

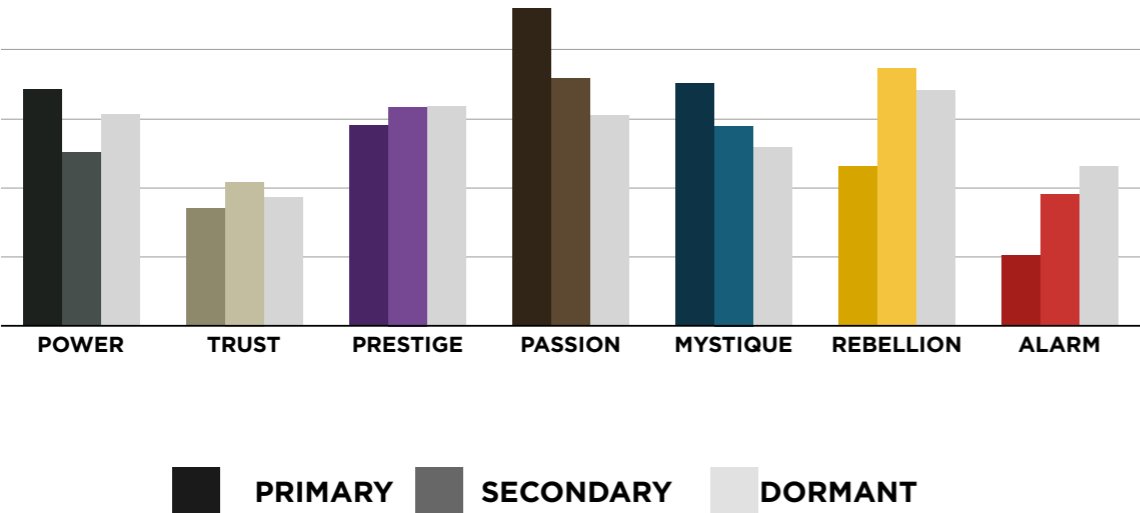
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
INTERSTATE ON 08/15/13

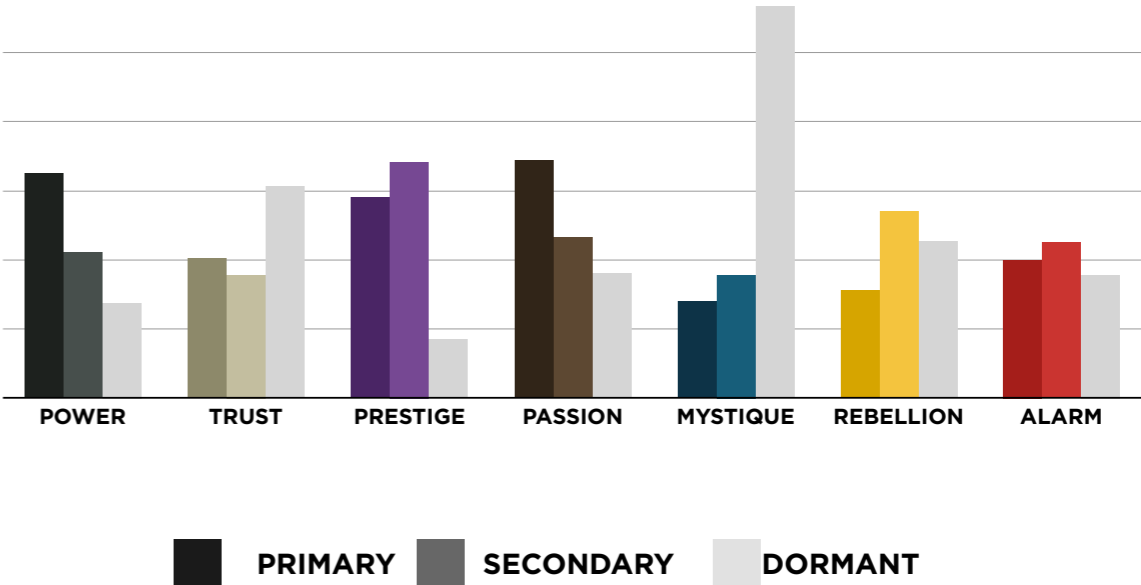


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 180,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



