

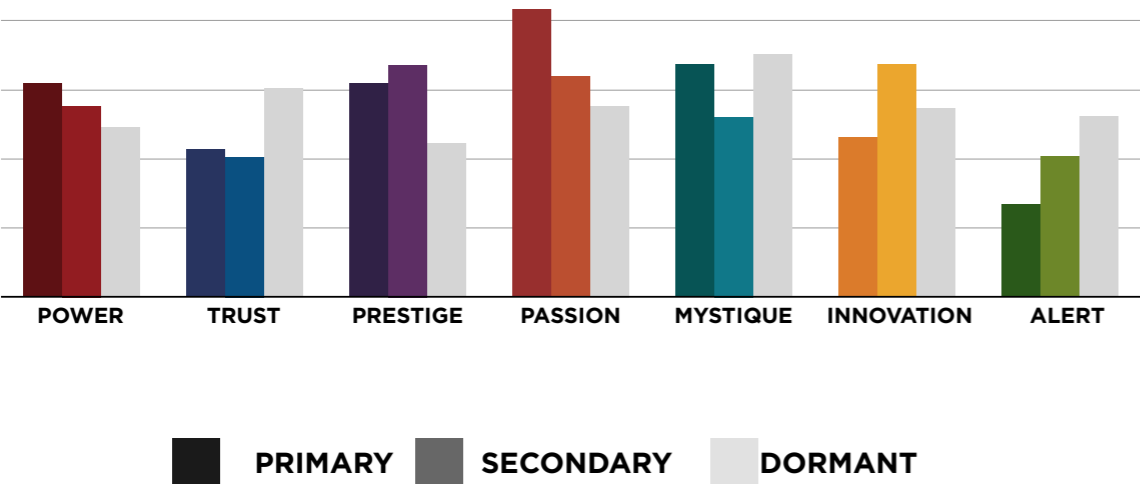
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
FILEBOUND 14 ON 04/29/14

