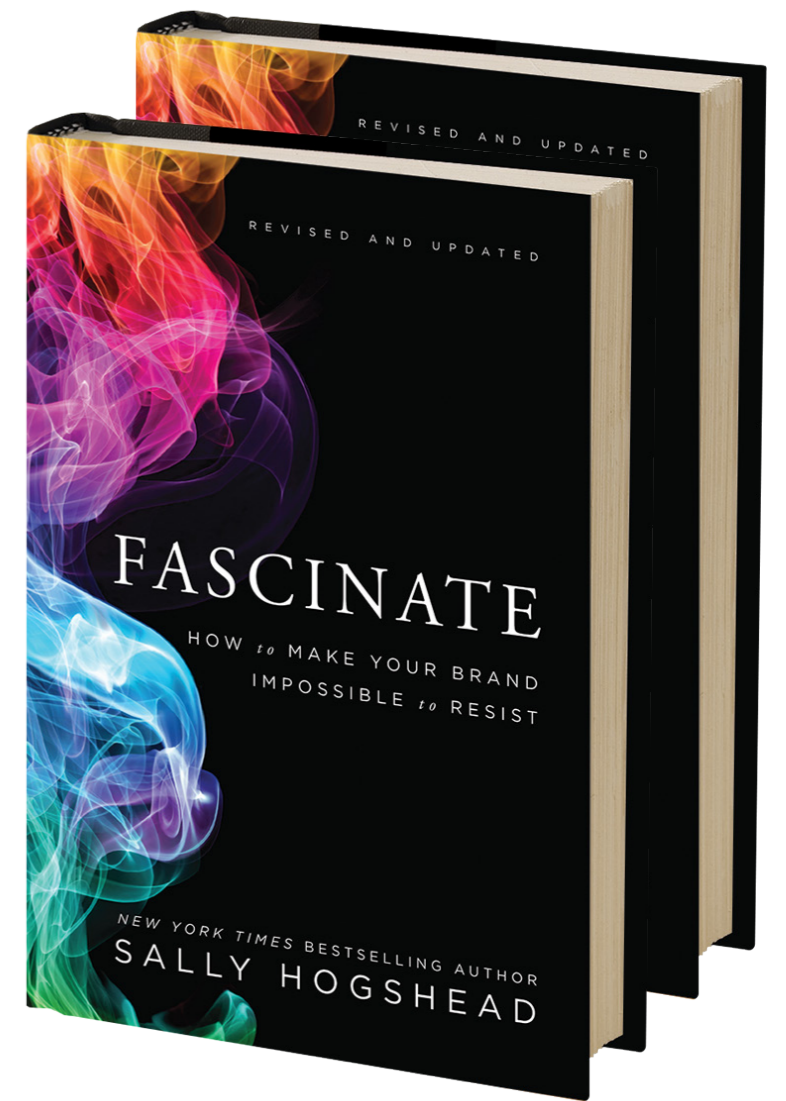
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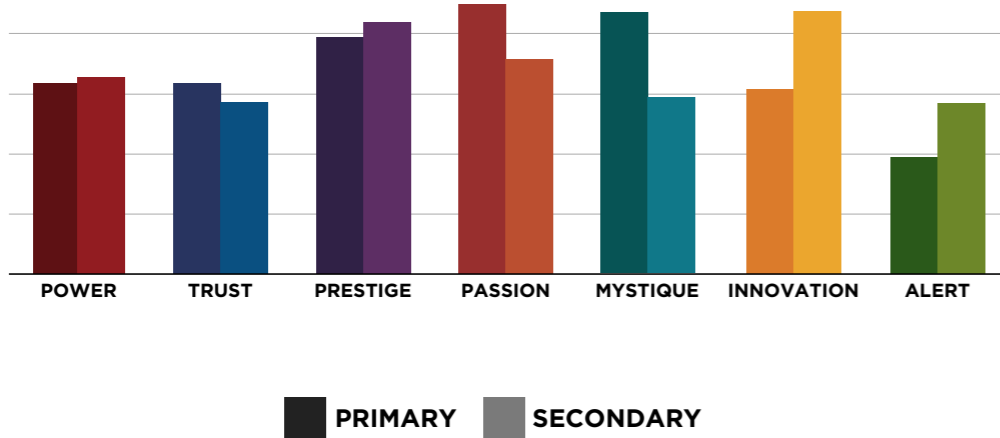
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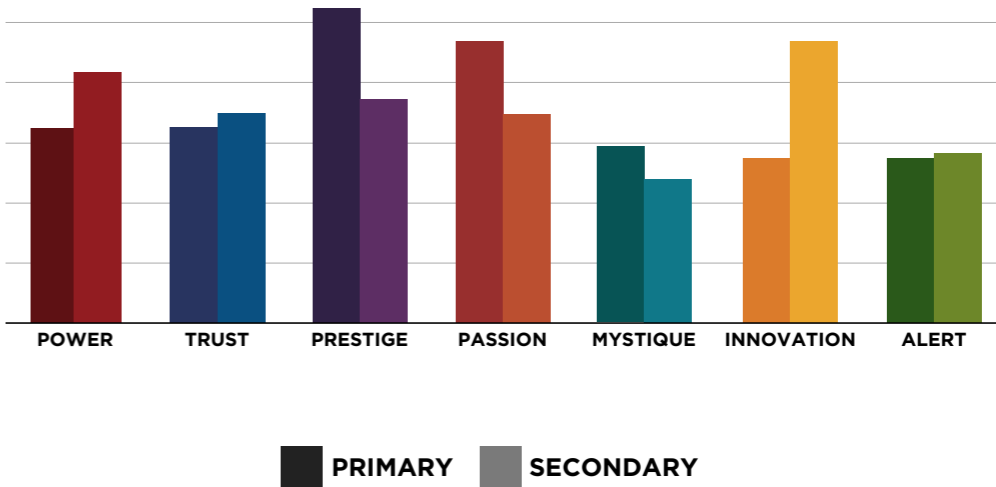