INTERSTATE RESULTS OF THE FASCINATION ADVANTAGE TEST



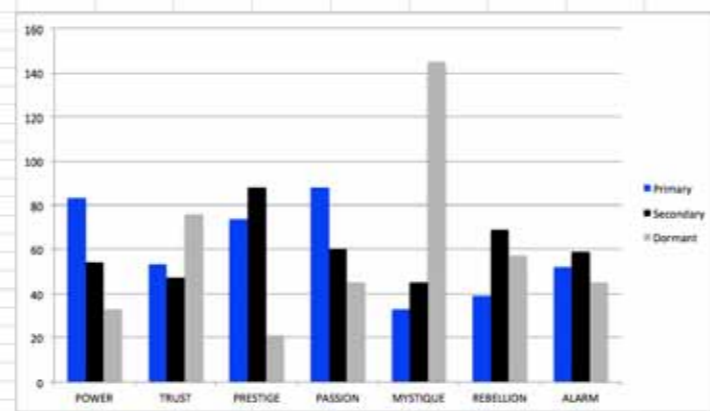
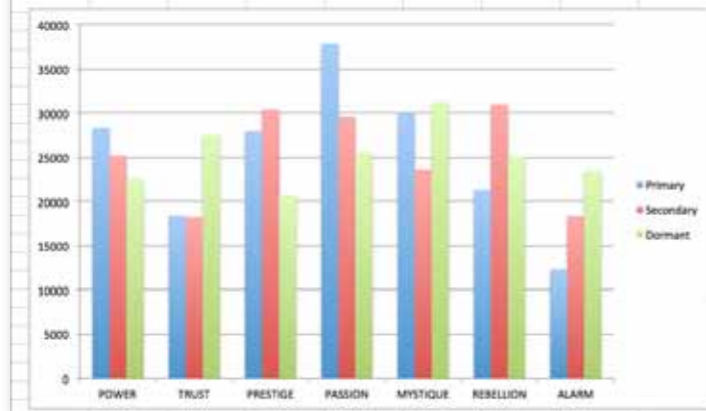
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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	36	8.53%	PASSION		7	12	14	13	21	31
Passion	Rebellion	The Catalyst	31	7.35%	TRUST	14		10	18	2	7	2
Passion	Alarm	The Orchestrator	21	4.98%	MYSTIQUE	3	6		1	3		10
Prestige	Rebellion	The Avant-Garde	21	4.98%	PRESTIGE	13	3	10		16	11	21
Trust	Prestige	The Diplomat	18	4.27%	POWER	12	11	8	36		8	8
Prestige	Power	The Victor	16	3.79%	ALARM	10	15		11	9		7
Alarm	Trust	The Sustainer	15	3.55%	REBELLION	8	5	5	8	11	2	
Passion	Prestige	The Talent	14	3.32%								
Trust	Passion	The Authentic	14	3.32%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Power	The Advocate	13	3.08%	PASSION		1.7%	2.8%	3.3%	3.1%	5.0%	7.3%
Prestige	Passion	The Connoisseur	13	3.08%	TRUST	3.3%		2.4%	4.3%	0.5%	1.7%	0.5%
Passion	Mystique	The Intrigue	12	2.84%	MYSTIQUE	0.7%	1.4%		0.2%	0.7%		2.4%
Power	Passion	The Ringleader	12	2.84%	PRESTIGE	3.1%	0.7%	2.4%		3.8%	2.6%	5.0%
Alarm	Prestige	The Editor-in-Chief	11	2.61%	POWER	2.8%	2.6%	1.9%	8.5%		1.9%	1.9%
Power	Trust	The Guardian	11	2.61%	ALARM	2.4%	3.6%		2.6%	2.1%		1.7%
Prestige	Alarm	The Perfectionist	11	2.61%	REBELLION	1.9%	1.2%	1.2%	1.9%	2.6%	0.5%	
Rebellion	Power	The Maverick Leader	11	2.61%								
Alarm	Passion	The Coordinator	10	2.37%								
Mystique	Rebellion	The Secret Weapon	10	2.37%								
Prestige	Mystique	The Architect	10	2.37%								
Trust	Mystique	The Vault	10	2.37%								
Alarm	Power	The Sheriff	9	2.13%								
Power	Alarm	The Watchdog	8	1.90%								
Power	Mystique	The Mastermind	8	1.90%								
Power	Rebellion	The Change Agent	8	1.90%								
Rebellion	Passion	The Rockstar	8	1.90%								
Rebellion	Prestige	The Trendsetter	8	1.90%								
Alarm	Rebellion	The Craftsman	7	1.66%								
Passion	Trust	The Beloved	7	1.66%								

