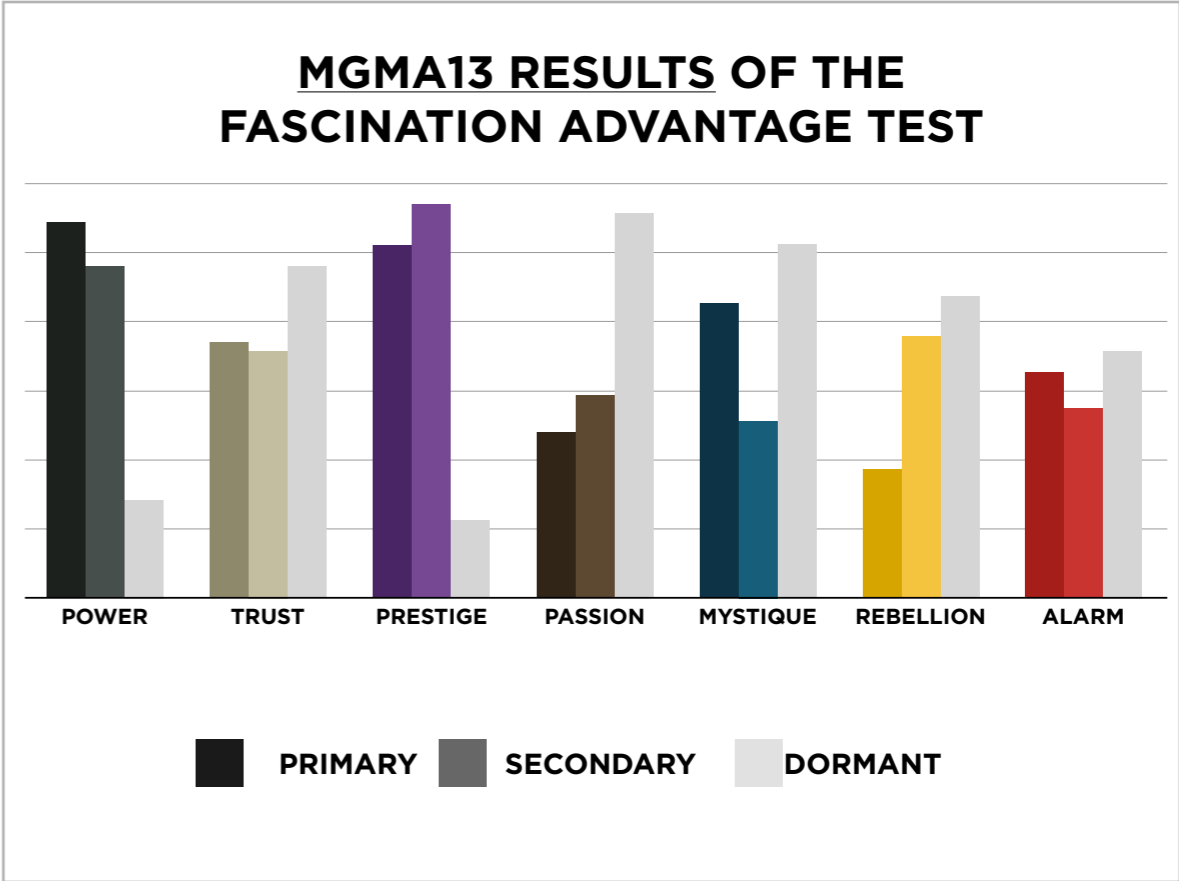
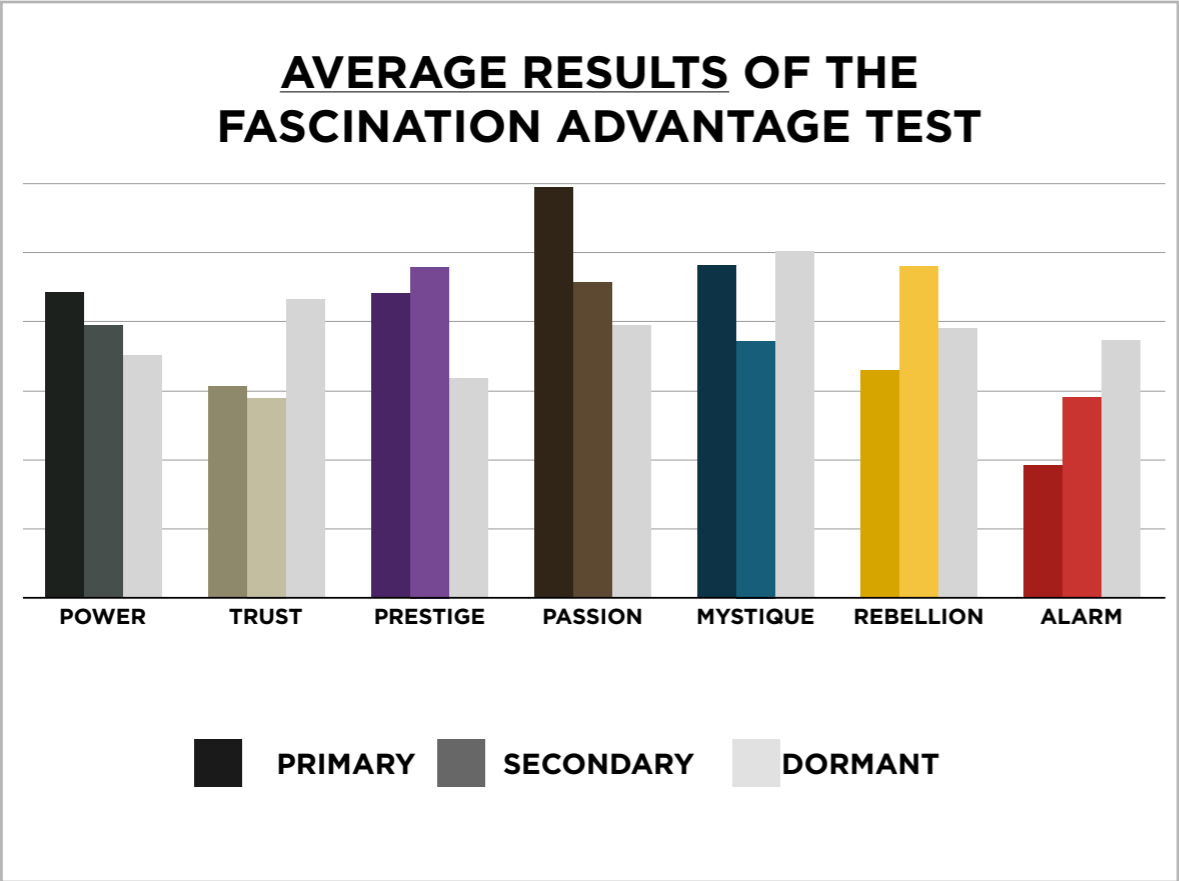


