

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
CALIBER ON 3/13/15



YOUR FASCINATION ADVANTAGE

Great news!

You have received an upgraded Fascination Advantage® Report compliments of Caliber Homes. (This means that you get even more information about your personality advantages and how you perform at your best.)

To view your custom 16 page report, please [click here](#).

Warm regards,

The Team at Fascinate, Inc.



HOWTOFASCINATE
DISCOVER YOURSELF THROUGH
THE SCIENCE OF FASCINATION

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.

GETTING STARTED

INSIDE YOUR FASCINATION ADVANTAGE® REPORT?
You know your Advantages, no one else will know them, either. This report will describe you in a way most likely to impress and influence others, so that you can focus on what you're already doing well at.

BOOK:
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

Advantage	Passion	Power	Prestige	Trust	Mystique	Alert
INNOVATION	THE AWAKENER	THE ROCKSTAR	THE WARRIOR LEADER	THE TRANSMITTER	THE ARTISAN	THE PRODUCER
PASSION	THE CATALYST	THE DRAGON	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE ORCHESTRATOR
POWER	THE CHANGE AGENT	THE SINGLELEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND
PRESTIGE	THE AVANT-GARDE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR
TRUST	THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS	THE DIPLOMAT	THE OLD GUARD	THE ANCHOR

ONE-MINUTE COACHING TO THE CATALYST
You feel passionately about things. Your enthusiasm livers 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.

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 expressive gestures.
- » You know how to add value by staying on top of trends.