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

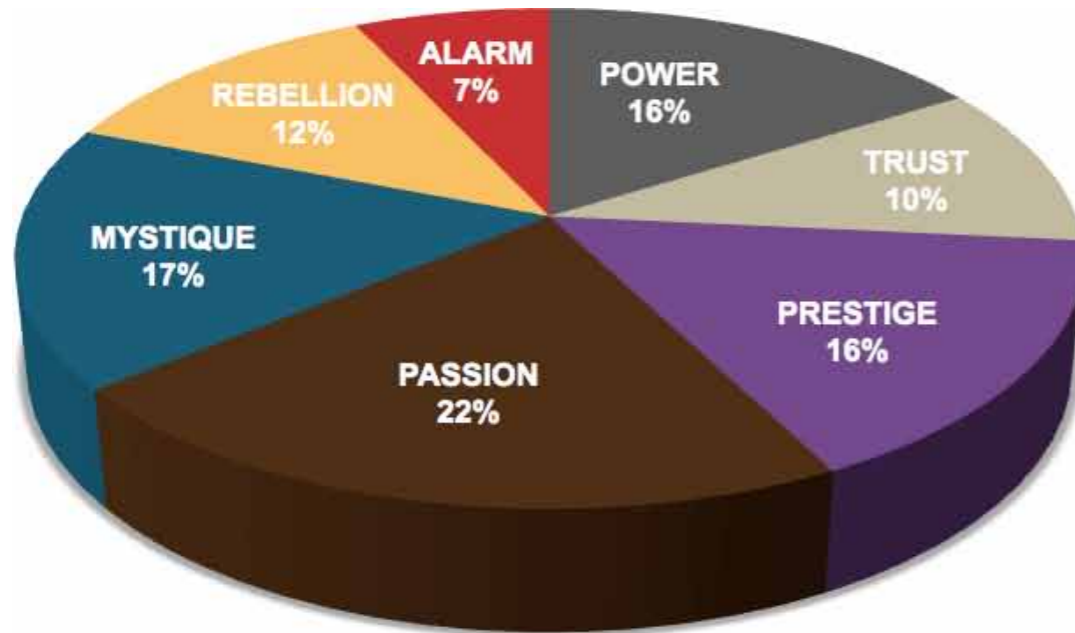
AVERAGE POPULATION									Interstate								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	28386	18449	28047	37966	29978	21287	12300	176413	Primary	83	53	74	88	33	39	52	422
Secondary	25189	18282	30406	29570	23611	30961	18394	176413	Secondary	54	47	88	60	45	69	59	422
Dormant	22633	27577	20727	25635	31241	25173	23427	176413	Dormant	33	76	21	45	145	57	45	422

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.1%	10.5%	15.9%	21.5%	17.0%	12.1%	7.0%	100.0%
Secondary	14.3%	10.4%	17.2%	16.8%	13.4%	17.6%	10.4%	100.0%
Dormant	12.8%	15.6%	11.7%	14.5%	17.7%	14.3%	13.3%	100.0%