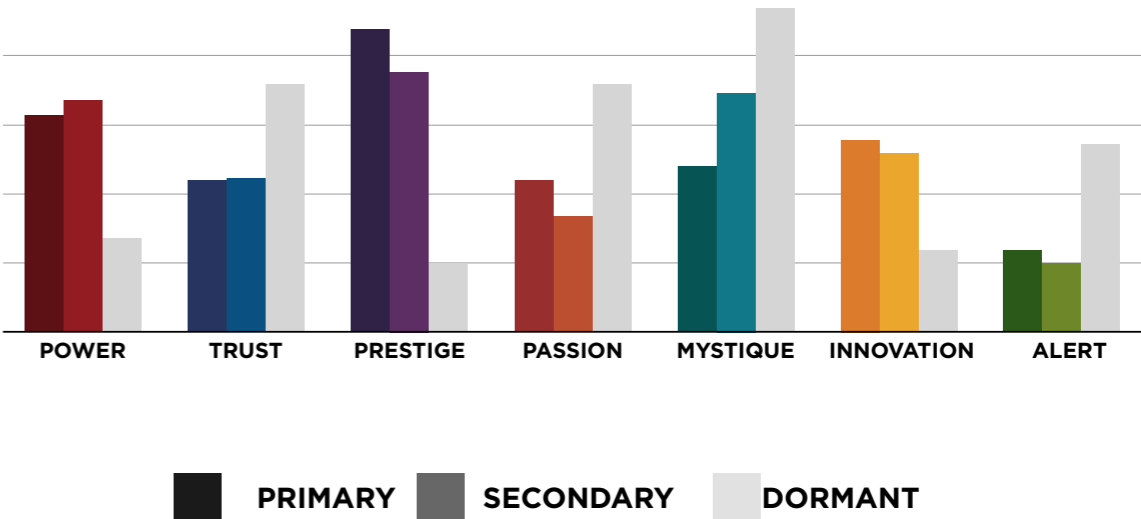


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



FILEBOUND 14 RESULTS OF THE FASCINATION ADVANTAGE TEST

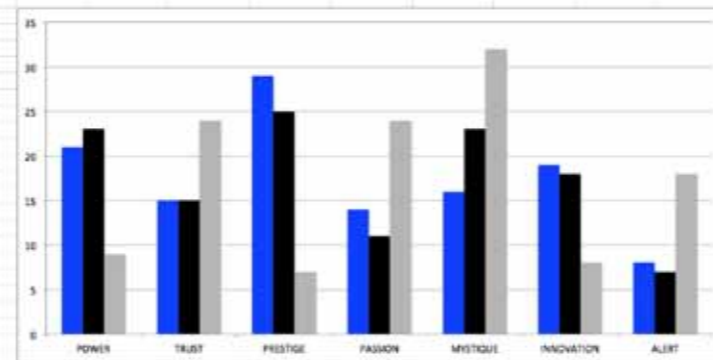
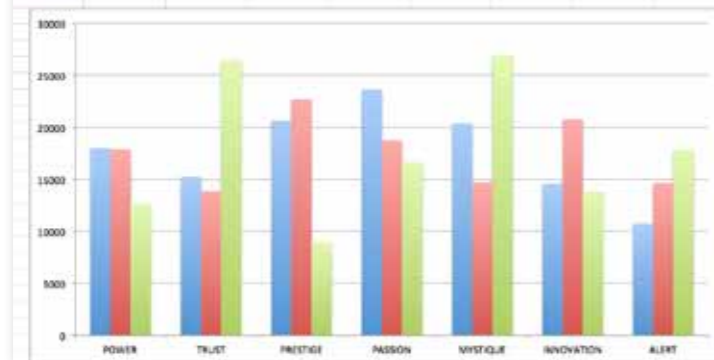


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	12	9.84%	INNOVATION	1	6	6	1	4	1
Prestige	Mystique	The Architect	7	5.74%	PASSION	4	3	3	2	4	1
Prestige	Innovation	The Avant-Garde	6	4.92%	POWER	3	2	12	2	2	1
Prestige	Trust	The Blue Chip	6	4.92%	PRESTIGE	6	3	6	6	7	1
Innovation	Power	The Maverick Leader	6	4.92%	TRUST	2	2	5	2	5	1
Innovation	Prestige	The Trendsetter	6	4.92%	MYSTIQUE	4	2	2	3	3	3
Prestige	Power	The Victor	6	4.92%	ALERT	1	1	4	1	1	3
Trust	Mystique	The Anchor	5	4.10%							
Trust	Prestige	The Diplomat	5	4.10%	INNOVATION	0.8%	4.9%	4.5%	0.8%	3.3%	0.8%
Alert	Power	The Ace	4	3.28%	PASSION	3.3%	2.5%	1.6%	1.6%	3.3%	0.8%
Passion	Innovation	The Catalyst	4	3.28%	POWER	2.5%	1.6%	9.8%	1.6%	1.6%	1.6%
Passion	Mystique	The Intrigue	4	3.28%	PRESTIGE	4.9%	2.5%	4.9%	4.9%	5.7%	0.8%
Innovation	Mystique	The Provocateur	4	3.28%	TRUST	1.6%	1.6%	4.1%	2.5%	4.1%	0.8%
Mystique	Innovation	The Secret Weapon	4	3.28%	MYSTIQUE	3.3%	1.6%	1.6%	1.6%	2.5%	2.5%
Mystique	Alert	The Archer	3	2.46%	ALERT	0.8%	0.8%	3.3%	0.8%	0.8%	0.8%
Power	Innovation	The Change Agent	3	2.46%							
Prestige	Passion	The Connoisseur	3	2.46%							
Passion	Power	The People's Champion	3	2.46%							
Mystique	Trust	The Wise Owl	3	2.46%							
Trust	Passion	The Authentic	2	1.64%							
Passion	Trust	The Beloved	2	1.64%							
Trust	Power	The Gravitas	2	1.64%							
Power	Trust	The Guardian	2	1.64%							
Power	Mystique	The Mastermind	2	1.64%							
Power	Passion	The Ringleader	2	1.64%							
Mystique	Prestige	The Royal Guard	2	1.64%							
Mystique	Passion	The Subtle Touch	2	1.64%							
Mystique	Power	The Veiled Strength	2	1.64%							
Innovation	Trust	The Artisan	1	0.82%							
Alert	Innovation	The Composer	1	0.82%							
Alert	Passion	The Coordinator	1	0.82%							
Alert	Mystique	The Detective	1	0.82%							
Trust	Alert	The Good Citizen	1	0.82%							