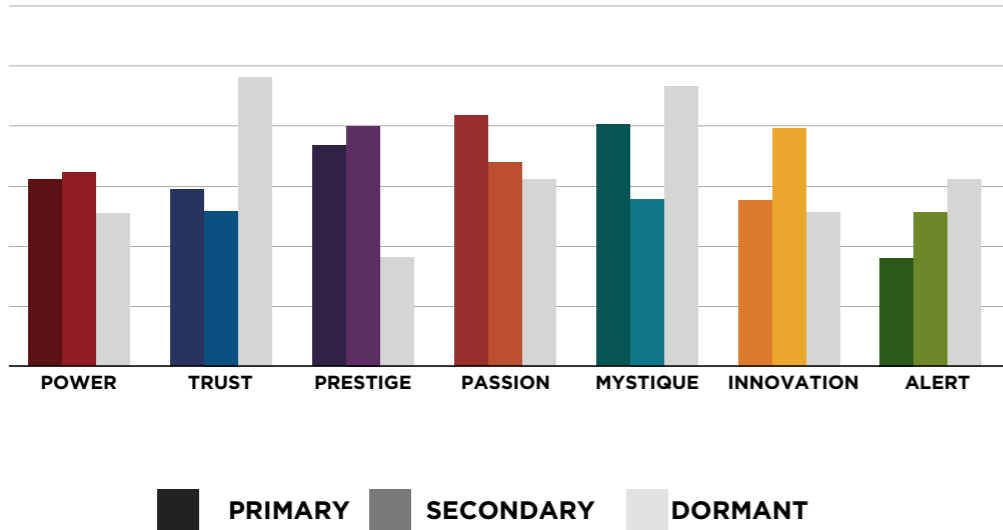
THE CATALYST
OUT-OF-BOX | SOCIAL | ENERGIZING | CREATIVE | ENTHUSIASTIC

PRIMARY ADVANTAGE
PASSION

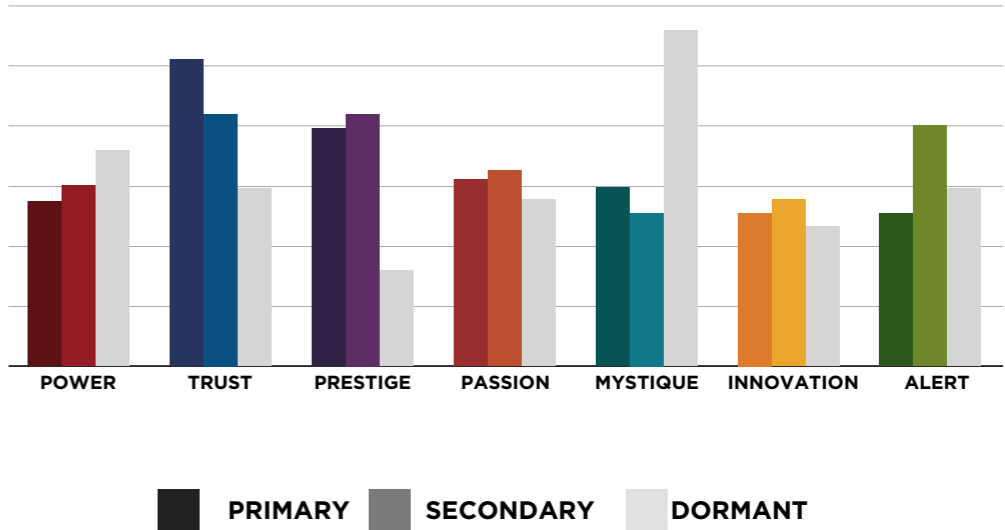
SECONDARY ADVANTAGE
INNOVATION

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**



**CALIBER 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 600,000 PEOPLE.

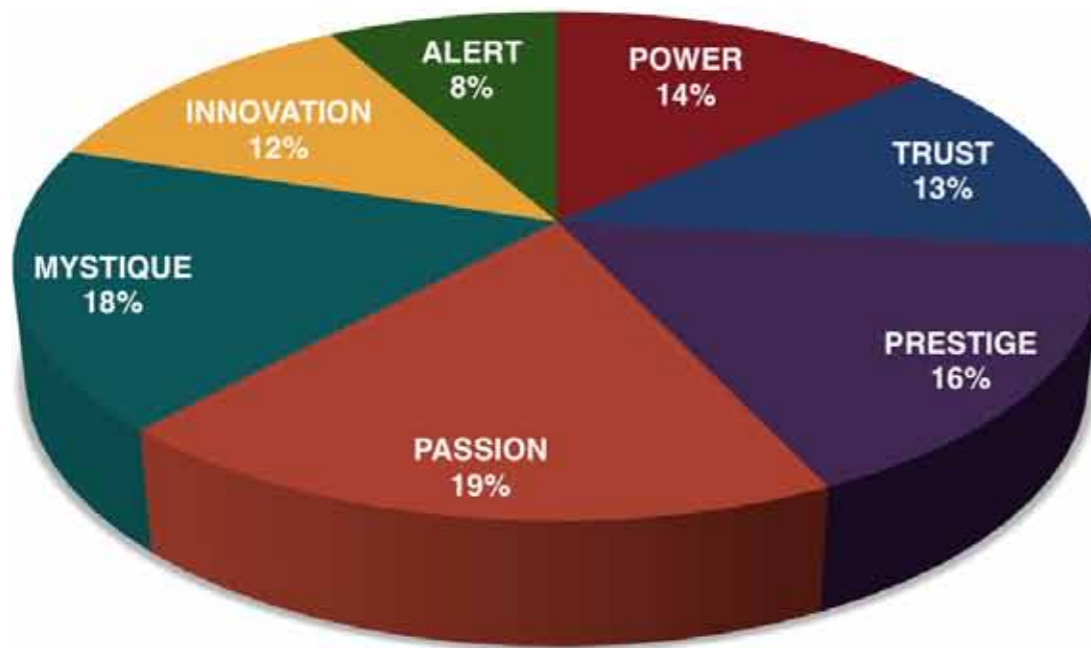
Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Trust	Mystique	The Anchor	16	6.30%	INNOVATION	7	6	8	2	1	3
Power	Prestige	The Maestro	14	5.51%	PASSION	11	3	5	5	5	5
Prestige	Passion	The Connoisseur	13	5.12%	POWER	3	3	14	8	2	1
Trust	Alert	The Good Citizen	13	5.12%	PRESTIGE	5	13	11	2	2	11
Alert	Trust	The Mediator	12	4.72%	TRUST	5	9	7	11	16	13
Mystique	Trust	The Wise Owl	11	4.33%	MYSTIQUE	2	4	6	11	2	6
Passion	Innovation	The Catalyst	11	4.33%	ALERT	3	1	3	12	2	3
Prestige	Alert	The Scholar	11	4.33%							
Prestige	Power	The Victor	11	4.33%	INNOVATION	2.8%	2.4%	3.1%	0.8%	0.4%	1.2%