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
MGMA ON 10/09/2013



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 200,000 PEOPLE.

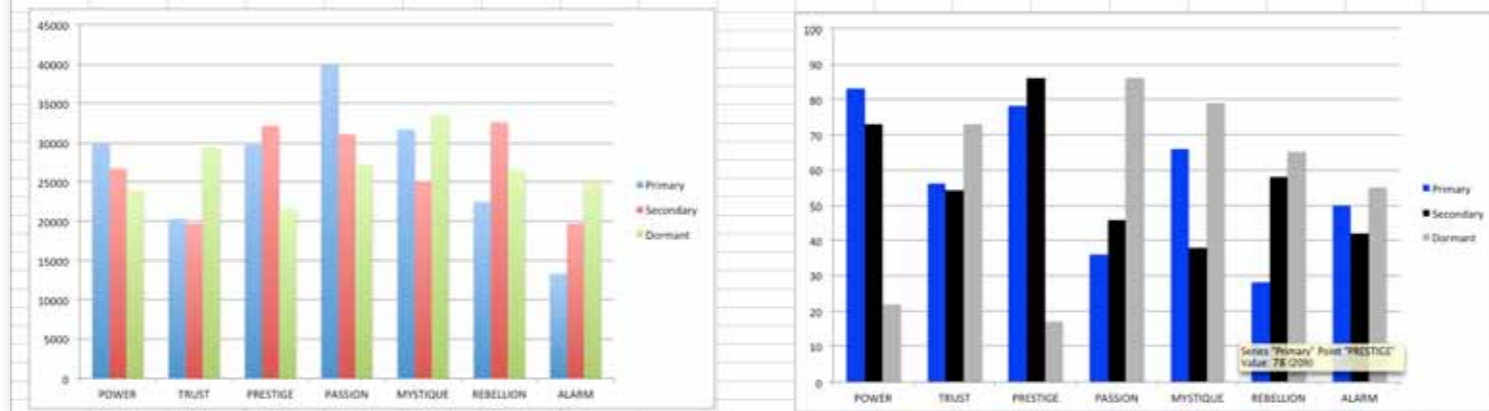


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Power	Prestige	The Maestro	43	10.83%	PASSION		2	3	6	6	5	14
Prestige	Power	The Victor	22	5.54%	TRUST	7		10	19	6	10	4
Trust	Prestige	The Diplomat	19	4.79%	MYSTIQUE	4	15		6	16	13	12
Prestige	Passion	The Connoisseur	18	4.53%	PRESTIGE	18	4	9		22	8	17
Alarm	Trust	The Sustainer	17	4.28%	POWER	7	13	7	43		5	8
Prestige	Rebellion	The Avant-Garde	17	4.28%	ALARM	5	17	6	3	16		3
Alarm	Power	The Sheriff	16	4.03%	REBELLION	5	3	3	9	7	1	
Mystique	Power	The Veiled Strength	16	4.03%								
Mystique	Trust	The Wise Owl	15	3.78%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Passion	Rebellion	The Catalyst	14	3.53%	PASSION		0.5%	0.8%	1.5%	1.5%	1.3%	3.5%
Mystique	Alarm	The Bullseye	13	3.27%	TRUST	1.8%		2.5%	4.8%	1.5%	2.5%	1.0%
Power	Trust	The Guardian	13	3.27%	MYSTIQUE	1.0%	3.8%		1.5%	4.0%	3.3%	3.0%
Mystique	Rebellion	The Secret Weapon	12	3.02%	PRESTIGE	4.5%	1.0%	2.3%		5.5%	2.0%	4.3%
Trust	Alarm	The Good Citizen	10	2.52%	POWER	1.8%	3.3%	1.8%	10.8%		1.3%	2.0%
Trust	Mystique	The Vault	10	2.52%	ALARM	1.3%	4.3%	1.5%	0.8%	4.0%		0.8%
Prestige	Mystique	The Architect	9	2.27%	REBELLION	1.3%	0.8%	0.8%	2.3%	1.8%	0.3%	
Rebellion	Prestige	The Trendsetter	9	2.27%								