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



BRIAN BUFFINI'S SUCCESS TOUR RESULTS OF THE FASCINATION ADVANTAGE TEST

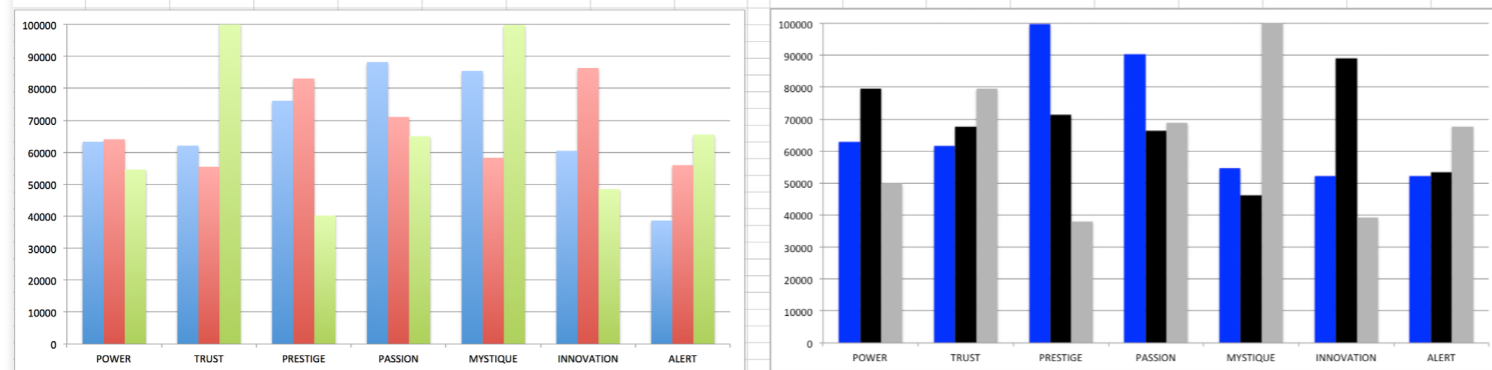


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	38	9.52%	INNOVATION	8	11	8	3	7	7
Prestige	Power	The Victor	28	7.02%	PASSION	38	6	4	8	10	10
Prestige	Passion	The Connoisseur	27	6.77%	POWER	10	7	19	12	3	2
Power	Prestige	The Maestro	19	4.76%	PRESTIGE	13	27	28	8	5	3
Alert	Trust	The Mediator	15	3.76%	TRUST	4	7	13	11	7	13
Prestige	Innovation	The Avant-Garde	13	3.26%	MYSTIQUE	7	4	8	6	11	10
Trust	Alert	The Good Citizen	13	3.26%	ALERT	3	3	6	10	15	7
Trust	Prestige	The Diplomat	13	3.26%							
Power	Trust	The Guardian	12	3.01%							
Innovation	Power	The Maverick Leader	11	2.76%	INNOVATION	2.0%	2.8%	2.0%	0.8%	1.8%	1.8%
Mystique	Trust	The Wise Owl	11	2.76%	PASSION	9.5%	1.5%	1.0%	2.0%	2.5%	2.5%
Alert	Prestige	The Editor-in-Chief	10	2.51%	POWER	2.5%	1.8%	4.8%	3.0%	0.8%	0.5%
Mystique	Alert	The Archer	10	2.51%	PRESTIGE	3.3%	6.8%	7.0%	2.0%	1.3%	0.8%
Passion	Alert	The Orchestrator	10	2.51%	TRUST	1.0%	1.8%	2.0%	3.3%	1.8%	3.3%
Passion	Mystique	The Intrigue	10	2.51%	MYSTIQUE	1.8%	1.0%	2.0%	1.5%	2.8%	2.5%