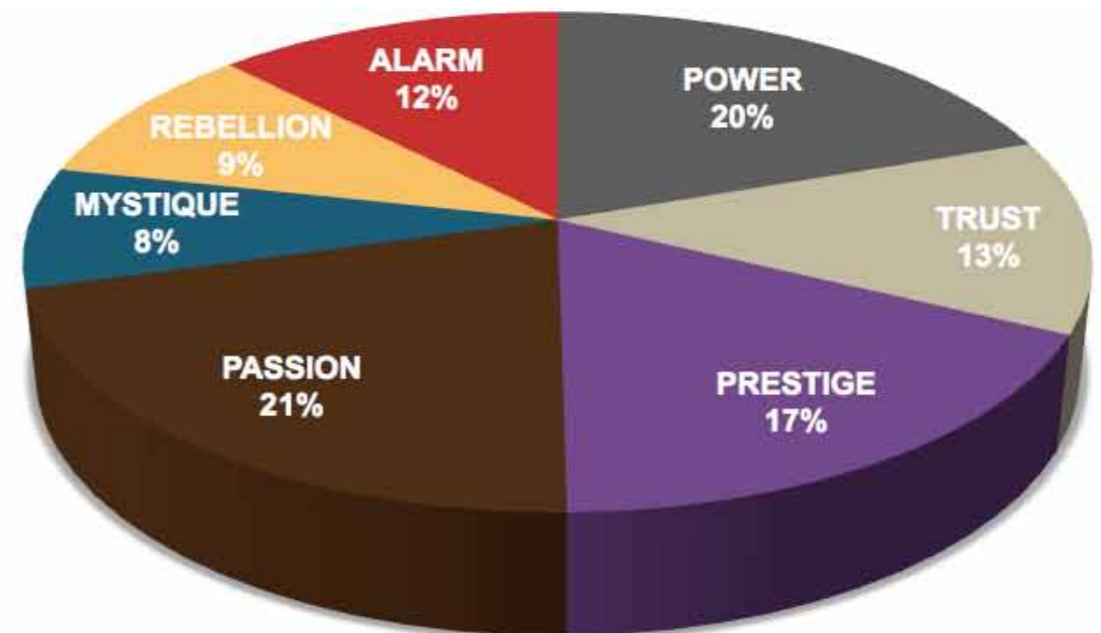


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



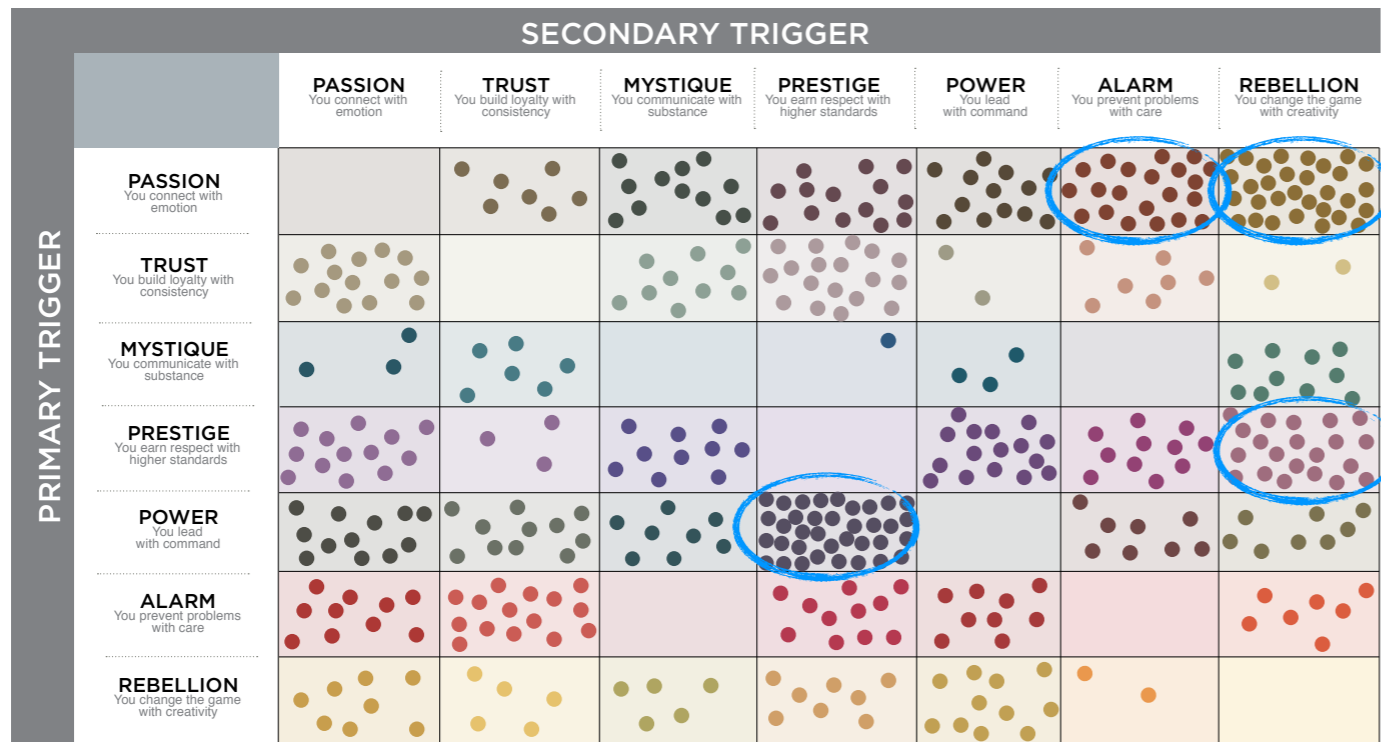
INTERSTATE RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless “Best-in-Class”	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

