

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
GE VENTURES CEO SUMMIT ON 04/20/16



HOW TO FASCINATE® TEAM TRAINING

LEARN HOW YOUR TEAM CAN APPLY THEIR FASCINATION ADVANTAGE® TO INFLUENCE OTHERS AND COMMUNICATE AT THEIR BEST

Finka Jerkovic, Certified Fascinate Advisor Program Director delivers high energy, interactive team training based on the Fascinate Advantage system. Participants leave with a basic understanding of how to use these tools in their work and with each other. Training sessions are customized to meet your specific needs and can be delivered live or virtually. Your team will learn to:

- Leverage their Advantages and create a personal brand that stands out.
- Learn about their communication “red flags” and how they could be turning people off.
- Describe their value in 2-3 words by creating an Anthem; also known as a personality tagline.
- Understand your team’s core strengths and communication style.
- Solve real work situations using the Fascinate Advantages.
- Predict how, as a team, you’re most and least likely to solve problems, deal with conflict and achieve results.

YOUR FASCINATION ADVANTAGE® REPORT
DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE MAESTRO
POWER + PRESTIGE

THE MAESTRO'S TOP 5 SPECIALTY ADJECTIVES
Their constant drive to improve keeps the bar high for themselves (and others!). In a job interview you'll find they have their career planned out. They know exactly what they want to achieve in five years' time.

THE 49 PERSONALITY ARCHETYPES

INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
THE ANARCHY	THE ROCKSTAR	THE HAVERRICK	THE TRENDSSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
THE CATALYST	THE DRAMA	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR
THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
THE AVANT-GARDE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR	

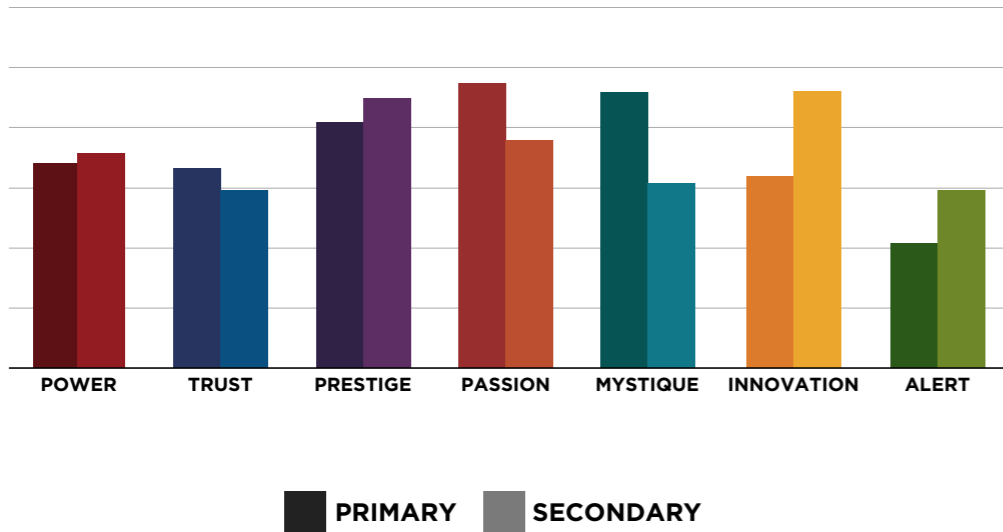
HOW THE WORLD SEES YOU
■ You're a natural leader
■ You make decisions easily

ONE-MINUTE COACHING TO THE MAESTRO
You are naturally independent. You tend to believe (often rightly so) that you can simply do things better yourself. Sound familiar? If so, you might find yourself stepping in to take over.
Take note: This approach can slow your goals if others feel they can't contribute enough. Coach your team members to improve their own performance. Allow them to learn by making their own mistakes. You'll progress further if you can help your team to develop their skills.