Power	Innovation	The Change Agent	10	2.51%	ALERT	0.8%	0.8%	1.5%	2.5%	3.8%	1.8%
Innovation	Passion	The Rockstar	8	2.01%							
Innovation	Prestige	The Trendsetter	8	2.01%							
Mystique	Power	The Veiled Strength	8	2.01%							
Passion	Trust	The Beloved	8	2.01%							
Prestige	Trust	The Blue Chip	8	2.01%							
Trust	Power	The Gravitas	8	2.01%							
Alert	Mystique	The Detective	7	1.75%							
Innovation	Alert	The Quick-Start	7	1.75%							
Innovation	Mystique	The Provocateur	7	1.75%							
Mystique	Innovation	The Secret Weapon	7	1.75%							
Power	Passion	The Ringleader	7	1.75%							
Trust	Mystique	The Anchor	7	1.75%							
Trust	Passion	The Authentic	7	1.75%							
Alert	Power	The Ace	6	1.50%							

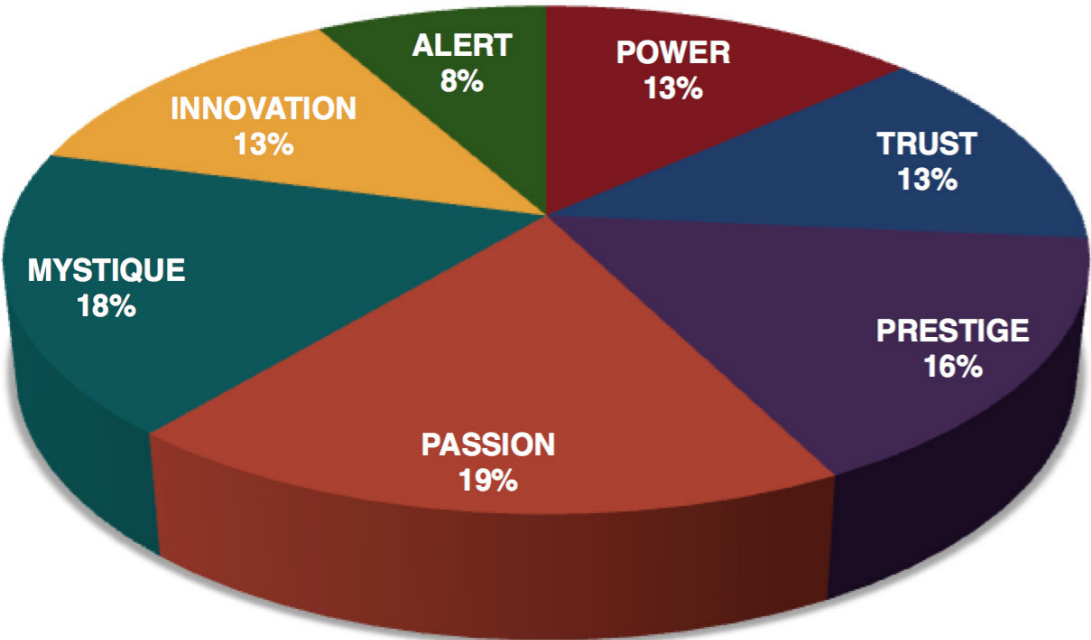
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION									Brian Buffini's Success Tour								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	63290	62092	76099	88278	85454	60460	38655	474328	Primary	53	52	84	76	46	44	44	399
Secondary	64086	55433	83111	71051	58331	86352	55964	474328	Secondary	67	57	60	56	39	75	45	399
Dormant	54585	100574	40196	65042	99876	48498	65557	474328	Dormant	42	67	32	58	110	33	57	399