Power	Rebellion	The Change Agent	8	2.02%								
Prestige	Alarm	The Perfectionist	8	2.02%								
Power	Mystique	The Mastermind	7	1.76%								
Power	Passion	The Ringleader	7	1.76%								
Rebellion	Power	The Maverick Leader	7	1.76%								
Trust	Passion	The Authentic	7	1.76%								
Alarm	Mystique	The Inspector	6	1.51%								
Mystique	Prestige	The Royal Guard	6	1.51%								
Passion	Power	The Advocate	6	1.51%								
Passion	Prestige	The Talent	6	1.51%								
Trust	Power	The Gravitas	6	1.51%								
Alarm	Passion	The Coordinator	5	1.26%								

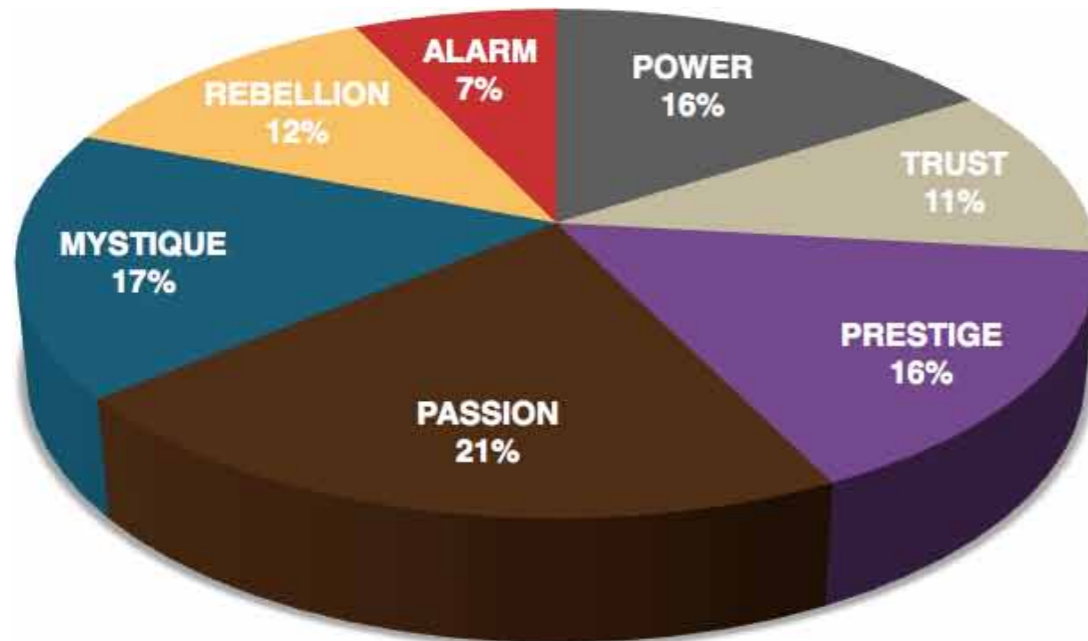
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									MGMA13								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	29859	20310	29748	39856	31728	22402	13249	187152	Primary	83	56	78	36	66	28	50	397
Secondary	26690	19755	32222	31109	24965	32669	19742	187152	Secondary	73	54	86	46	38	58	42	397
Dormant	23825	29476	21676	27254	33546	26556	24819	187152	Dormant	22	73	17	86	79	65	55	397
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.0%	10.9%	15.9%	21.3%	17.0%	12.0%	7.1%	100.0%	Primary	20.9%	14.1%	19.6%	9.1%	16.6%	7.1%	12.6%	100.0%
Secondary	14.3%	10.6%	17.2%	16.6%	13.3%	17.5%	10.5%	100.0%	Secondary	18.4%	13.6%	21.7%	11.6%	9.6%	14.6%	10.6%	100.0%
Dormant	12.7%	15.7%	11.6%	14.6%	17.9%	14.2%	13.3%	100.0%	Dormant	5.5%	18.4%	4.3%	21.7%	19.9%	16.4%	13.9%	100.0%

