

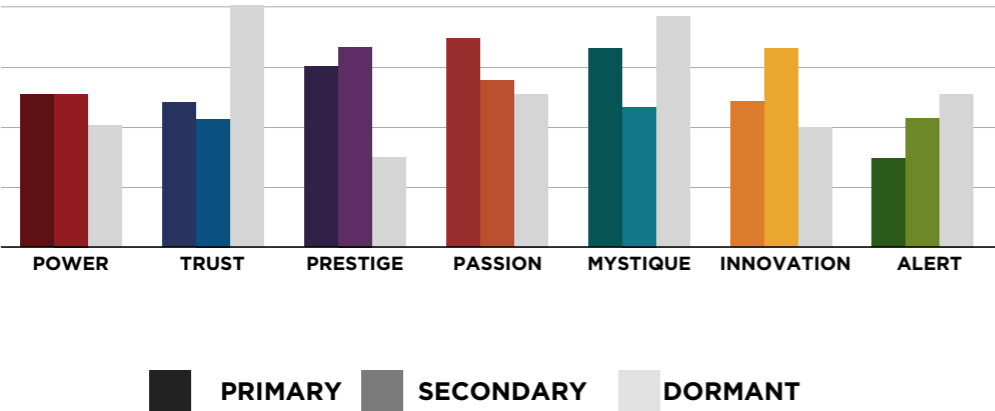
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS ON 6/14/15

