

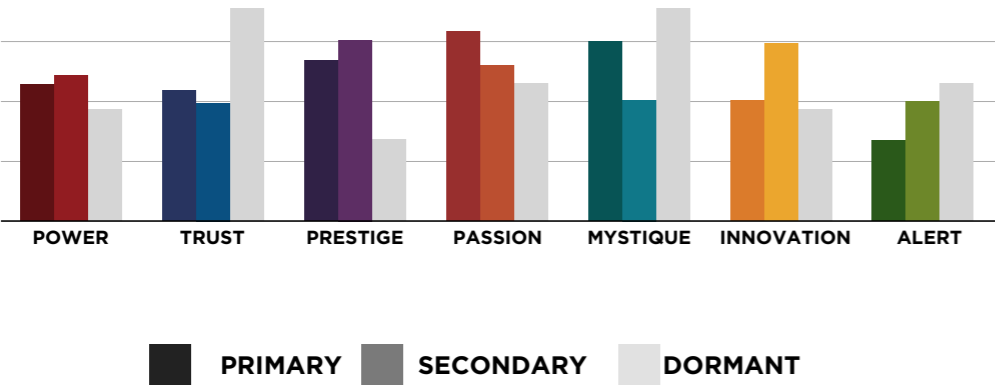
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
ICON ON 3/31/15

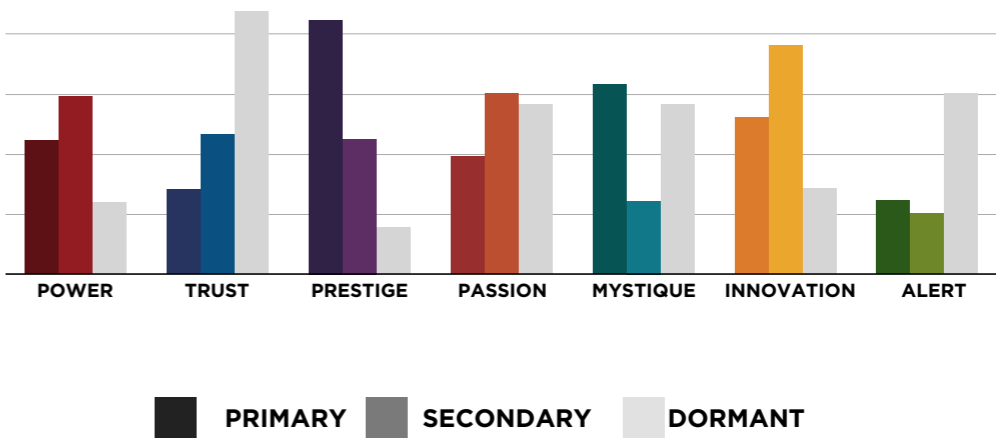


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**ICON 2015 RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

