

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
ENTREPRENEURS' ORGANIZATION - HAMBURG EVENT ON 04/22/16



# INTRODUCING THE BEST TEAM EVER KIT

BEST TEAM EVER IS A FAST, FUN TRAINING KIT FOR TEAMS TO IMPROVE COMMUNICATION IMMEDIATELY.



Best Team Ever offers a collection of our most popular tools and activities to improve team communication.

In less than an hour, your team will be talking, connecting, and learning.

We're releasing this special edition so that you can get started right away.

**GET STARTED NOW**

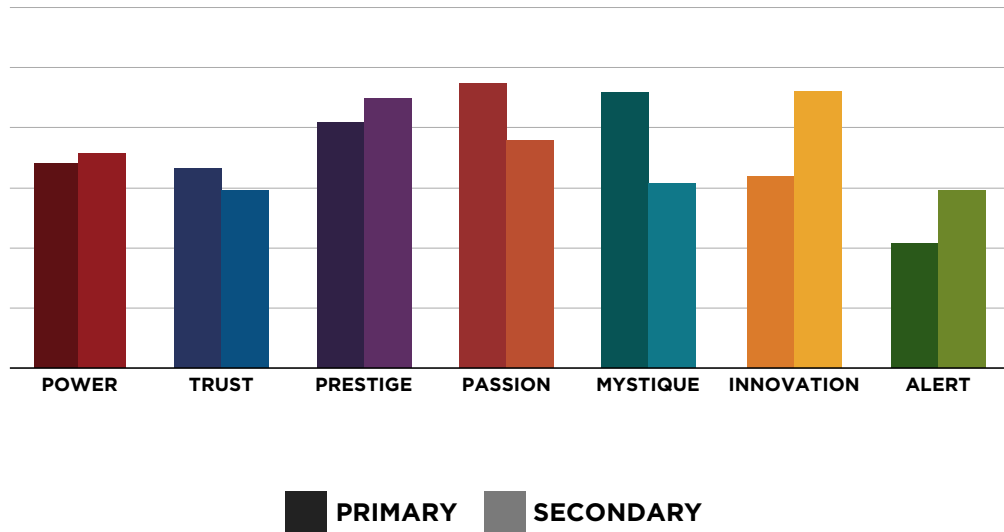
Questions? [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)

**This kit will give your team the tools to:**

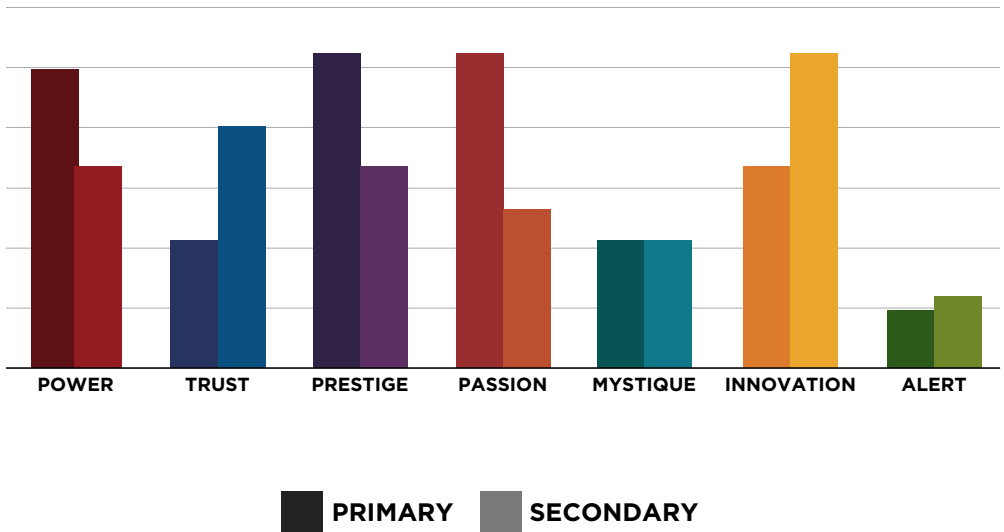
- Appreciate their own unique advantages, and those of their team
- See how their communication is perceived by others
- Decrease personality conflict and stress
- Have more productive meetings