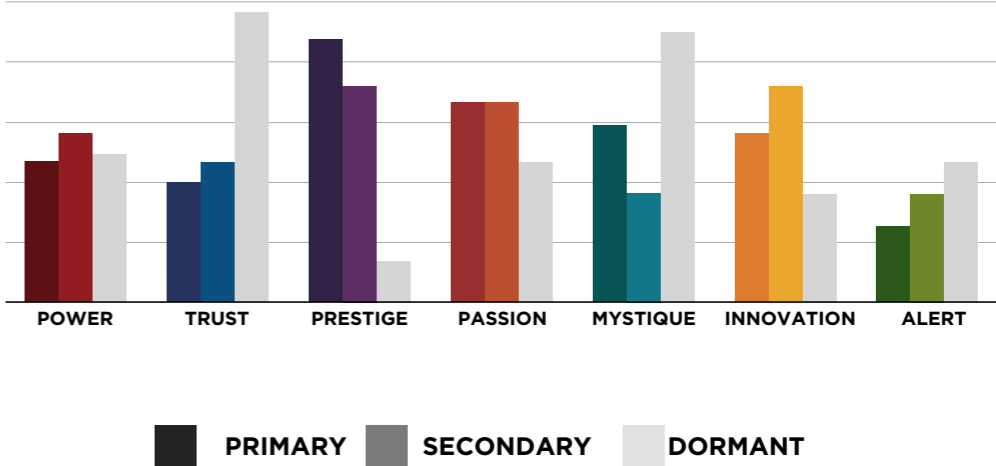


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**IABC RESULTS
OF THE FASCINATION ADVANTAGE TEST**



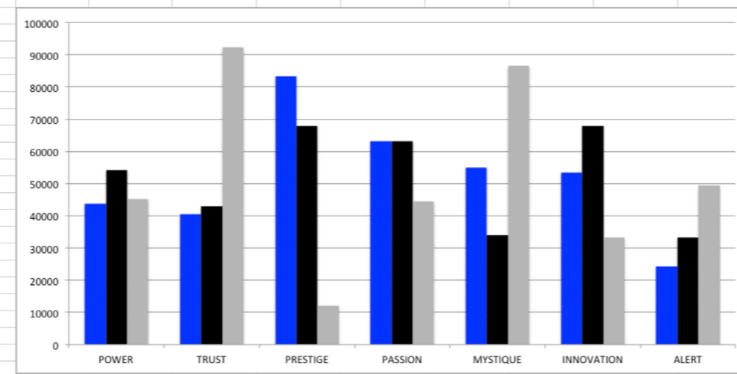
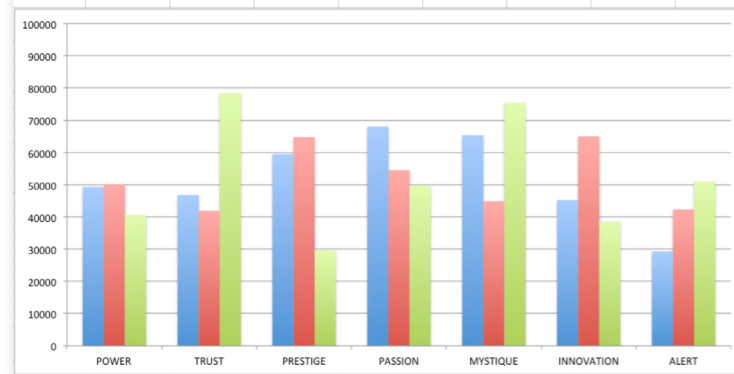
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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	31	6.90%	INNOVATION		25	15	17	4	2	3
Prestige	Passion	The Connoisseur	29	6.46%	PASSION	31		6	14	8	13	6
Prestige	Power	The Victor	26	5.79%	POWER	7	12		25	9	1	
Innovation	Passion	The Rockstar	25	5.57%	PRESTIGE	21	29	26		6	11	10
Power	Prestige	The Maestro	25	5.57%	TRUST	3	3	4	16		13	11
Mystique	Innovation	The Secret Weapon	21	4.68%	MYSTIQUE	21	7	7	9	13		11
Prestige	Innovation	The Avant-Garde	21	4.68%	ALERT	1	2	9	3	13	2	
Innovation	Prestige	The Trendsetter	17	3.79%								
Trust	Prestige	The Diplomat	16	3.56%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Innovation	Power	The Maverick Leader	15	3.34%	INNOVATION		5.6%	3.3%	3.8%	0.9%	0.4%	0.7%
Passion	Prestige	The Talent	14	3.12%	PASSION	6.9%		1.3%	3.1%	1.8%	2.9%	1.3%
Alert	Trust	The Mediator	13	2.90%	POWER	1.6%	2.7%		5.6%	2.0%	0.2%	
Mystique	Trust	The Wise Owl	13	2.90%	PRESTIGE	4.7%	6.5%	5.8%		1.3%	2.4%	2.2%
Passion	Mystique	The Intrigue	13	2.90%	TRUST	0.7%	0.7%	0.9%	3.6%		2.9%	2.4%
Trust	Mystique	The Anchor	13	2.90%	MYSTIQUE	4.7%	1.6%	1.6%	2.0%	2.9%		2.4%
Power	Passion	The Ringleader	12	2.67%	ALERT	0.2%	0.4%	2.0%	0.7%	2.9%	0.4%	
Mystique	Alert	The Archer	11	2.45%								
Prestige	Mystique	The Architect	11	2.45%								
Trust	Alert	The Good Citizen	11	2.45%								
Prestige	Alert	The Scholar	10	2.23%								
Alert	Power	The Ace	9	2.00%								
Mystique	Prestige	The Royal Guard	9	2.00%								
Power	Trust	The Guardian	9	2.00%								
Passion	Trust	The Beloved	8	1.78%								
Mystique	Passion	The Subtle Touch	7	1.56%								
Mystique	Power	The Veiled Strength	7	1.56%								
Power	Innovation	The Change Agent	7	1.56%								
Passion	Alert	The Orchestrator	6	1.34%								