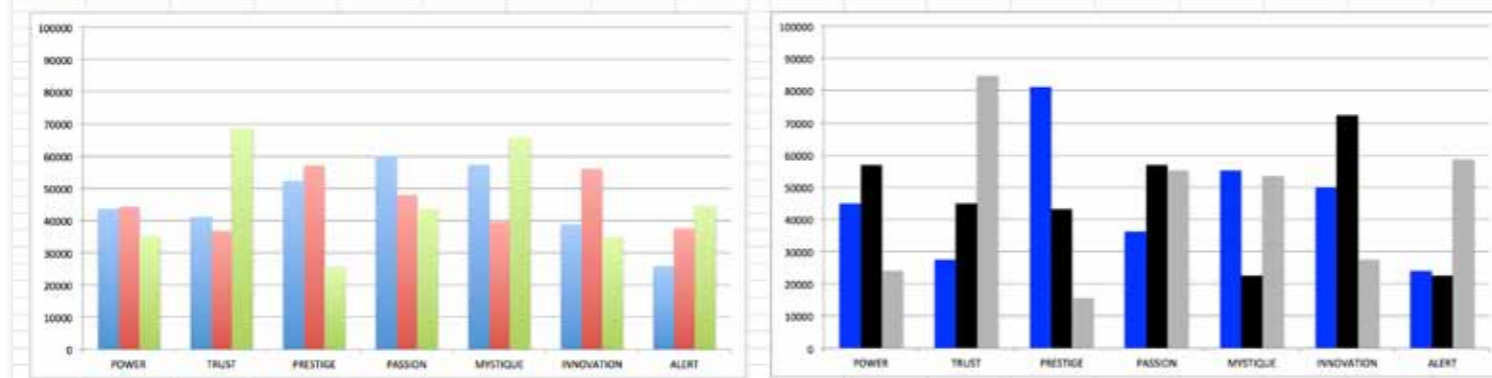


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Prestige	Power	The Victor	16	8.65%	INNOVATION	6	7	9	2	2	3
Prestige	Passion	The Connoisseur	15	8.11%	PASSION	14	3	3	9	4	1
Passion	Innovation	The Catalyst	14	7.57%	POWER	7	16	6	9	1	2
Prestige	Innovation	The Avant-Garde	10	5.41%	PRESTIGE	10	3	3	9	4	2
Innovation	Prestige	The Trendsetter	9	4.86%	TRUST	2	2	3	3	1	5
Mystique	Trust	The Wise Owl	9	4.86%	MYSTIQUE	8	4	3	9	1	3
Power	Trust	The Guardian	9	4.86%	ALERT	1	3	2	6	1	1
Mystique	Innovation	The Secret Weapon	8	4.32%							
Innovation	Power	The Maverick Leader	7	3.78%	INNOVATION	3.2%	3.8%	4.9%	1.1%	1.1%	1.6%
Power	Innovation	The Change Agent	7	3.78%	PASSION	7.6%	1.6%	1.6%	4.9%	2.2%	1.6%
Alert	Trust	The Mediator	6	3.24%	POWER	3.8%	8.6%	3.2%	4.9%	0.5%	1.1%
Innovation	Passion	The Rockstar	6	3.24%	PRESTIGE	5.4%	1.1%	1.6%	1.6%	0.5%	2.7%
Power	Prestige	The Maestro	6	3.24%	TRUST	1.1%	2.2%	2.7%	1.6%	4.9%	1.6%
Mystique	Power	The Veiled Strength	5	2.70%	MYSTIQUE	4.3%	1.6%	1.1%	0.5%	3.2%	0.5%
Trust	Alert	The Good Citizen	5	2.70%	ALERT	0.5%	1.6%	1.1%	0.5%	3.2%	0.5%
Mystique	Passion	The Subtle Touch	4	2.16%							
Passion	Mystique	The Intrigue	4	2.16%							
Prestige	Mystique	The Architect	4	2.16%							
Alert	Passion	The Coordinator	3	1.62%							
Innovation	Alert	The Quick-Start	3	1.62%							
Mystique	Alert	The Archer	3	1.62%							
Mystique	Prestige	The Royal Guard	3	1.62%							
Passion	Prestige	The Talent	3	1.62%							
Power	Passion	The Ringleader	3	1.62%							
Trust	Power	The Gravitas	3	1.62%							
Trust	Prestige	The Diplomat	3	1.62%							
Alert	Power	The Ace	2	1.08%							
Innovation	Mystique	The Provocateur	2	1.08%							

