

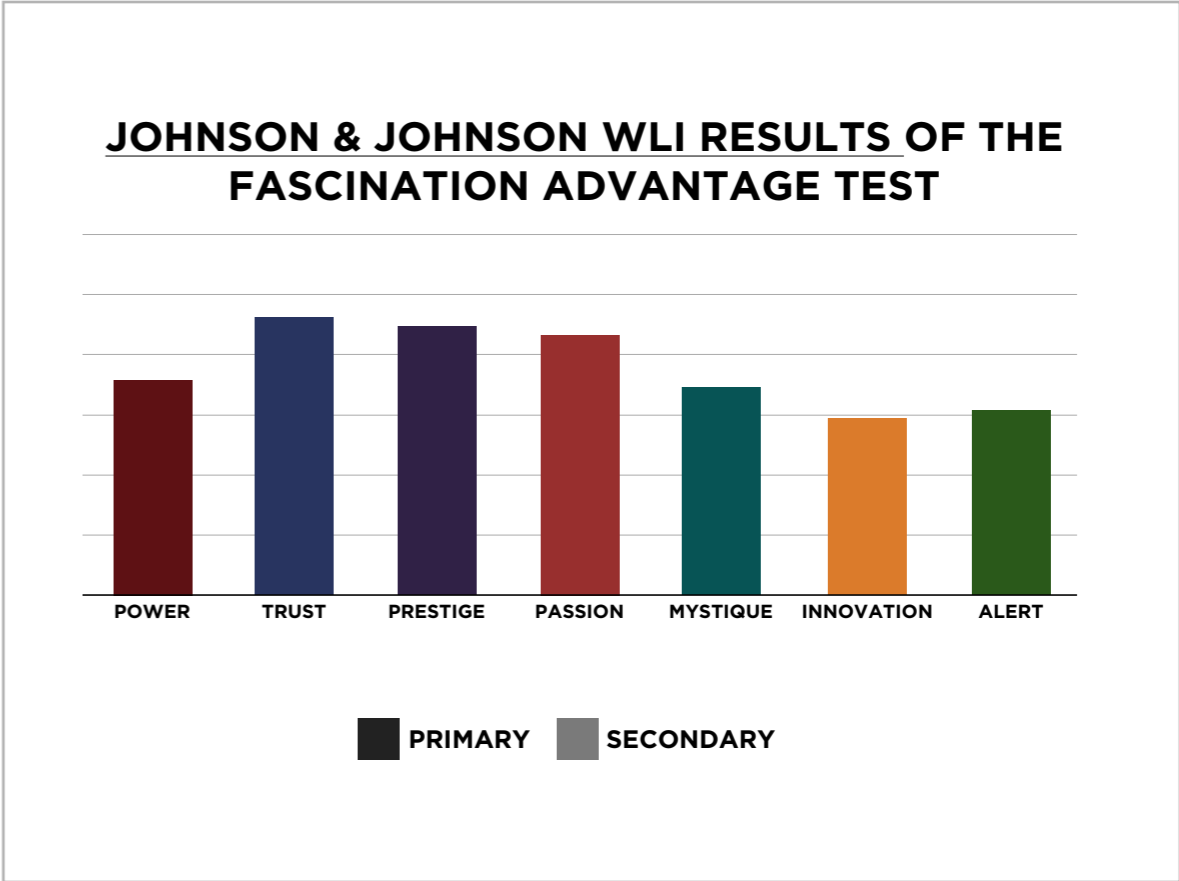
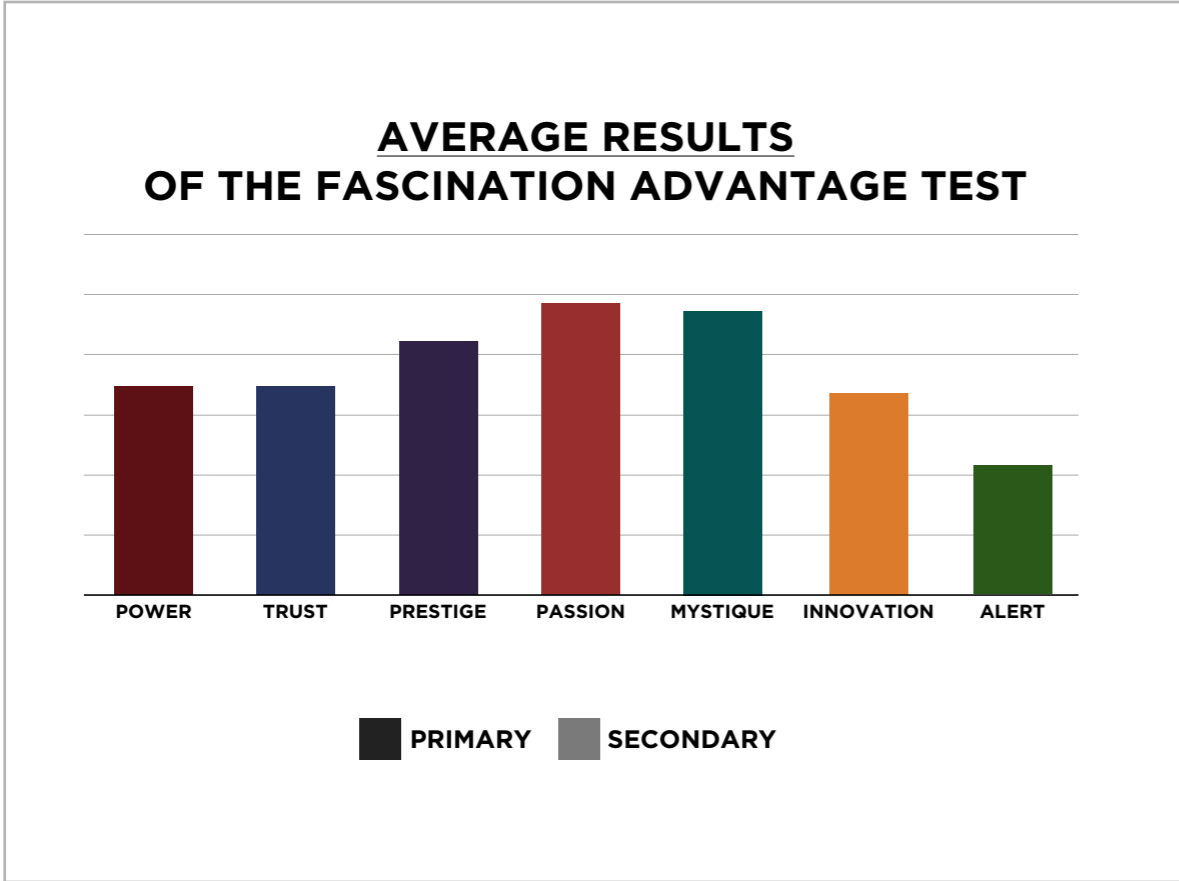
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
JOHNSON & JOHNSON WLI ON 6/7/16