**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**



**ENTREPRENEURS' ORGANIZATION - HAMBURG EVENT  
RESULTS OF THE FASCINATION ADVANTAGE TEST**

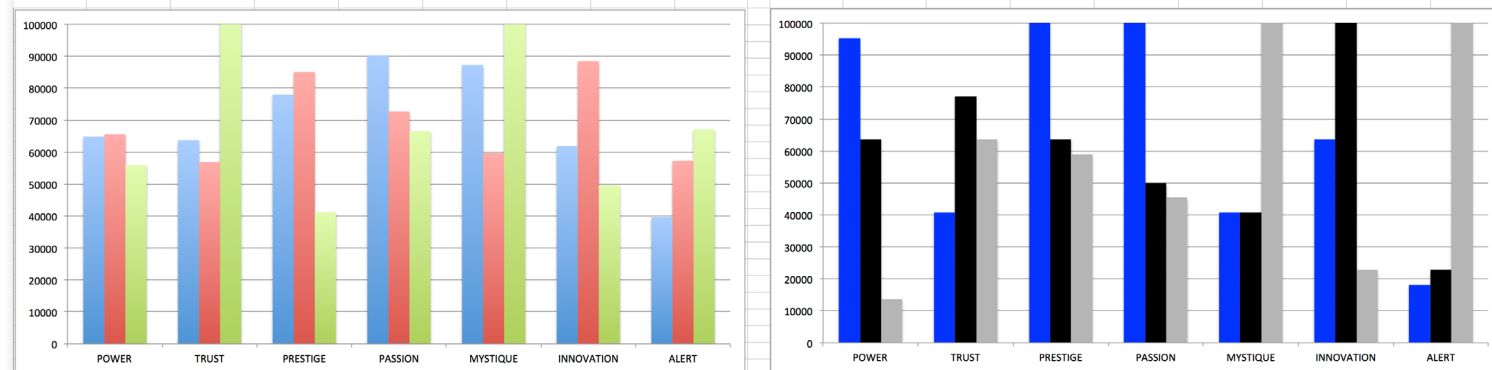


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	15	14.02%	INNOVATION	1	5	4	2	1	1
Prestige	Innovation	The Avant-Garde	12	11.21%	PASSION	15	2	1	3	1	2
Power	Innovation	The Change Agent	7	6.54%	POWER	7	2	6	4	2	1
Power	Prestige	The Maestro	6	5.61%	PRESTIGE	12	5	2	2	1	1
Innovation	Power	The Maverick Leader	5	4.67%	TRUST	2	2	1	3	3	1
Prestige	Passion	The Connoisseur	5	4.67%	MYSTIQUE	1	1	2	3	1	1
Prestige	Power	The Victor	5	4.67%	ALERT	3	1	3	1	1	1
Innovation	Prestige	The Trendsetter	4	3.74%							
Power	Trust	The Guardian	4	3.74%	INNOVATION	0.9%	4.7%	3.7%	1.9%	0.9%	0.9%
Alert	Trust	The Mediator	3	2.80%	PASSION	14.0%	1.9%	0.9%	2.8%	0.9%	1.9%
Mystique	Trust	The Wise Owl	3	2.80%	POWER	6.5%	1.9%	5.6%	3.7%	1.9%	1.9%
Passion	Trust	The Beloved	3	2.80%	PRESTIGE	11.2%	4.7%	4.7%	1.9%	0.9%	0.9%
Trust	Mystique	The Anchor	3	2.80%	TRUST	1.9%	1.9%	0.9%	2.8%	2.8%	0.9%
Innovation	Trust	The Artisan	2	1.87%	MYSTIQUE	0.9%	0.9%	1.9%	2.8%	0.9%	0.9%
Mystique	Power	The Veiled Strength	2	1.87%	ALERT	2.8%	0.9%	2.8%	0.9%	0.9%	0.9%
Mystique	Prestige	The Royal Guard	2	1.87%							
Passion	Alert	The Orchestrator	2	1.87%							
Passion	Power	The Peoples Champion	2	1.87%							
Power	Mystique	The Mastermind	2	1.87%							
Power	Passion	The Ringleader	2	1.87%							
Prestige	Trust	The Blue Chip	2	1.87%							
Trust	Innovation	The Evolutionary	2	1.87%							
Trust	Passion	The Authentic	2	1.87%							
Alert	Mystique	The Detective	1	0.93%							
Innovation	Alert	The Quick-Start	1	0.93%							
Innovation	Mystique	The Provocateur	1	0.93%							
Innovation	Passion	The Rockstar	1	0.93%							
Mystique	Innovation	The Secret Weapon	1	0.93%							
Mystique	Passion	The Subtle Touch	1	0.93%							
Passion	Mystique	The Intrigue	1	0.93%							
Passion	Prestige	The Talent	1	0.93%							