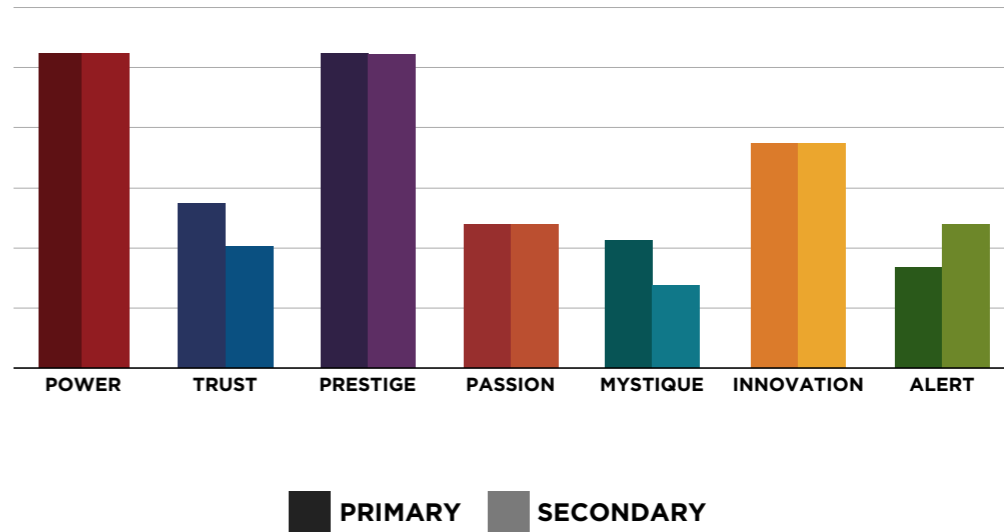
**CLICK HERE TO CONTACT US AND
LEARN MORE ABOUT TEAM TRAINING**

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**



**GE VENTURES CEO SUMMIT RESULTS
OF THE FASCINATION ADVANTAGE TEST**

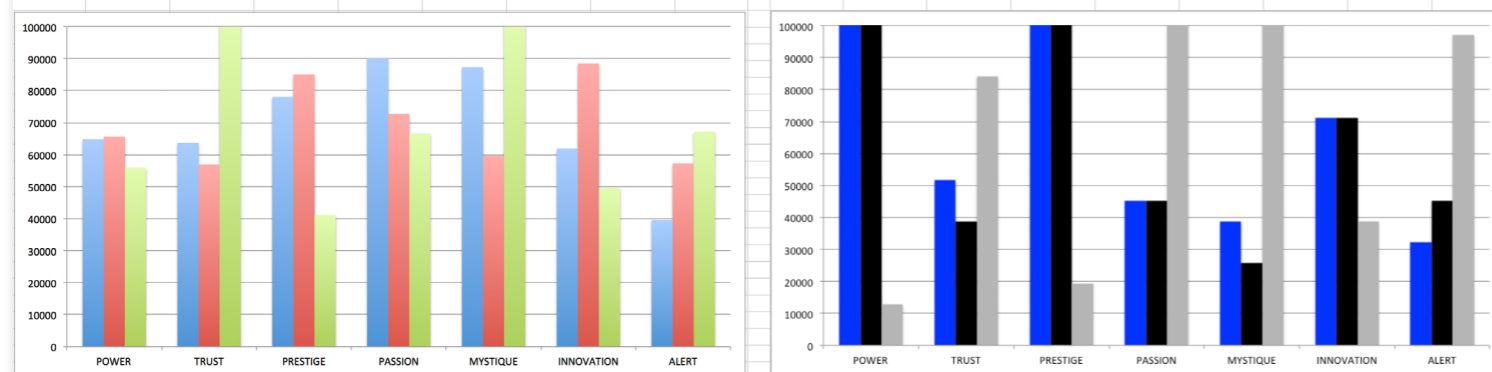


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	15	20.00%	INNOVATION	1	7	2			1
Innovation	Power	The Maverick Leader	7	9.33%	PASSION	6					1
Prestige	Power	The Victor	7	9.33%	POWER	1		15	2	1	1
Passion	Innovation	The Catalyst	6	8.00%	PRESTIGE	3	4	7	1	1	2
Trust	Prestige	The Diplomat	5	6.67%	TRUST	1		5		1	1
Prestige	Passion	The Connoisseur	4	5.33%	MYSTIQUE	1		1	3		1
Mystique	Trust	The Wise Owl	3	4.00%	ALERT		1	1		1	
Prestige	Innovation	The Avant-Garde	3	4.00%							
Alert	Power	The Ace	2	2.67%	INNOVATION		1.3%	9.3%	2.7%		1.3%
Innovation	Prestige	The Trendsetter	2	2.67%	PASSION	8.0%					1.3%
Power	Trust	The Guardian	2	2.67%	POWER	1.3%		20.0%	2.7%	1.3%	1.3%
Prestige	Alert	The Scholar	2	2.67%	PRESTIGE	4.0%	5.3%	9.3%	1.3%	1.3%	2.7%
Alert	Mystique	The Detective	1	1.33%	TRUST		1.3%		6.7%		1.3%
Alert	Passion	The Coordinator	1	1.33%	MYSTIQUE	1.3%		1.3%	4.0%		1.3%