BONUS GIFT:
GET YOUR FREE J&J
EXPRESS CODE
TO SHARE!



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.

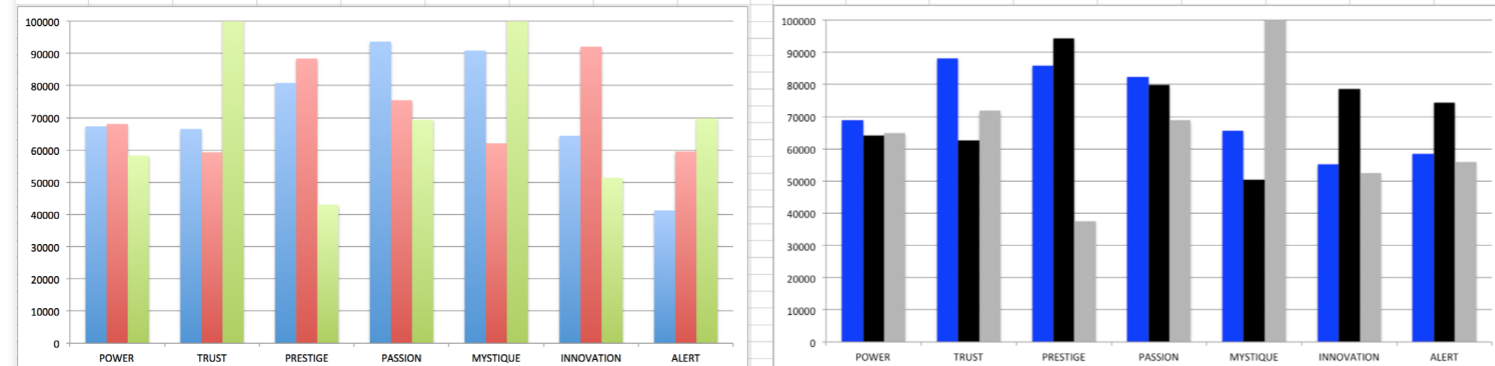


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	83	6.25%	INNOVATION	38	30	23	12	16	26
Power	Prestige	The Maestro	80	6.02%	PASSION	83	19	27	22	30	36
Prestige	Passion	The Connoisseur	59	4.44%	POWER	25	25	80	28	11	12
Trust	Prestige	The Diplomat	58	4.37%	PRESTIGE	39	59	53	18	32	25
Alert	Trust	The Mediator	53	3.99%	TRUST	16	48	20	58	38	52
Prestige	Power	The Victor	53	3.99%	MYSTIQUE	32	24	18	22	32	45
Trust	Alert	The Good Citizen	52	3.92%	ALERT	12	16	29	38	6	
Trust	Passion	The Authentic	48	3.61%							
Mystique	Alert	The Archer	45	3.39%							
Prestige	Innovation	The Avant-Garde	39	2.94%	INNOVATION	2.9%	2.3%	1.7%	0.9%	1.2%	2.0%
Alert	Prestige	The Editor-in-Chief	38	2.86%	PASSION	6.3%	1.4%	2.0%	1.7%	2.3%	2.7%
Innovation	Passion	The Rockstar	38	2.86%	POWER	1.9%	1.9%	6.0%	2.1%	0.8%	0.9%
Trust	Mystique	The Anchor	38	2.86%	PRESTIGE	2.9%	4.4%	4.0%	1.4%	2.4%	1.9%
Passion	Alert	The Orchestrator	36	2.71%	TRUST	1.2%	1.5%	4.4%	4.4%	2.9%	3.9%
Mystique	Innovation	The Secret Weapon	32	2.41%	MYSTIQUE	2.4%	1.8%	1.4%	1.7%	2.4%	3.4%
Mystique	Trust	The Wise Owl	32	2.41%	ALERT	0.9%	1.2%	2.2%	2.9%	4.0%	0.5%
Prestige	Mystique	The Architect	32	2.41%							
Innovation	Power	The Maverick Leader	30	2.26%							
Passion	Mystique	The Intrigue	30	2.26%							
Alert	Power	The Ace	29	2.18%							
Power	Trust	The Guardian	28	2.11%							
Passion	Prestige	The Talent	27	2.03%							
Innovation	Alert	The Quick-Start	26	1.96%							
Power	Innovation	The Change Agent	25	1.88%							
Power	Passion	The Ringleader	25	1.88%							

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

AVERAGE POPULATION									Johnson & Johnson WLI 2016								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	67342	66560	80841	93699	90895	64437	41229	505003	Primary	181	232	226	217	173	145	154	1328
Secondary	68045	59301	88373	75496	62117	92101	59570	505003	Secondary	169	165	248	210	133	207	196	1328
Dormant	58273	106425	43010	69434	106663	51341	69857	505003	Dormant	171	189	99	181	403	138	147	1328



WE CAN HELP EVERY PERSON **BECOME A HIGH-PERFORMER**

What if you could inspire every single person on your team to perform at their best?

1 Discover how the world sees you:
Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value using the code **JNJWLI-EXPRESS**.

2 Click here to grab your copy of Best Team Ever™ Kit:
Using the Best Team Ever kit in tandem with your Fascination Advantage results, every one of your team members will understand how he or she contributes to the team.

3 Learn your team's patterns:
Click here to download and fill out the DIY "Heat Map" to see your team's top Advantages and pattern of communication. *(A copy of the DIY "Heat Map" is included on the last page for you to print).*

4 Schedule a team meeting:
Lead a short group discussion to synthesize these insights, and to reinforce the Advantages of the group.

5 Building a culture of engagement:
When employees feel engaged, they communicate with co-workers and customers in a way that creates intense focus and makes meaningful connections so they can offer a positive and powerful communication experience.