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

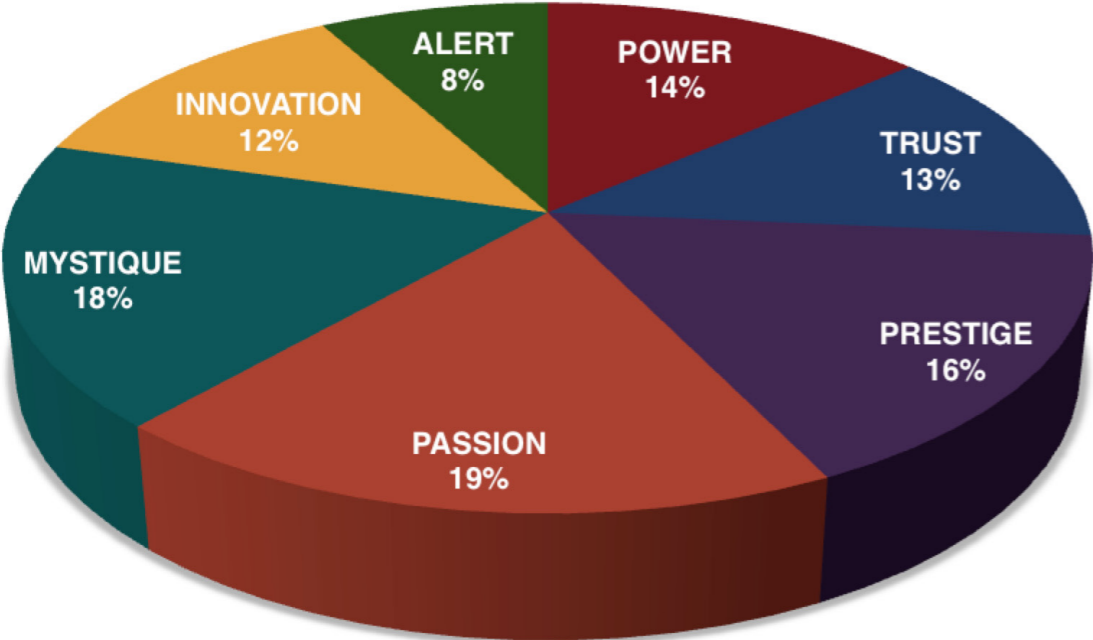
AVERAGE POPULATION									IABC								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	49292	46809	59493	68043	65380	45250	29315	363582	Primary	54	50	103	78	68	66	30	449
Secondary	50087	41890	64789	54534	44889	65046	42347	363582	Secondary	67	53	84	78	42	84	41	449
Dormant	40648	78472	29659	49703	75471	38572	51057	363582	Dormant	56	114	15	55	107	41	61	449

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.6%	12.9%	16.4%	18.7%	18.0%	12.4%	8.1%	100.0%	Primary	12.0%	11.1%	22.9%	17.4%	15.1%	14.7%	6.7%	100.0%
Secondary	13.8%	11.5%	17.8%	15.0%	12.3%	17.9%	11.6%	100.0%	Secondary	14.9%	11.8%	18.7%	17.4%	9.4%	18.7%	9.1%	100.0%
Dormant	11.2%	21.6%	8.2%	13.7%	20.8%	10.6%	14.0%	100.0%	Dormant	12.5%	25.4%	3.3%	12.2%	23.8%	9.1%	13.6%	100.0%