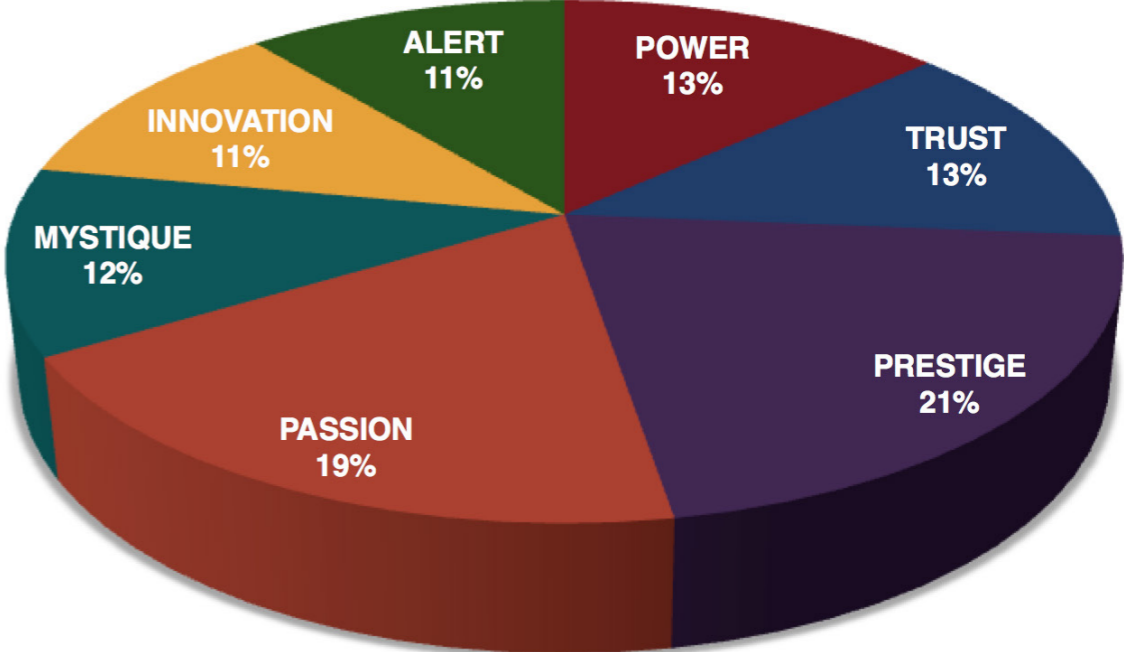


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



BRIAN BUFFINI'S SUCCESS TOUR RESULTS FROM THE FASCINATION ADVANTAGE TEST



WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONAL BRAND ARCHETYPES.