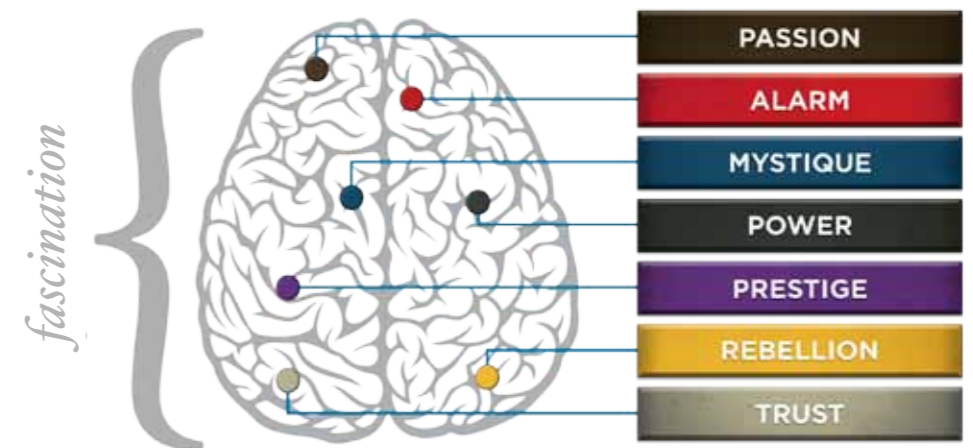
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of the organization.