Alert	Prestige	The Editor-in-Chief	1	1.33%	ALERT		1.3%	2.7%	1.3%		
Innovation	Alert	The Quick-Start	1	1.33%							
Innovation	Passion	The Rockstar	1	1.33%							
Mystique	Alert	The Archer	1	1.33%							
Mystique	Innovation	The Secret Weapon	1	1.33%							
Mystique	Prestige	The Royal Guard	1	1.33%							
Passion	Alert	The Orchestrator	1	1.33%							
Power	Alert	The Defender	1	1.33%							
Power	Innovation	The Change Agent	1	1.33%							
Power	Mystique	The Mastermind	1	1.33%							
Prestige	Mystique	The Architect	1	1.33%							
Prestige	Trust	The Blue Chip	1	1.33%							
Trust	Alert	The Good Citizen	1	1.33%							
Trust	Mystique	The Anchor	1	1.33%							
Trust	Passion	The Authentic	1	1.33%							

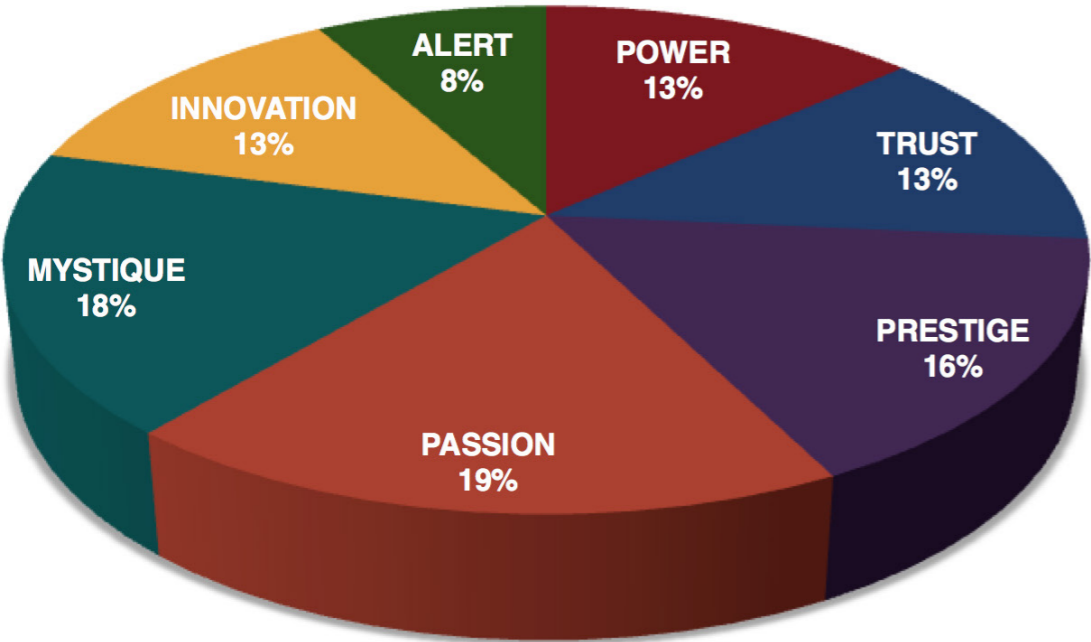
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION									GE Ventures CEO Summit								
	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	20	8	18	7	6	11	5	75
Secondary	65622	56927	85081	72749	59684	88468	57280	485811	Secondary	16	6	24	7	4	11	7	75
Dormant	55965	102763	41193	66627	102509	49574	67180	485811	Dormant	2	13	3	18	18	6	15	75