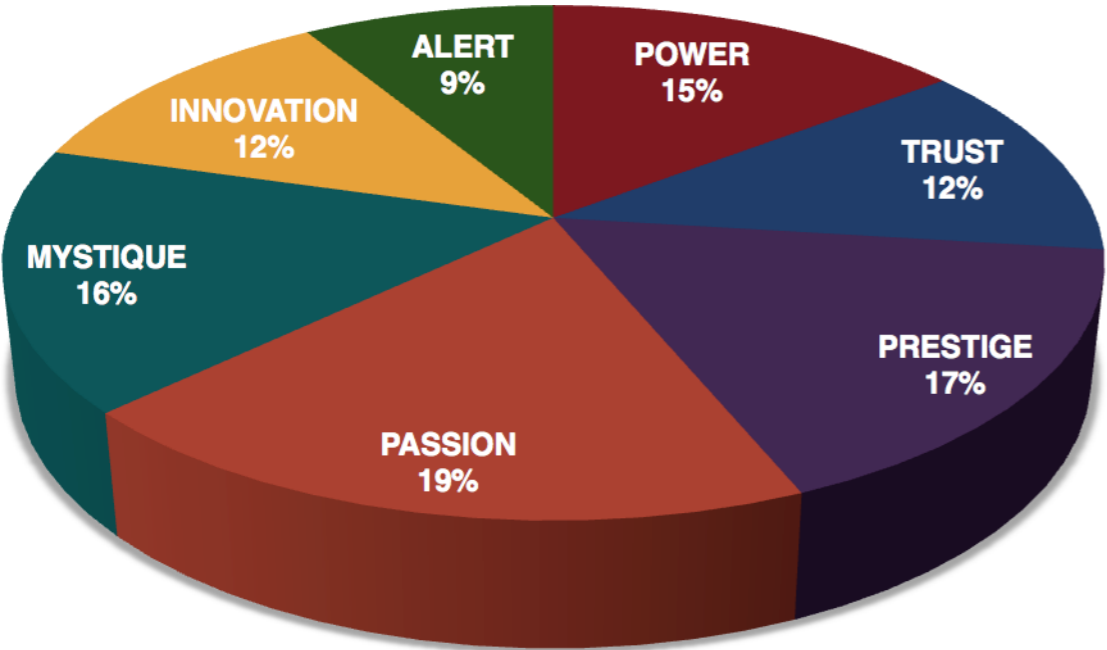
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									FILEBOUND34								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	18022	15246	20666	23699	20363	14609	10763	123322	Primary	21	15	29	14	16	19	8	122
Secondary	17898	13862	22718	18736	14698	20765	14645	123322	Secondary	23	15	25	11	23	18	7	122
Dormant	12609	26459	8984	16669	26951	13836	17814	123322	Dormant	9	24	7	24	32	8	18	122
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	14.6%	12.4%	16.8%	19.2%	16.5%	11.8%	8.7%	100.0%	Primary	17.2%	12.3%	23.8%	11.3%	13.1%	15.6%	6.6%	100.0%
Secondary	14.5%	11.2%	18.4%	15.2%	11.9%	16.8%	11.9%	100.0%	Secondary	18.9%	12.3%	20.5%	9.0%	18.9%	14.8%	5.7%	100.0%
Dormant	10.2%	21.5%	7.3%	13.5%	21.9%	11.2%	14.4%	100.0%	Dormant	7.4%	19.7%	5.7%	19.7%	26.2%	6.0%	14.8%	100.0%