Trust	Prestige	The Diplomat	11	4.33%	PASSION	4.3%	1.2%	2.0%	2.0%	2.0%	2.0%
Trust	Passion	The Authentic	9	3.54%	POWER	1.2%	1.2%	5.5%	3.1%	0.8%	0.4%
Innovation	Prestige	The Trendsetter	8	3.15%	PRESTIGE	2.0%	5.1%	4.3%	0.8%	0.8%	4.3%
Power	Trust	The Guardian	8	3.15%	TRUST	2.0%	3.5%	2.8%	4.3%	6.3%	5.1%
Innovation	Passion	The Rockstar	7	2.76%	MYSTIQUE	0.8%	1.6%	1.6%	2.4%	4.3%	2.4%
Trust	Power	The Gravitas	7	2.76%	ALERT	1.2%	0.4%	1.2%	1.2%	4.7%	0.8%
Innovation	Power	The Maverick Leader	6	2.36%							
Mystique	Alert	The Archer	6	2.36%							
Mystique	Prestige	The Royal Guard	6	2.36%							
Passion	Alert	The Orchestrator	5	1.97%							
Passion	Mystique	The Intrigue	5	1.97%							
Passion	Prestige	The Talent	5	1.97%							
Passion	Trust	The Beloved	5	1.97%							
Prestige	Innovation	The Avant-Garde	5	1.97%							
Trust	Innovation	The Evolutionary	5	1.97%							
Mystique	Passion	The Subtle Touch	4	1.57%							
Mystique	Power	The Veiled Strength	4	1.57%							
Alert	Innovation	The Composer	3	1.18%							
Alert	Power	The Ace	3	1.18%							

