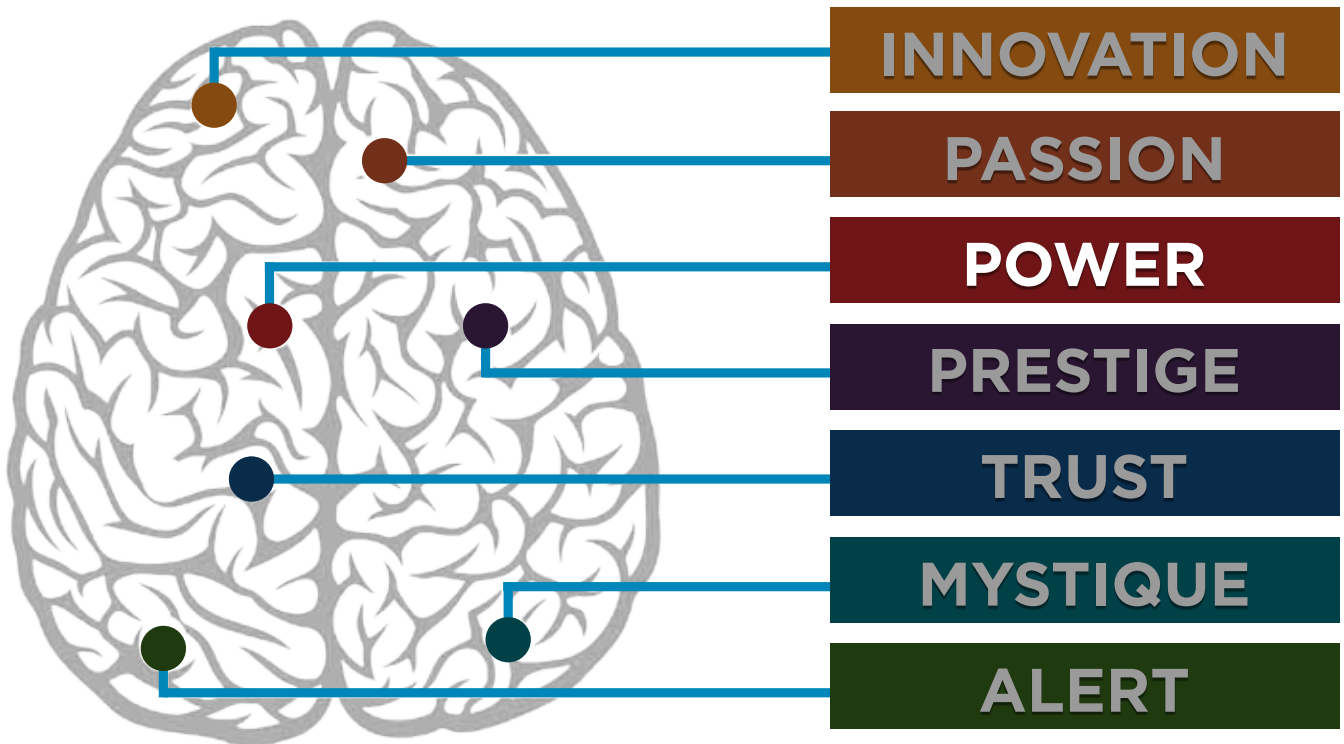




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

THE POWER ADVANTAGE



A CHEAT SHEET TO THE ARCHETYPES WITH **PRIMARY POWER**

POWER

IS THE LANGUAGE OF CONFIDENCE

THE CHANGE AGENT

INVENTIVE ■ UNTRADITIONAL ■ SELF-PROPELLED ■
QUICK-WITTED ■ VIVID

You lead with a fresh outlook and are always thinking of new and inventive ideas. People enjoy your untraditional and vibrant personality. People respect that you are not afraid to be different.

THE RINGLEADER

MOTIVATING ■ SPIRITED ■ COMPELLING ■
STRONG MINDED ■ EMPATHETIC

You are a motivated and spirited leader. Your ability to reach even the highest of goals is admirable and your passion is contagious.

THE MAESTRO

AMBITIOUS ■ FOCUSED ■ CONFIDENT ■
UNCOMPROMISING ■ FORMIDABLE

Confidence is one of your greatest assets and you waste no time in accomplishing your goals. Never wanting to settle, you are ambitious and always looking for ways to improve. People admire your unwavering conviction.

THE GUARDIAN

PROMINENT ■ GENUINE ■ SURE-FOOTED ■
CONSTANT ■ RESILIENT

Prominent and genuine, you are an authority in your respected field. People consider you the “rock” of any group and will continue to follow you because of your dependability.

THE MASTERMIND

METHODICAL ■ INTENSE ■ SELF-RELIANT ■
UNDERSTATED ■ COMPLEX

In a world of uncertainty, you remain rational and grounded. People respect your expertise and your “no-nonsense” approach to life. You are a self-reliant and collected leader.

THE DEFENDER

PROACTIVE ■ CAUTIONARY ■ STRONG WILLED ■
ACTION ORIENTED ■ REGARDFUL

People respect your strong leadership and by-the-book attitude. You approach every situation cautiously but once you’ve made a decision you implement changes swiftly. You get the job done.