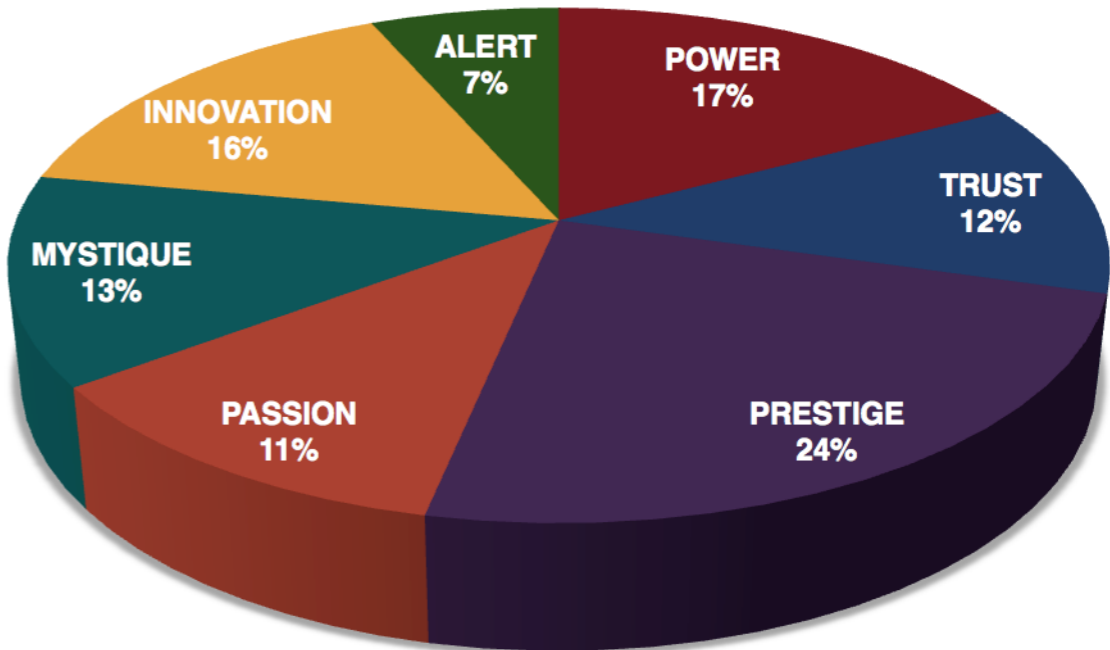


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



FILEBOUND 14 RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

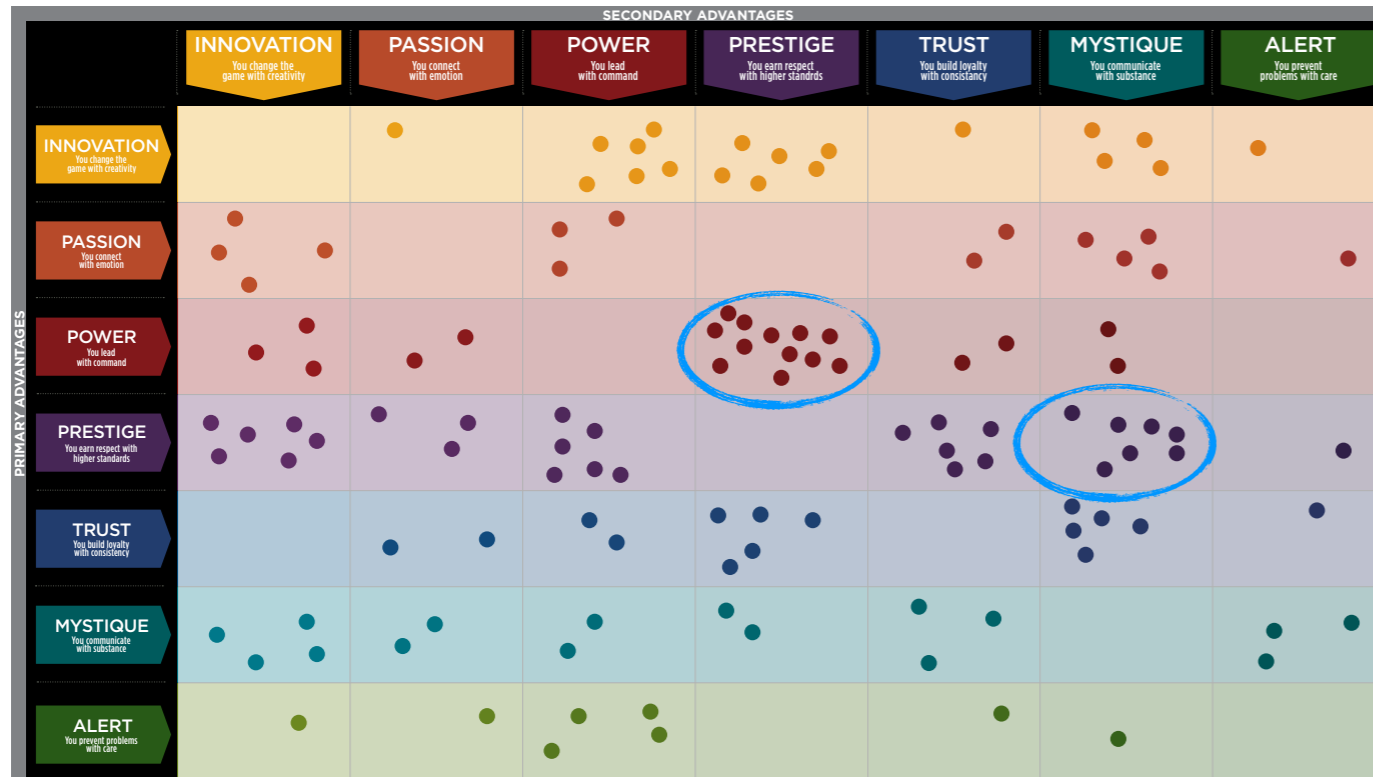
THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
 © 2014 HOW TO FASCINATE. ALL RIGHTS RESERVED.

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

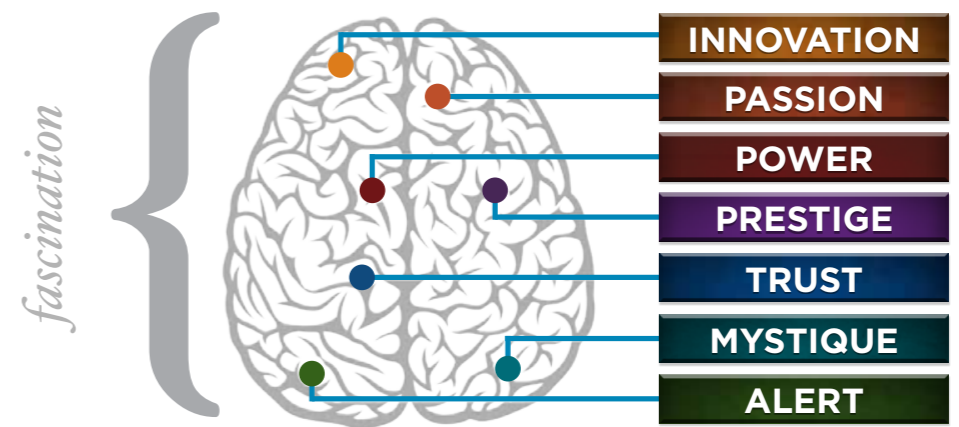
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of 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>		0.8%	4.9%	4.9%	0.8%	3.3%	0.8%
PASSION <small>You connect with emotion</small>	3.3%		2.5%		1.6%	3.3%	0.8%
POWER <small>You lead with command</small>	2.5%	1.6%		9.8%	1.6%	1.6%	
PRESTIGE <small>You earn respect with higher standards</small>	4.9%	2.5%	4.9%		4.9%	5.7%	0.8%
TRUST <small>You build loyalty with consistency</small>		1.6%	1.6%	4.1%		4.1%	0.8%
MYSTIQUE <small>You communicate with substance</small>	3.3%	1.6%	1.6%	1.6%	2.5%		2.5%
ALERT <small>You prevent problems with care</small>	0.8%	0.8%	3.3%		0.8%	0.8%	