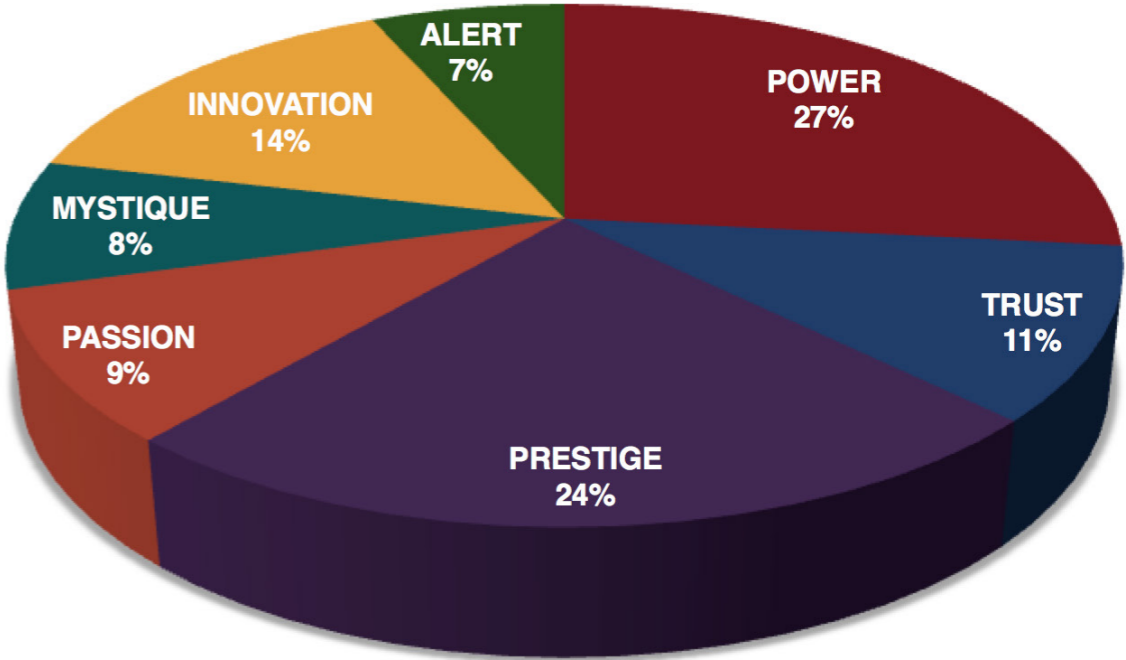


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



GE VENTURES CEO SUMMIT RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONAL BRAND ARCHETYPES