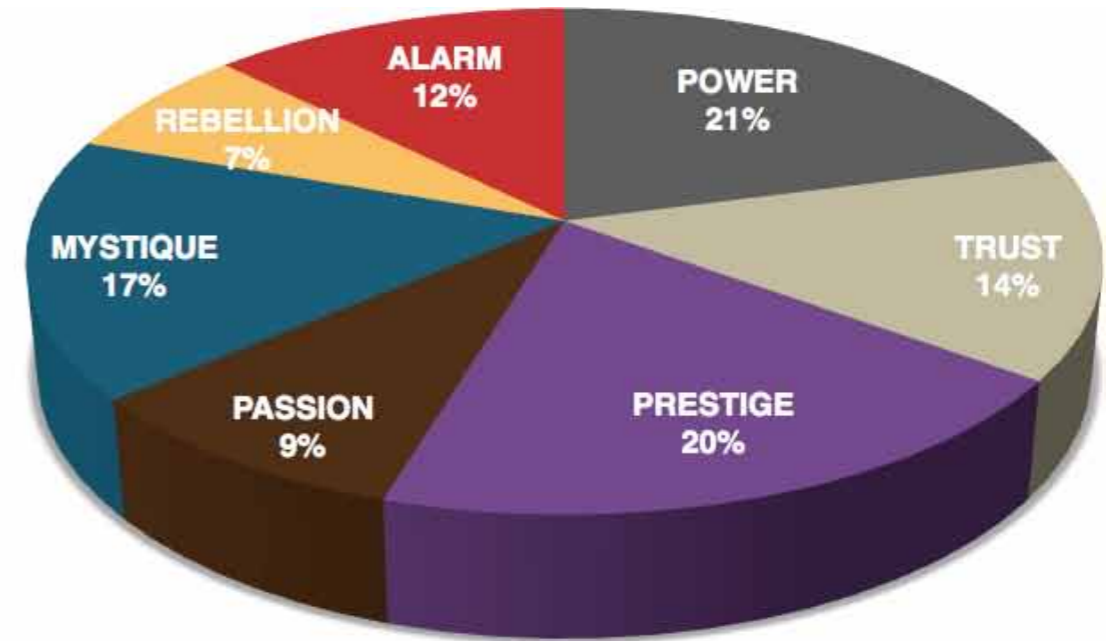


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 200,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