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

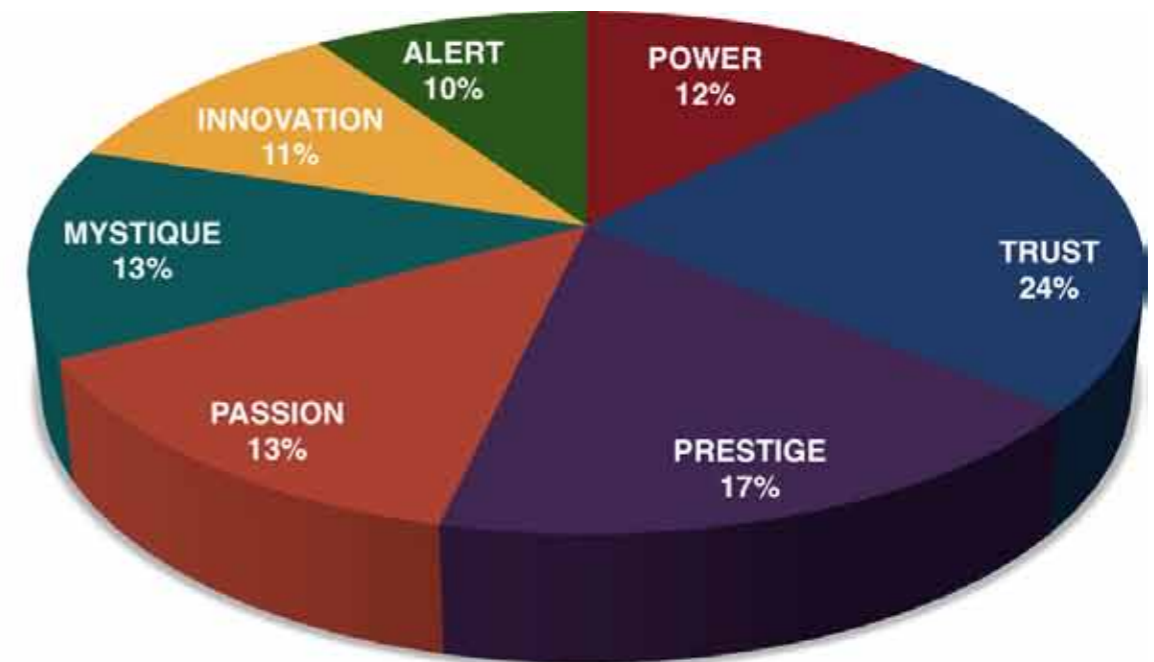


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



CALIBER RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

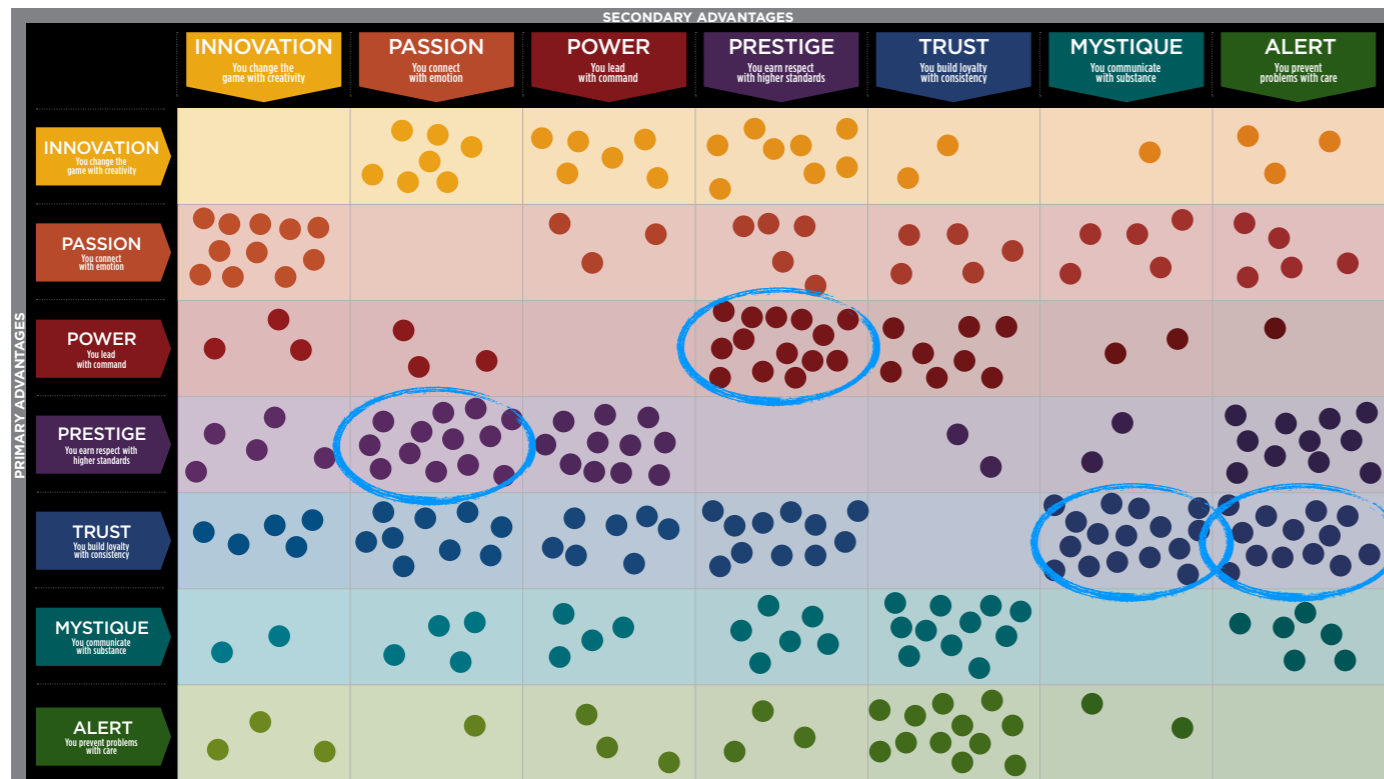
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SECONDARY FASCINATION ADVANTAGE®