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

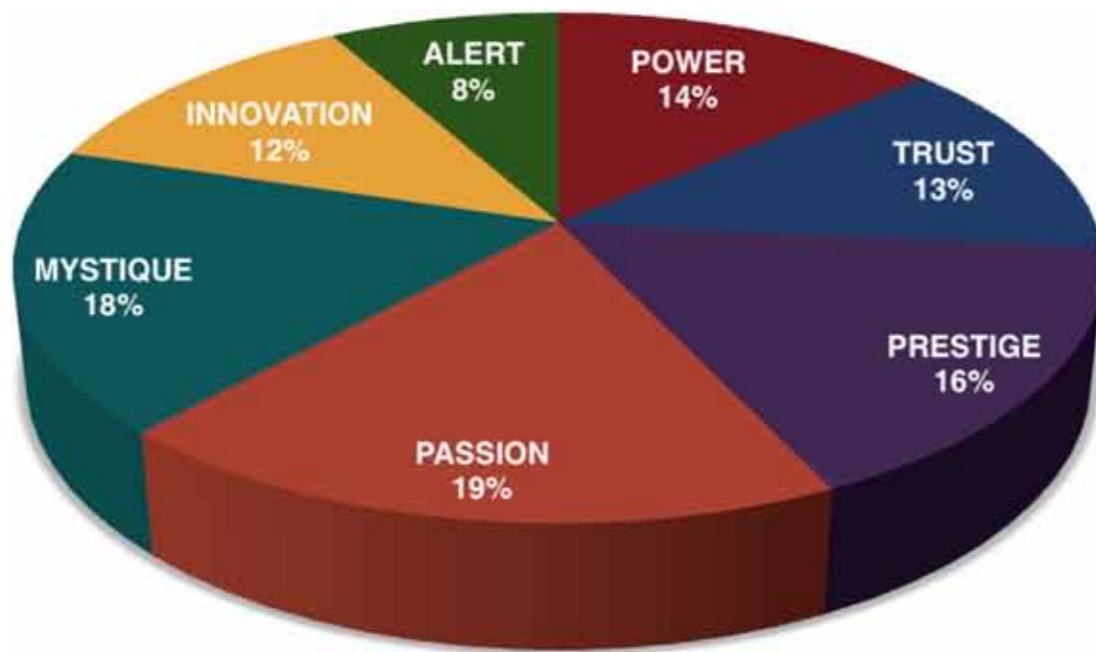
AVERAGE POPULATION									ICON2015								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	43685	41268	52290	60076	57373	38781	25884	319357	Primary	26	16	47	21	32	29	14	185
Secondary	44266	36879	57083	48014	39518	56047	37550	319357	Secondary	33	26	25	33	13	42	13	185
Dormant	35347	68770	25816	43615	65948	35062	44799	319357	Dormant	14	49	9	32	31	16	34	185
	13.7%	12.5%	16.4%	18.8%	18.0%	12.1%	8.1%	100.0%	Primary	14.1%	8.6%	25.4%	11.4%	17.3%	15.7%	7.6%	100.0%
	13.9%	11.5%	17.9%	15.0%	12.4%	17.5%	11.8%	100.0%	Secondary	17.8%	14.1%	13.5%	17.8%	7.0%	22.7%	7.0%	100.0%
	11.1%	21.5%	8.1%	13.7%	20.7%	11.0%	14.0%	100.0%	Dormant	7.6%	26.5%	4.9%	17.3%	16.8%	8.6%	18.4%	100.0%