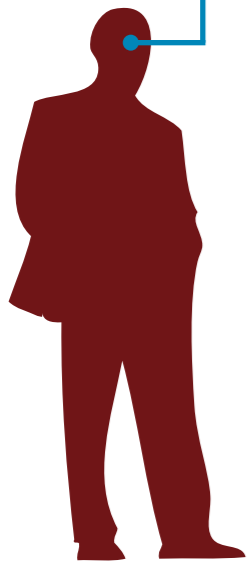
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

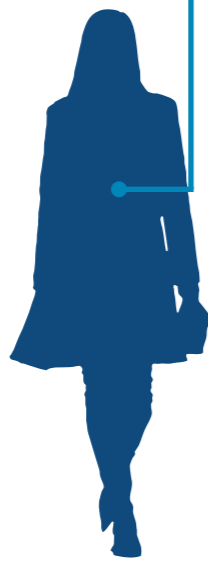
YOU ARE **17.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **0.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **41.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **40.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **20.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **31.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **25%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

HOW YOUR CO-WORKERS FASCINATE

INNOVATION

INNOVATIVE 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

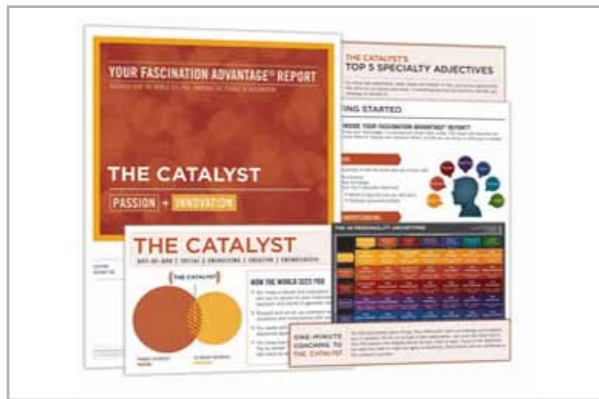
PRECISE DETAIL MANAGER

NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

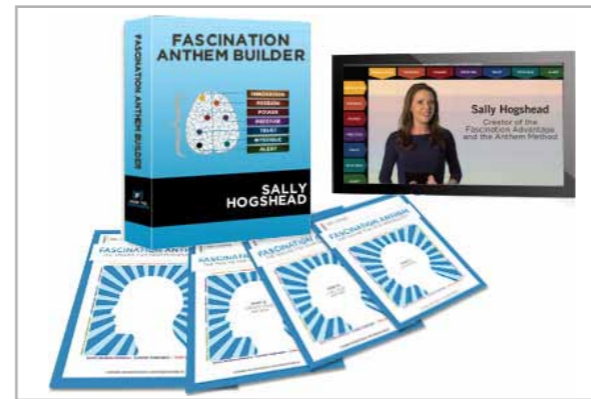
Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's presentation, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

Just click on the images below, and you'll see full details and pricing.

Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



Fascination Advantage™ Test & Report
Our flagship personal brand analysis



Fascination Anthem Builder
The tagline for your personality



Your Team Advantage
Custom analysis of your team or organization, including “Heat Map” of archetypes, to discover your key shared strengths



Special Package
Buy both our flagship *Fascination Advantage Test & Report* and *Fascination Anthem Builder* together at a discounted price for individuals or teams