	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

PRIMARY FASCINATION ADVANTAGE®

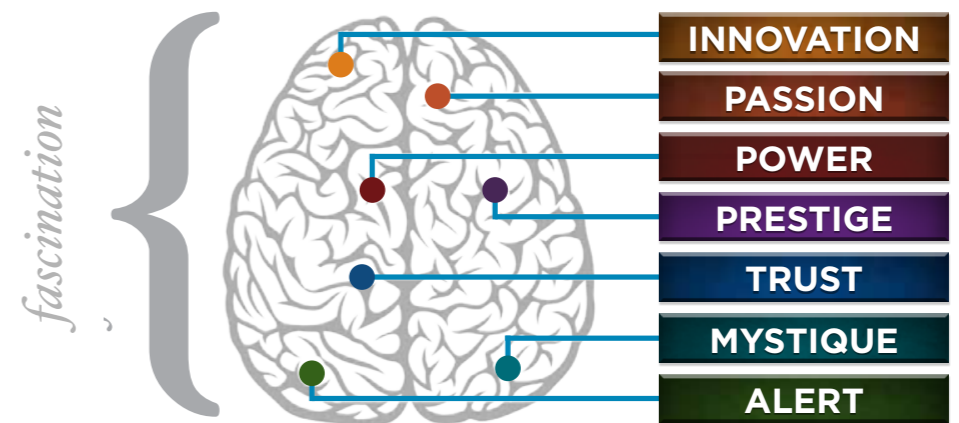
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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>		2.8%	2.4%	3.1%	0.8%	0.4%	1.2%
PASSION <small>You connect with emotion</small>	4.3%		1.2%	2.0%	2.0%	2.0%	2.0%
POWER <small>You lead with command</small>	1.2%	1.2%		5.5%	3.1%	0.8%	0.4%
PRESTIGE <small>You earn respect with higher standards</small>	2.0%	5.1%	4.3%		0.8%	0.8%	4.3%
TRUST <small>You build loyalty with consistency</small>	2.0%	3.5%	2.8%	4.3%		6.3%	5.1%
MYSTIQUE <small>You communicate with substance</small>	0.8%	1.6%	1.6%	2.4%	4.3%		2.4%
ALERT <small>You prevent problems with care</small>	1.2%	0.4%	1.2%	1.2%	4.7%	0.8%	

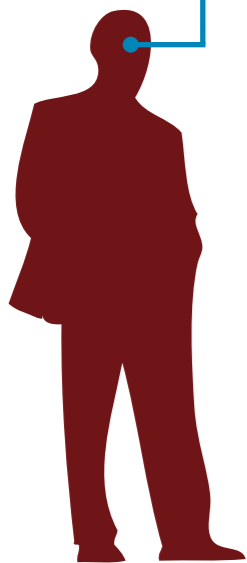
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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.

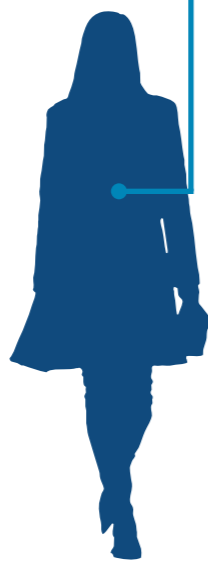
YOU ARE **16.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **94.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **3.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **30.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **20.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **10.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **8.1%** 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
HIGHER STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