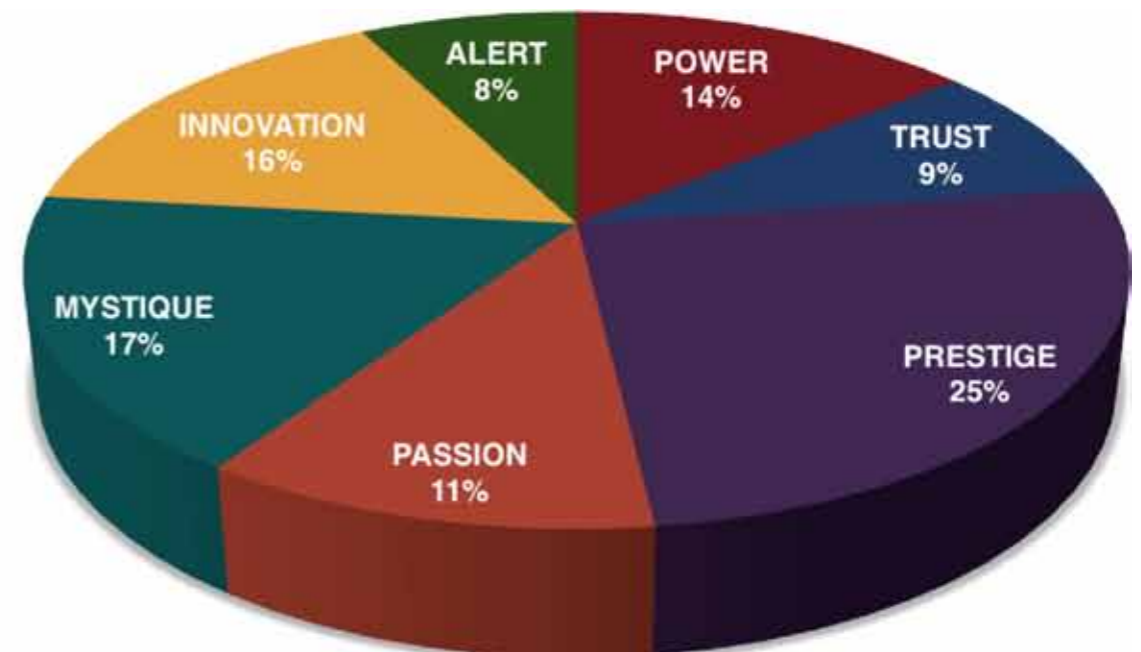
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**ICON 2015 RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONALITY ARCHETYPES

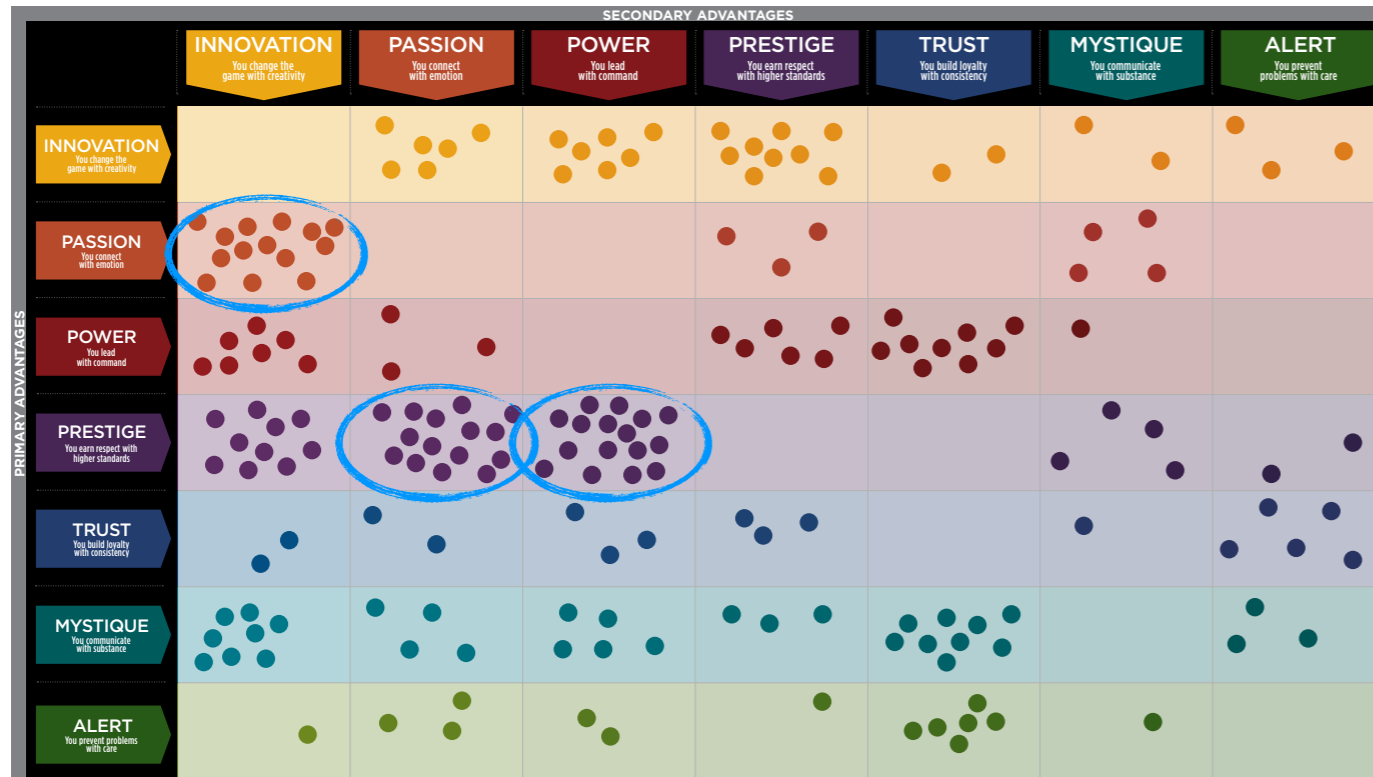
CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
 EMAIL: [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