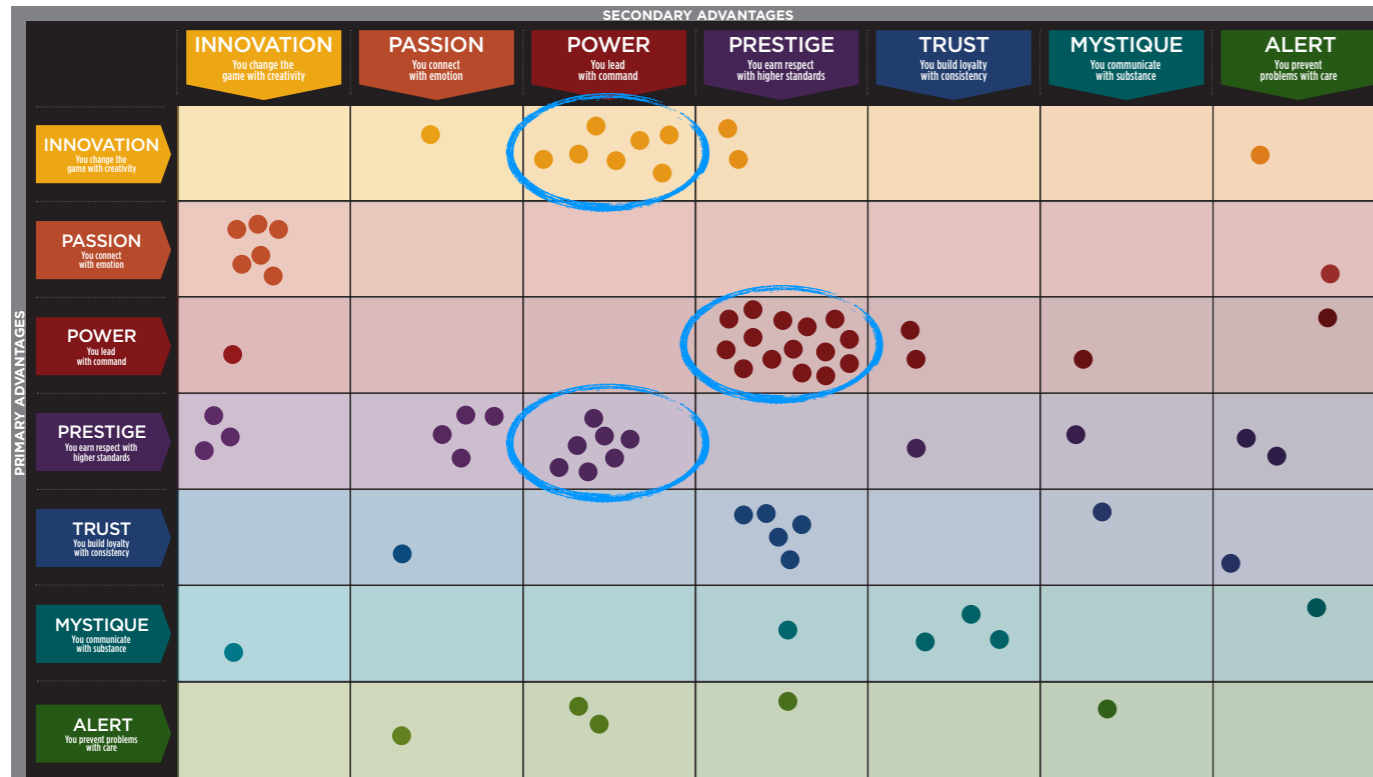
CREATED BY SALLY HOGSHEAD
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SECONDARY FASCINATION ADVANTAGE®