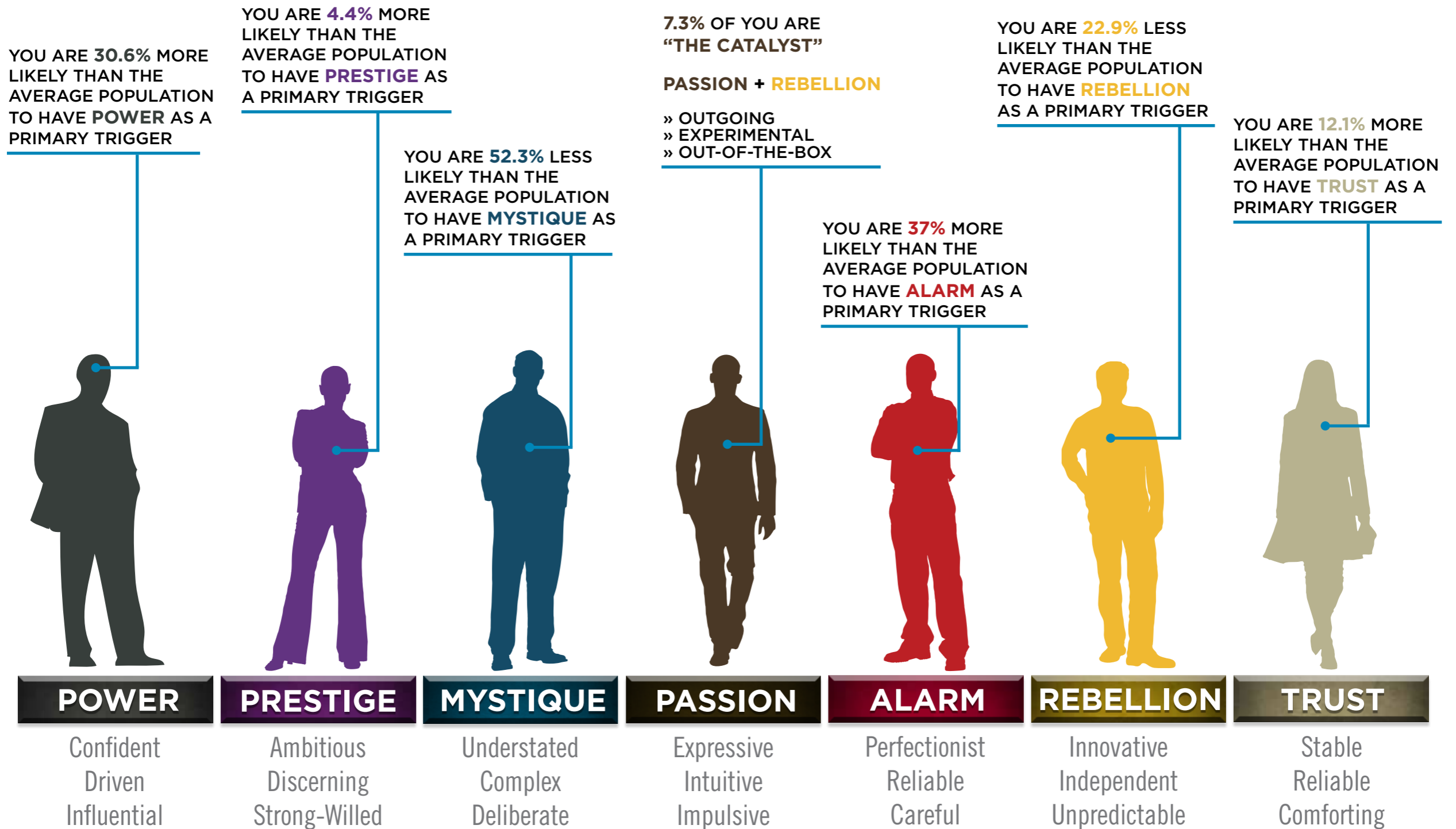
		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		1.7%	2.8%	3.3%	3.1%	5.0%	7.3%
	TRUST <small>You build loyalty with consistency</small>	3.3%		2.4%	4.3%	0.5%	1.7%	0.5%
	MYSTIQUE <small>You communicate with substance</small>	0.7%	1.4%		0.2%	0.7%		2.4%
	PRESTIGE <small>You earn respect with higher standards</small>	3.1%	0.7%	2.4%		3.8%	2.6%	5.0%
	POWER <small>You lead with command</small>	2.8%	2.6%	1.9%	8.5%		1.9%	1.9%
	ALARM <small>You prevent problems with care</small>	2.4%	3.6%		2.6%	2.1%		1.7%
	REBELLION <small>You change the game with creativity</small>	1.9%	1.2%	1.2	1.9%	2.6%	0.5%	

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.





HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

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

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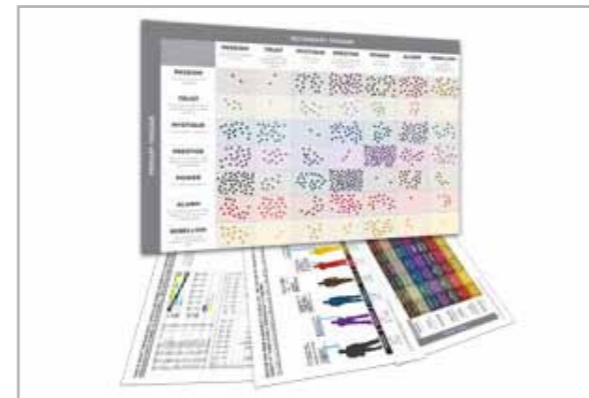
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