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

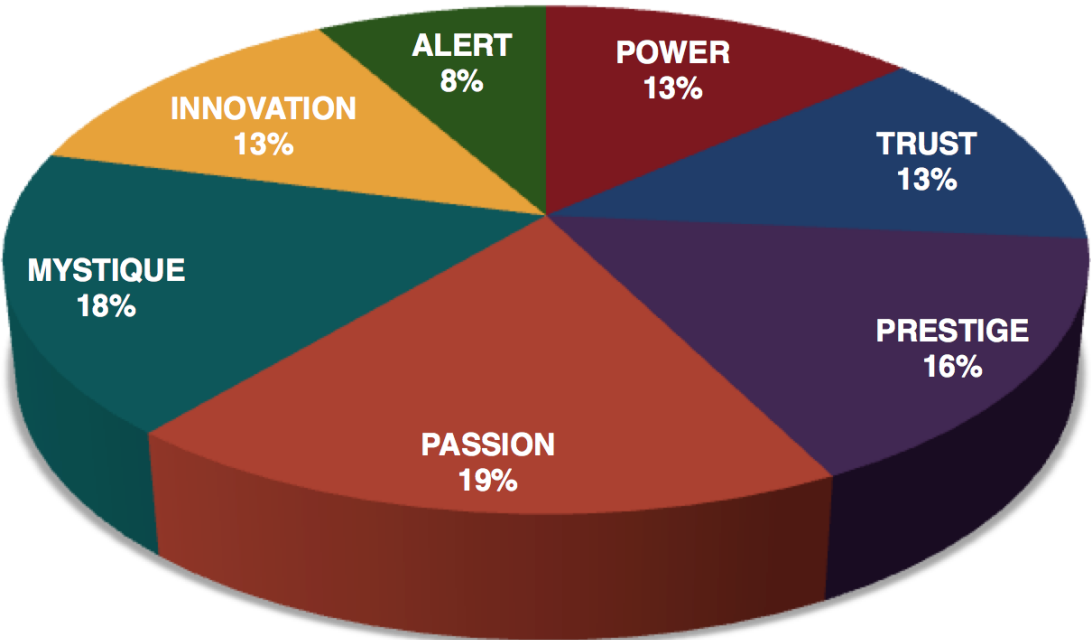
AVERAGE POPULATION									Entrepreneurs' Organization - Hamburg Event								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	64841	63756	78056	90334	87334	61904	39586	485811	Primary	21	9	26	24	9	14	4	107
Secondary	65622	56927	85081	72749	59684	88468	57280	485811	Secondary	14	17	14	11	9	37	5	107
Dormant	55965	102763	41193	66627	102509	49574	67180	485811	Dormant	3	14	13	10	27	5	35	107