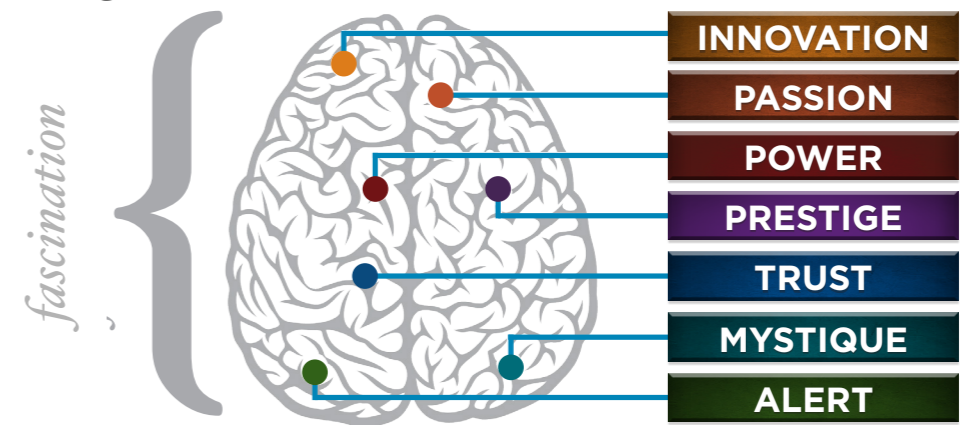
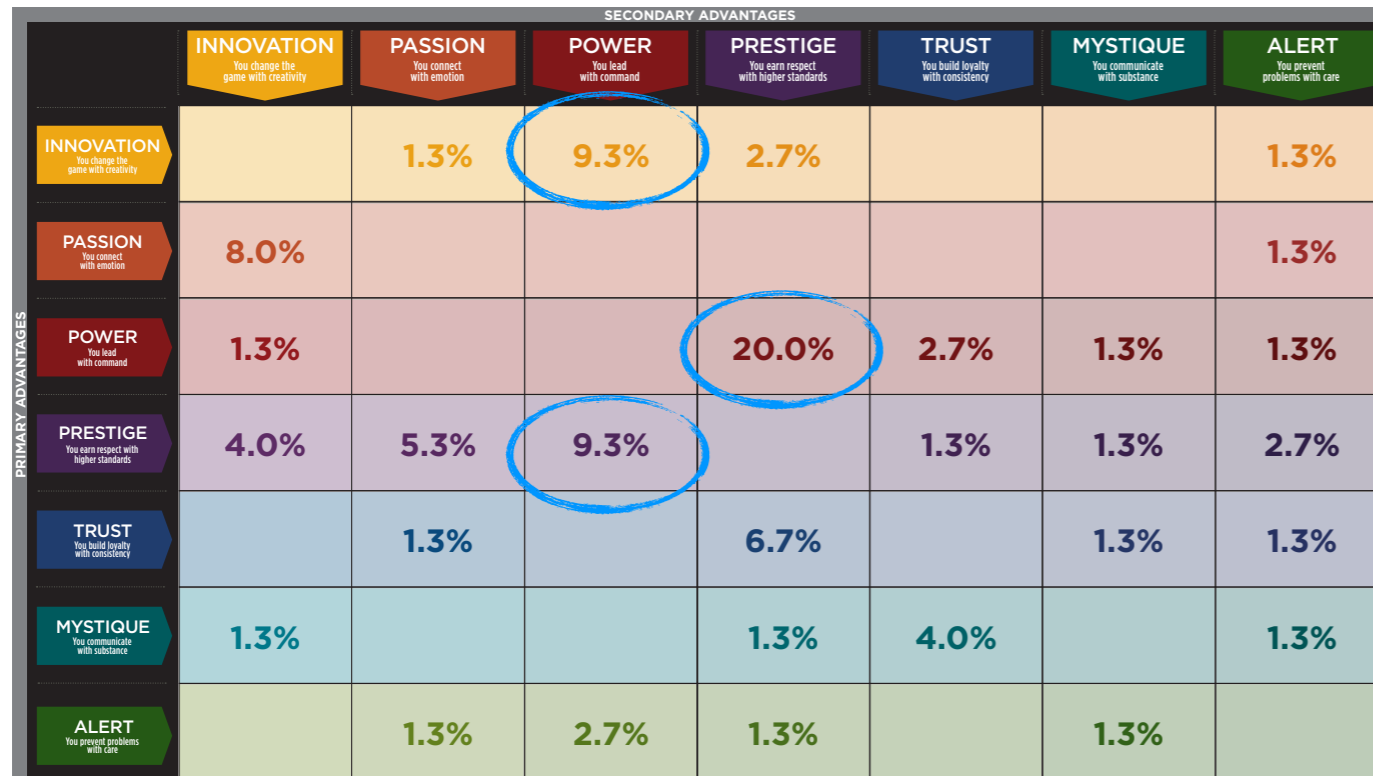
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game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



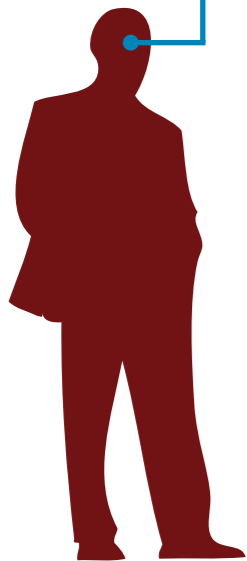
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each personal brand Archetype within the organization.



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 **81.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **13.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **43.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **51.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **51.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **23.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **23.7%** LESS 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