THE 49 PERSONAL BRAND ARCHETYPES

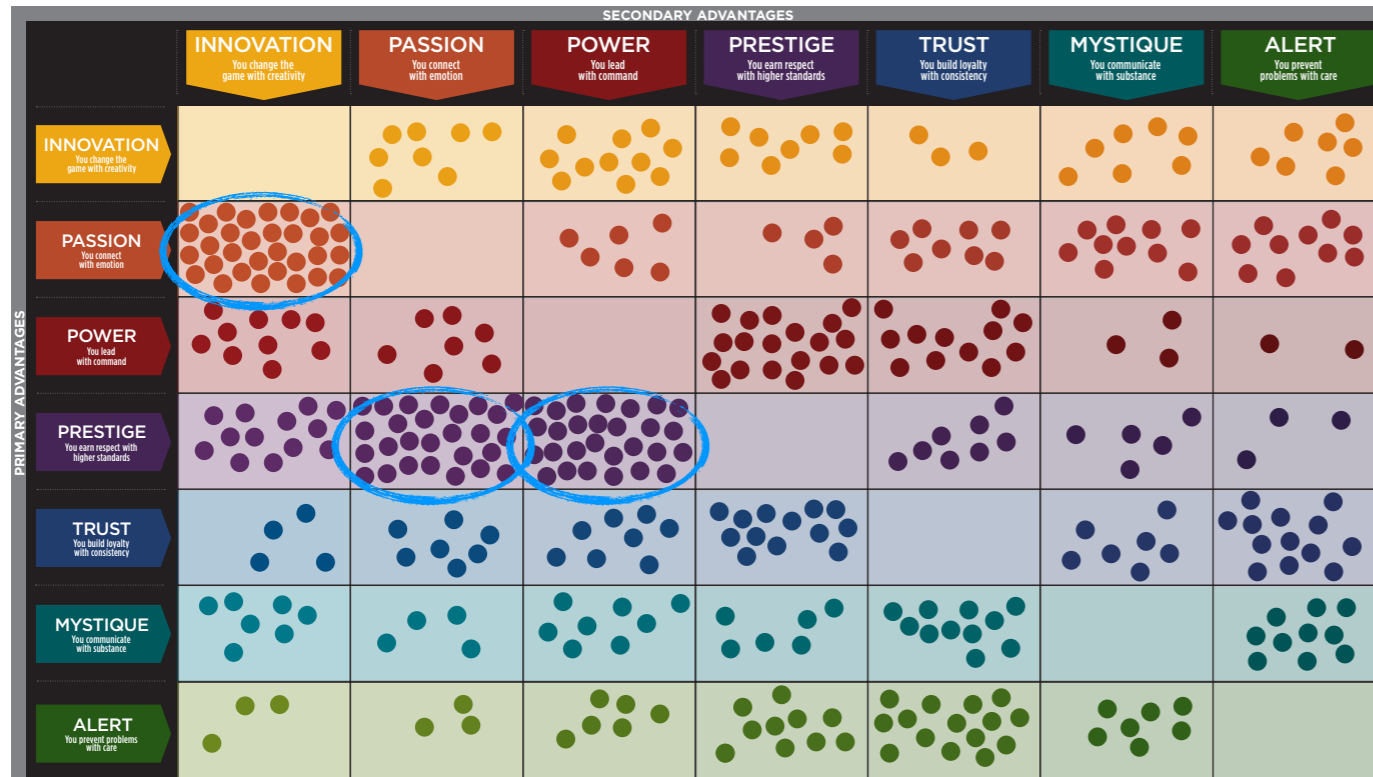
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SECONDARY FASCINATION ADVANTAGE®