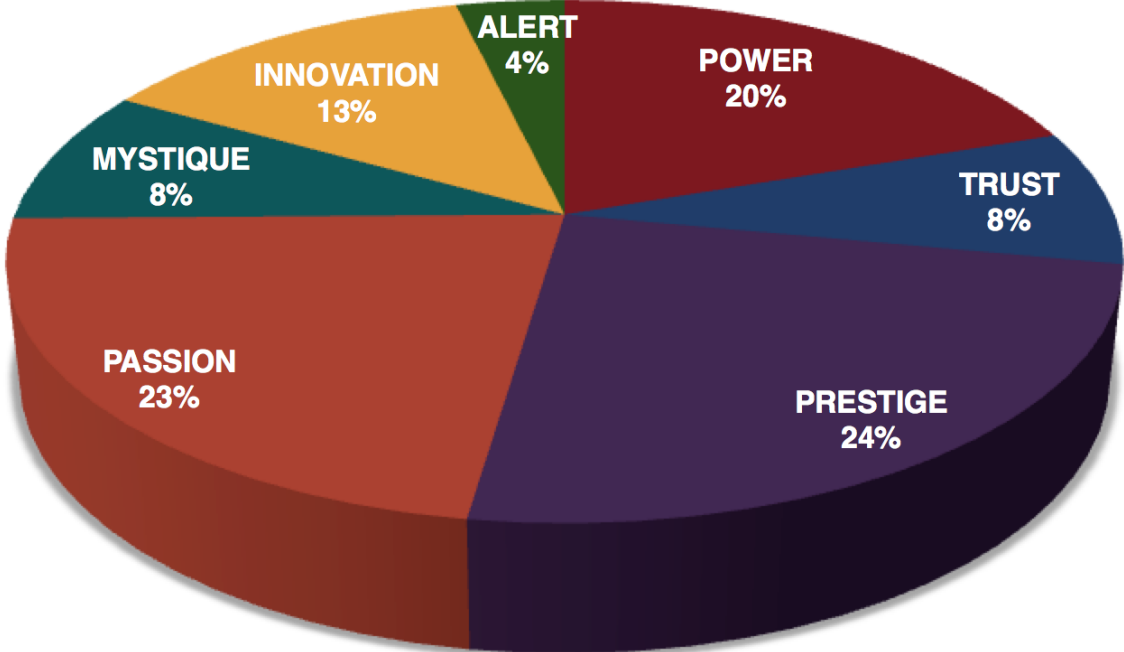
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**ENTREPRENEURS' ORGANIZATION - HAMBURG EVENT RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONAL BRAND 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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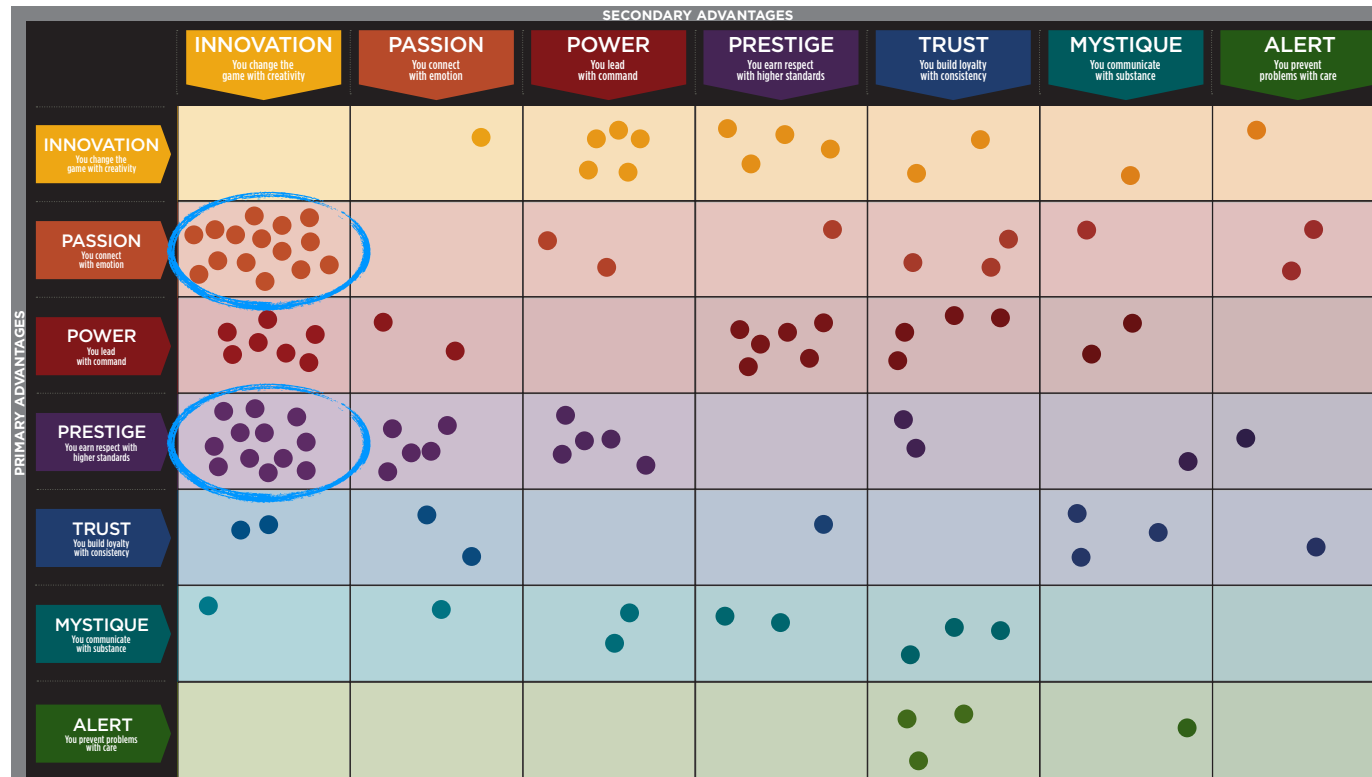
### SECONDARY FASCINATION ADVANTAGE®