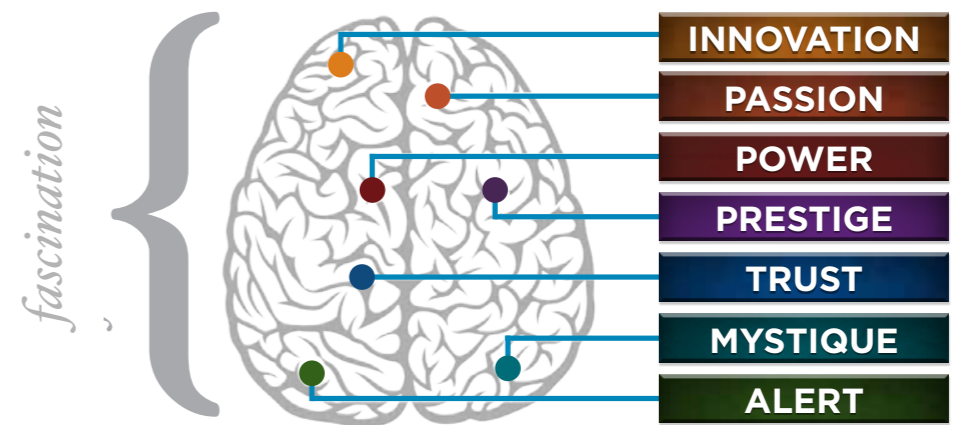
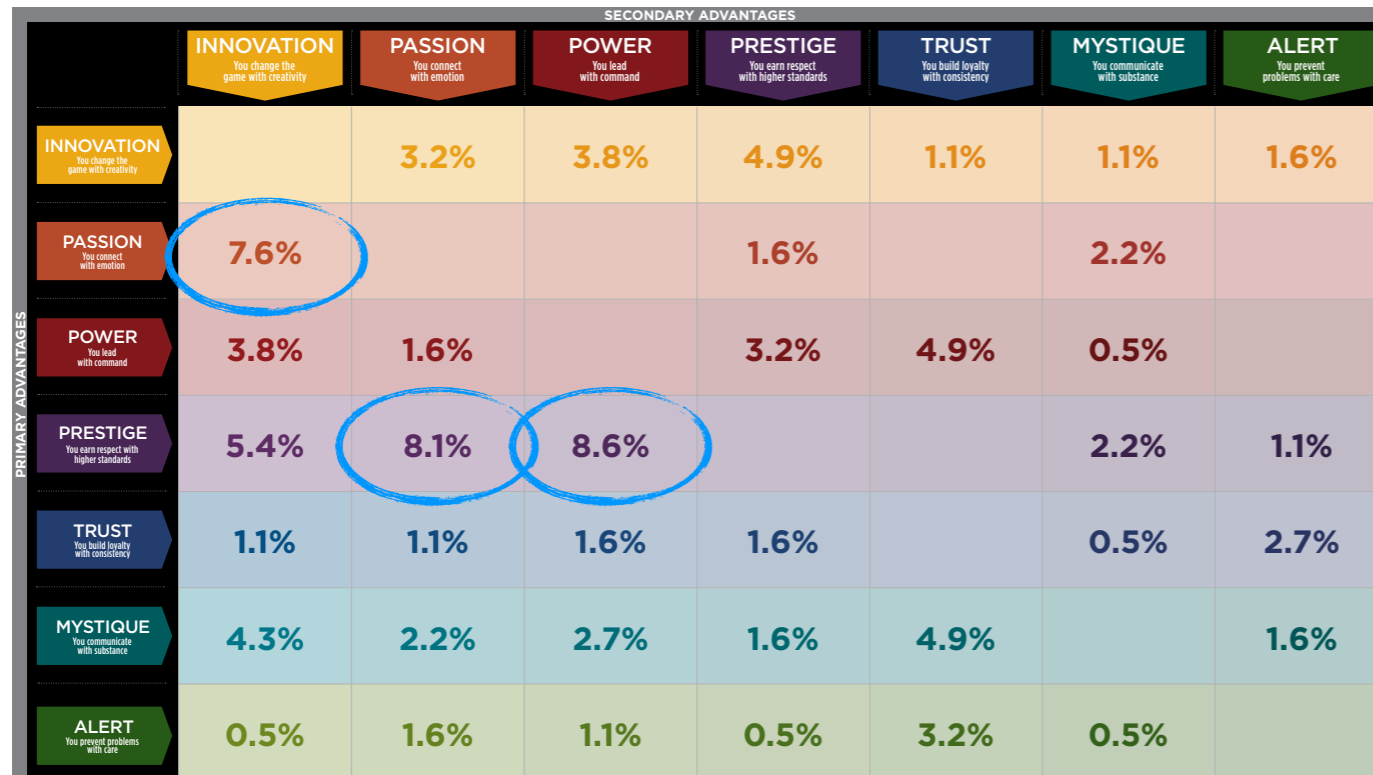
	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent 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 Personality Archetypes of the organization.