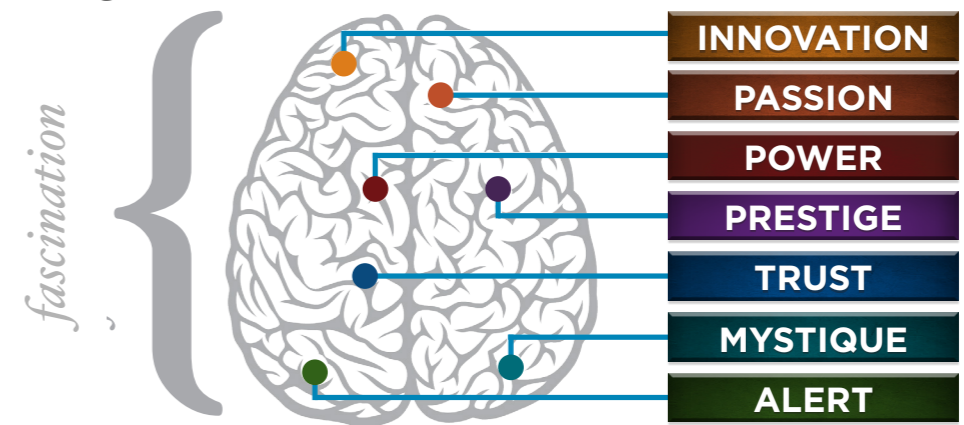
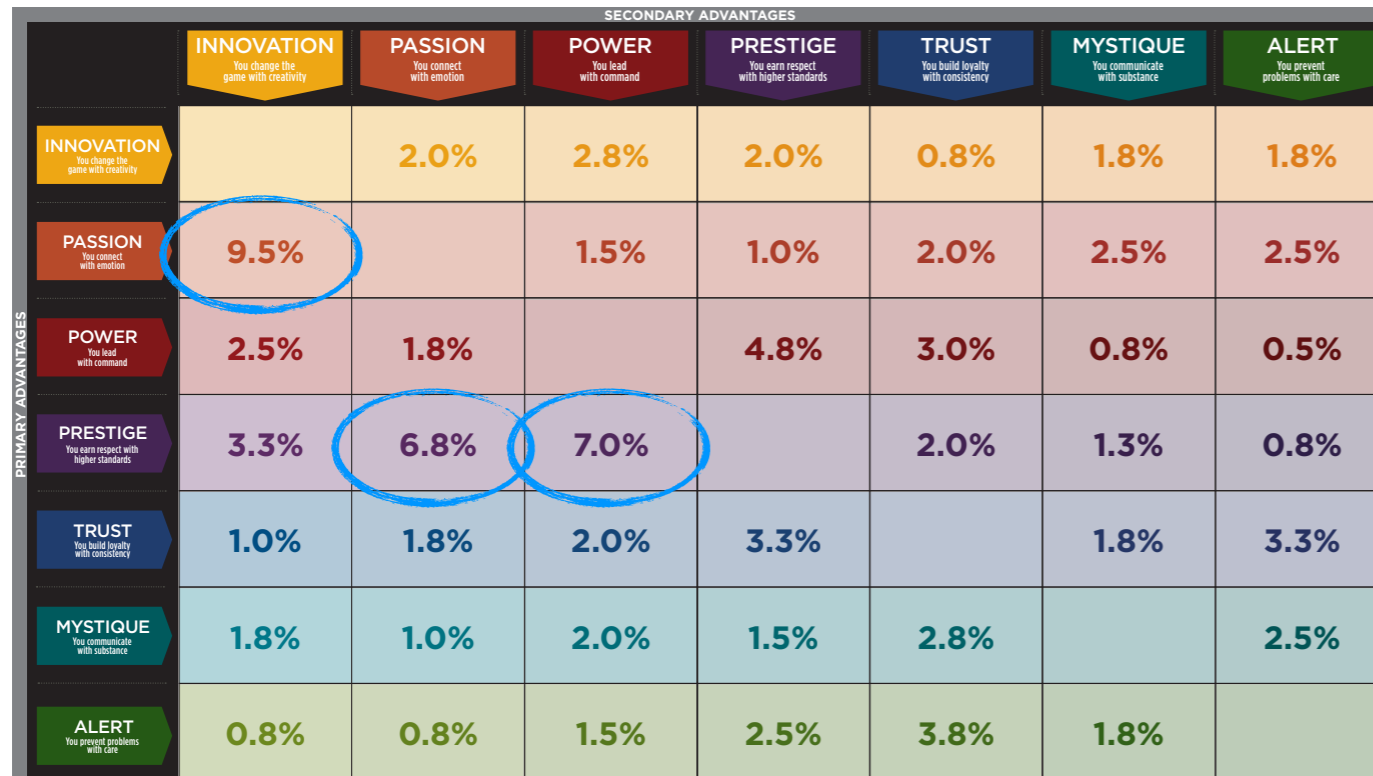
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game 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 personal brand Archetypes of the organization.



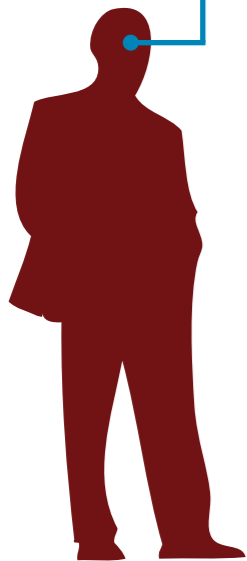
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each personal brand Archetype within the organization.



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.

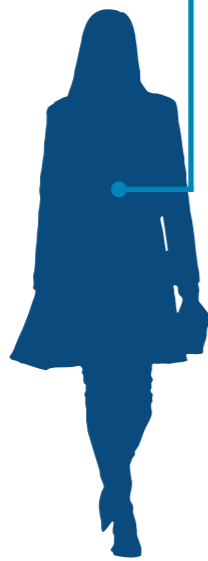
YOU ARE **9.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **5.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **25.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **0.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **29.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **7.0%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **26.2%** 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