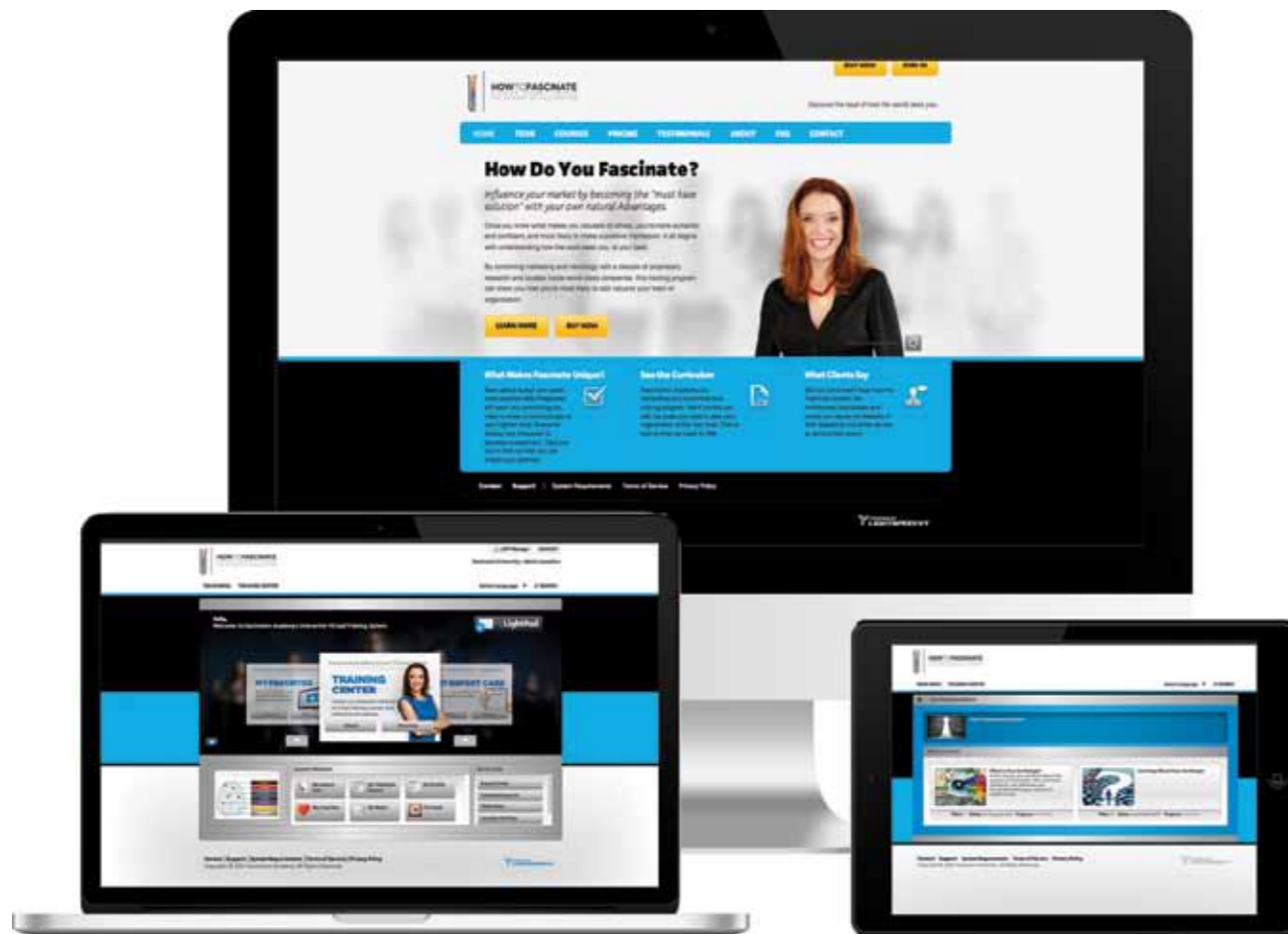
SOLO INTELLECT BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

FASCINATION ACADEMY

Virtual training that's as individual as you are.



- + **Combat distraction** and immediately build relationships
- + Get a **powerful new perspective** on yourself and your team
- + Show everyone in your organization how to **reach their highest potential**

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Questions? [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)