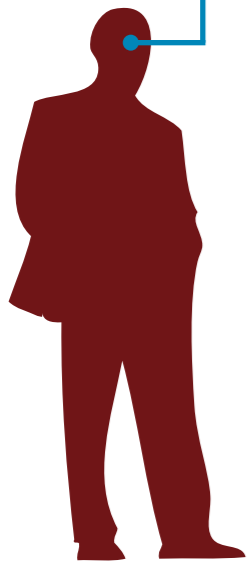
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# 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.

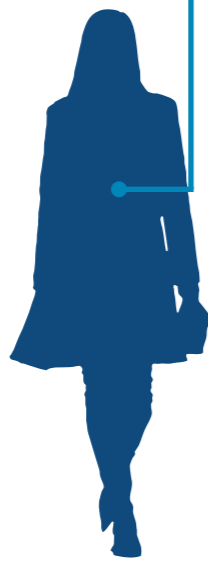
YOU ARE **-4.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **30%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **51.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **40.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **5.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **32.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **13.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



**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  
HIGHER STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT BEHIND THE SCENES

**ALERT**

PRECISE DETAIL MANAGER



# COMPLETE FASCINATION BUSINESS SYSTEM

Put the full power of Fascination to work for you and your business.



- + Build **powerful** business relationships
- + Lead and manage teams **more effectively**
- + Never compete on **price**
- + Become **indispensable** to your clients

**LEARN MORE**

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