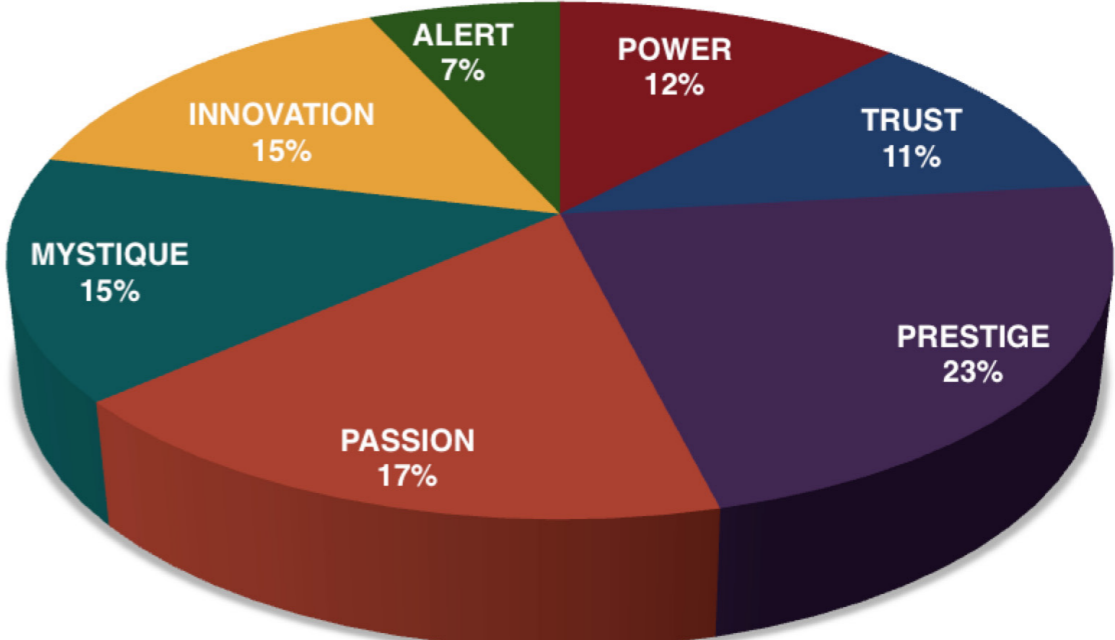


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

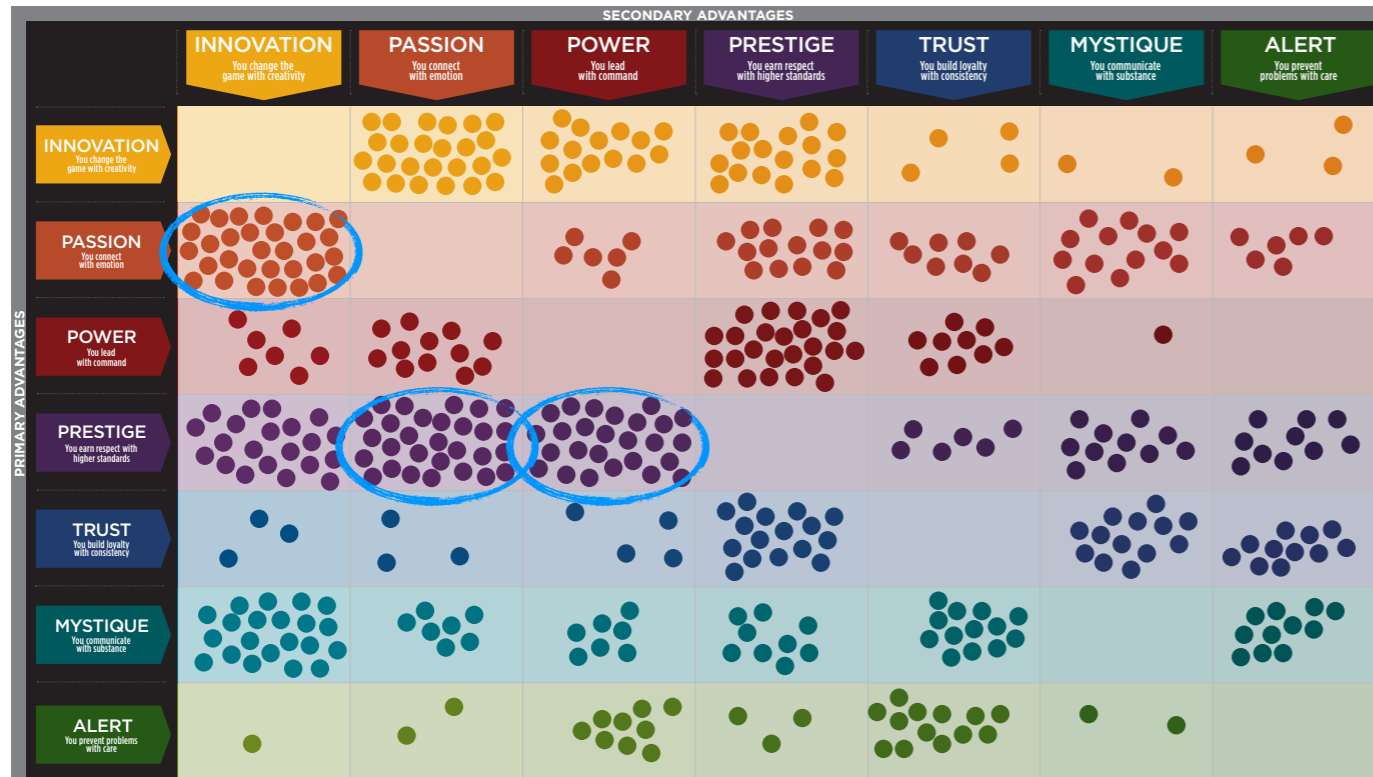
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