The greatest way to empower an employee is to focus on what makes them most valuable.



Questions? Contact us at:
HELLO@**HOWTOFASCINATE.COM**

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

THE 49 PERSONALITY ARCHETYPES

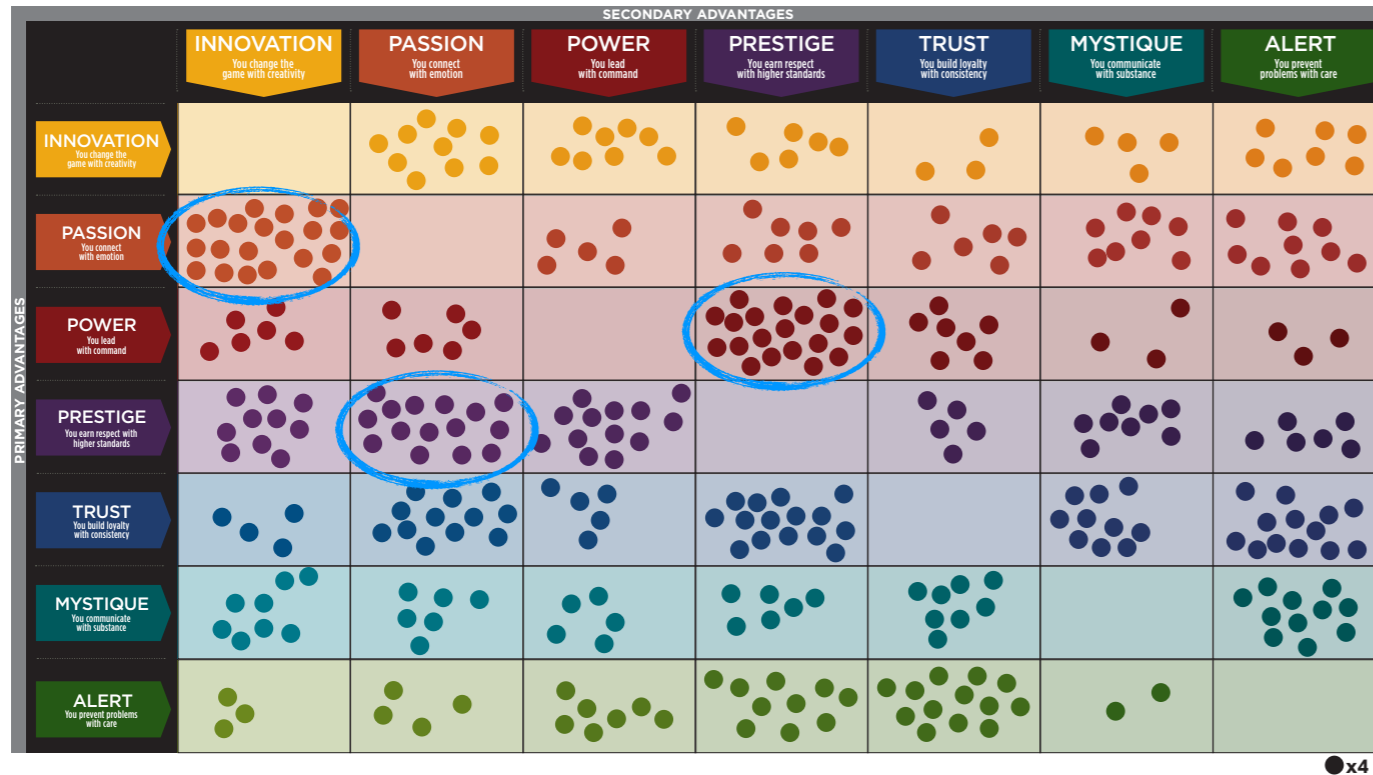
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SECONDARY FASCINATION ADVANTAGE®