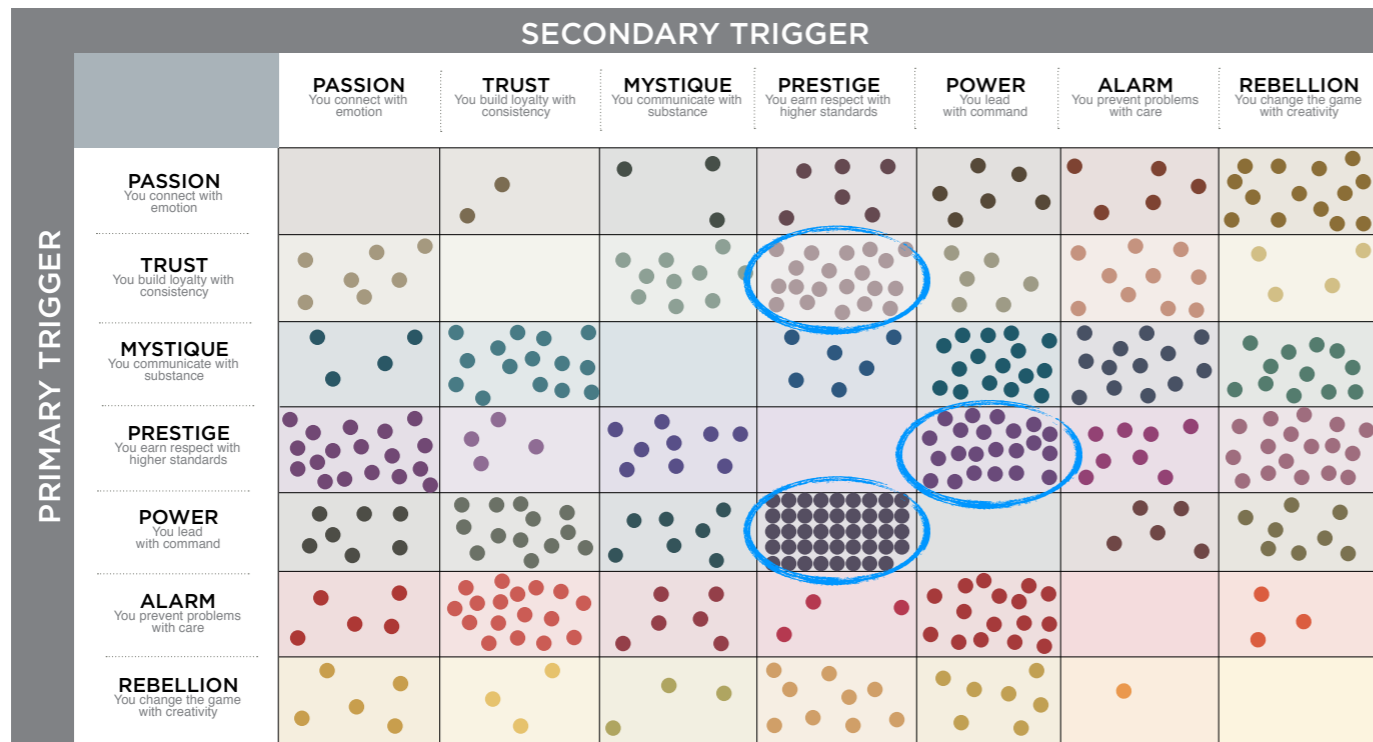
MGMA RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

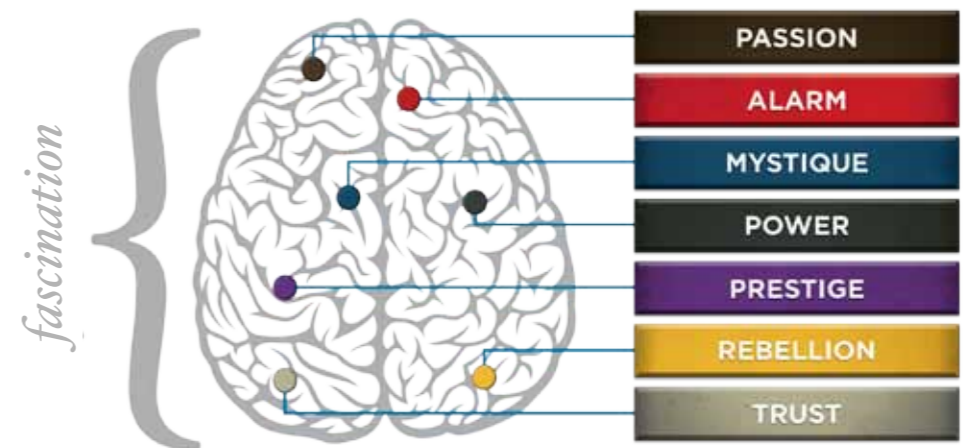
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