	<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



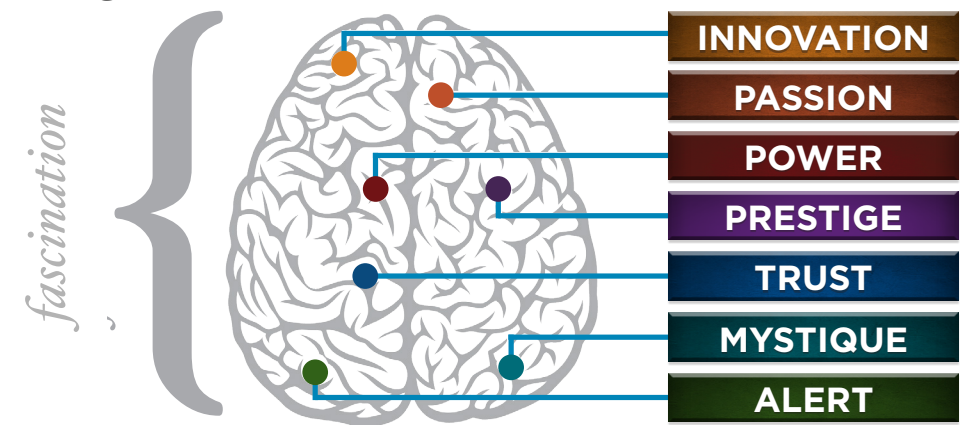
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

This diagram shows the concentration of 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.

PRIMARY ADVANTAGES	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>		0.9%	4.7%	3.7%	1.9%	0.9%	0.9%
PASSION <small>You connect with emotion</small>	14.0%		1.9%	0.9%	2.8%	0.9%	1.9%
POWER <small>You lead with command</small>	6.5%	1.9%		5.6%	3.7%	1.9%	
PRESTIGE <small>You earn respect with higher standards</small>	11.2%	4.7%	4.7%		1.9%	0.9%	0.9%
TRUST <small>You build loyalty with consistency</small>	1.9%	1.9%	0.9%	0.9%		2.8%	0.9%
MYSTIQUE <small>You communicate with substance</small>	0.9%	0.9%	1.9%	1.9%	2.8%		
ALERT <small>You prevent problems with care</small>					2.8%	0.9%	



# 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 **33.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **31.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

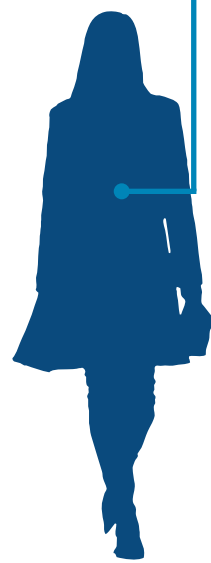
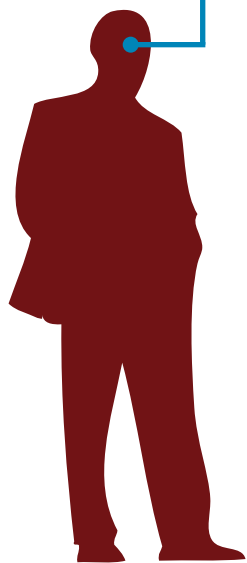
YOU ARE **45.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **16.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **48.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **10.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **57.2%** 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

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**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