	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®

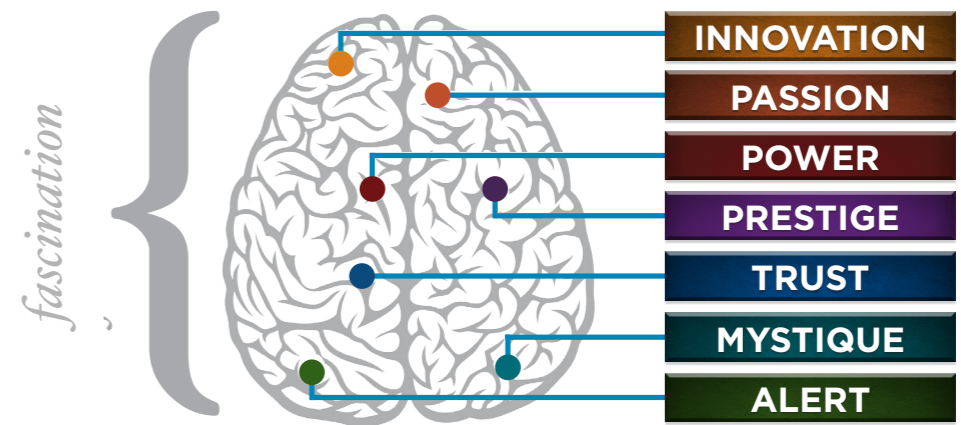
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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>		5.6%	3.3%	3.8%	0.9%	0.4%	0.7%
PASSION <small>You connect with emotion</small>	6.9%		1.3%	3.1%	1.8%	2.9%	1.3%
POWER <small>You lead with command</small>	1.6%	2.7%		5.6%	2.0%	0.2%	
PRESTIGE <small>You earn respect with higher standards</small>	4.7%	6.5%	5.8%		1.3%	2.4%	2.2%
TRUST <small>You build loyalty with consistency</small>	0.7%	0.7%	0.9%	3.6%		2.9%	2.4%
MYSTIQUE <small>You communicate with substance</small>	4.7%	1.6%	1.6%	2.0%	2.9%		2.4%
ALERT <small>You prevent problems with care</small>	0.2%	0.4%	2.0%	0.7%	2.9%	0.4%	

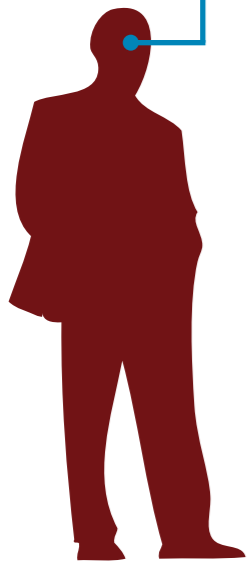
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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 **18.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **9.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **36.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **9.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **7.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **24%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **23.6%** 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

TEAM DISCUSSION GUIDE

Create a culture of engagement today



- + Start a discussion that leads to **better communication** and **more productivity**
- + Use the **DIY Heat Map** to see where your team excels – and where you need to watch out
- + **Build a high-performing team** that interacts more confidently with customers and each other

DOWNLOAD YOUR FREE GUIDE NOW

Questions? Hello@HowToFascinate.com