	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®

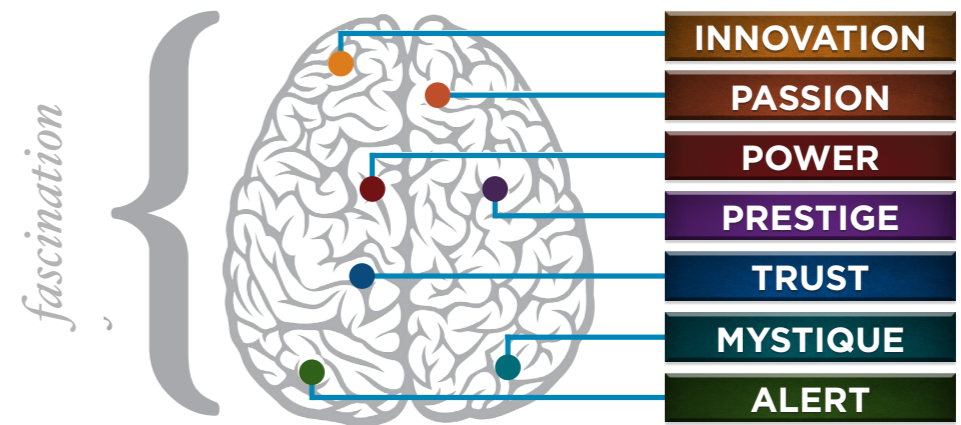
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

	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		2.9%	2.3%	1.7%	0.9%	1.2%	2.0%
PASSION You connect with emotion	6.3%		1.4%	2.0%	1.7%	2.3%	2.7%
POWER You lead with command	1.9%	1.9%		6.0%	2.1%	0.8%	0.9%
PRESTIGE You earn respect with higher standards	2.9%	4.4%	4.0%		1.4%	2.4%	1.9%
TRUST You build loyalty with consistency	1.2%	3.6%	1.5%	4.4%		2.9%	3.9%
MYSTIQUE You communicate with substance	2.4%	1.8%	1.4%	1.7%	2.4%		3.4%
ALERT You prevent problems with care	0.9%	1.2%	2.2%	2.9%	4.0%	0.5%	

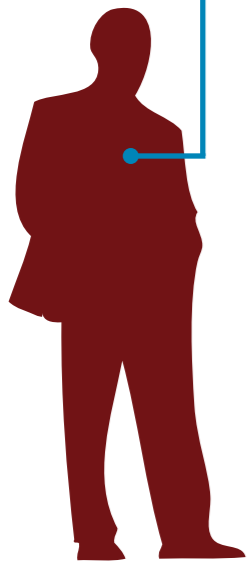
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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

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

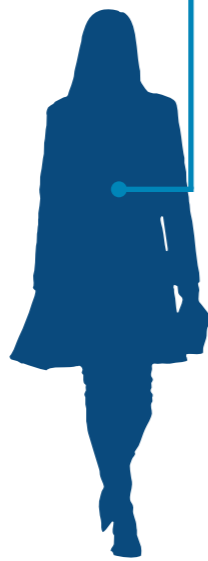
YOU ARE **7.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **41.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **1.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **14.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **20.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **7.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **32.7%** MORE 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

YOUR MOST FASCINATING MEETING EVER: TEAM DISCUSSION GUIDE

Share this code for free (normally \$20 each):

1. Go to HowToFascinate.com/YOU
2. For the access code, enter **JNJWLI-EXPRESS**

We want to help you make your next team training or off-site meeting a fantastic success! Why? Because the greatest way to empower someone is to show them their highest value.

A few points to get you started:

1. Invite each team member to take the Fascination Advantage® assessment using your free code until 7/7/16.
2. Have them bring their primary & secondary Advantage and Archetype results to the meeting. *(Take a screen shot or write it down, or if upgraded, print it out.)*
3. Using the 49 Personality Archetype Matrix on page 5, go around and have each person select and discuss one of their top 3 adjectives and how it applies to them — *the adjective describes how they are different.* This is their specialty.
4. Each person gives an example from the past, highlighting how they have applied their natural “specialty” to improve results for the team.

For example, someone might say: *“My adjective is ‘confident.’ When I am are confident, the entire team becomes focused and goal-oriented. That’s how we hit the mark every time.”*

Want to build a culture of engagement? You can do it, and we’re here to help! Email our friendly customer service at hello@howfascinate.com.

THE SEVEN LANGUAGES OF FASCINATION



THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
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SECONDARY 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
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PRIMARY ADVANTAGE

INNOVATION You change the game with creativity						
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