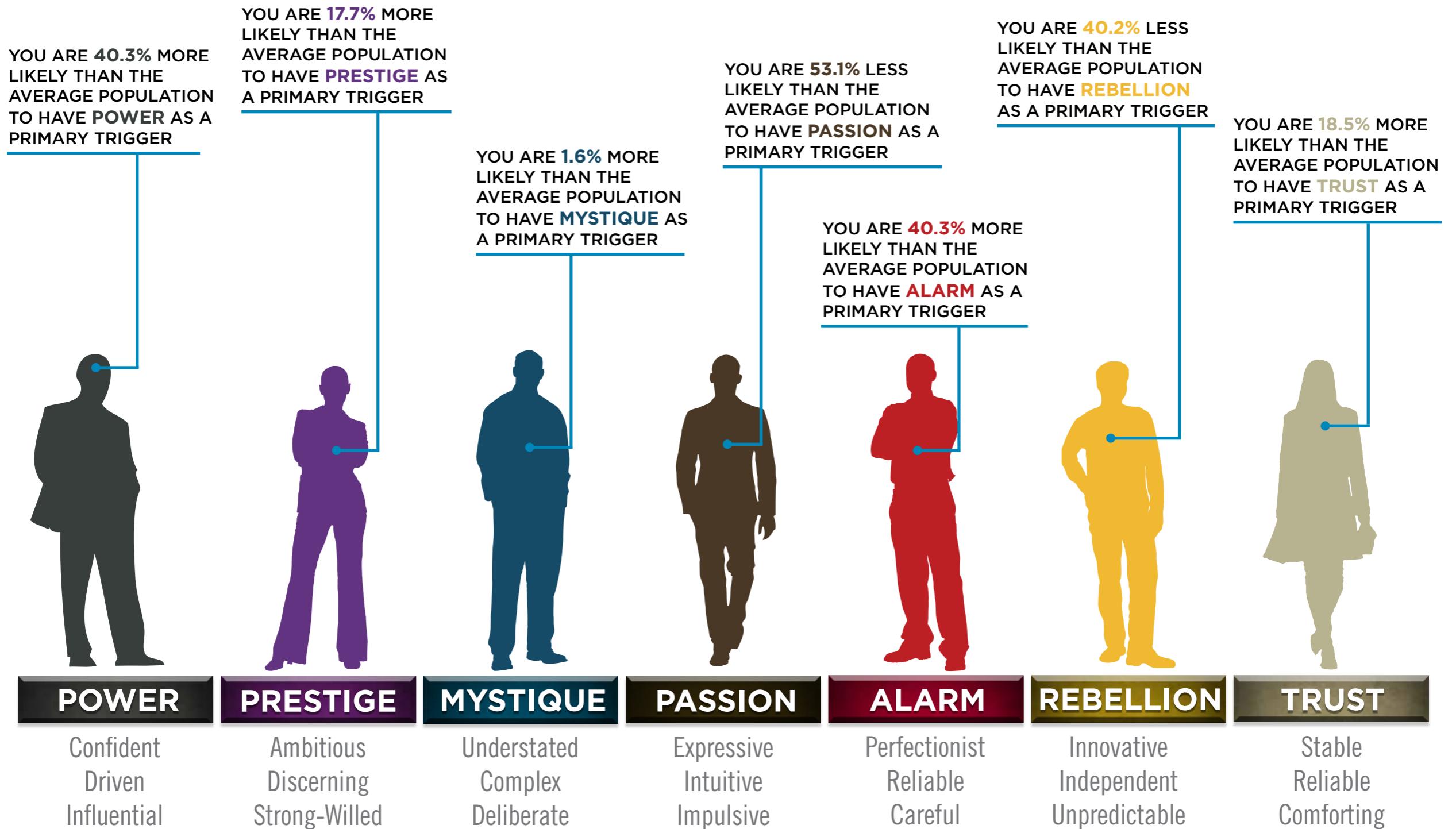
		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		0.5%	0.8%	1.5%	1.5%	1.3%	3.5%
	TRUST <small>You build loyalty with consistency</small>	1.8%		2.5%	4.8%	1.5%	2.5%	1.0%
	MYSTIQUE <small>You communicate with substance</small>	1.0%	3.8%		1.5%	4.0%	3.3%	3.0%
	PRESTIGE <small>You earn respect with higher standards</small>	4.5%	1.0%	2.3%		5.5%	2.0%	4.3%
	POWER <small>You lead with command</small>	1.8%	3.3%	1.8%	10.8%		1.3%	2.0%
	ALARM <small>You prevent problems with care</small>	1.3%	4.3%	1.5%	0.8%	4.0%		0.8%
	REBELLION <small>You change the game with creativity</small>	1.3%	0.8%	0.8%	2.3%	1.8%	0.3%	

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

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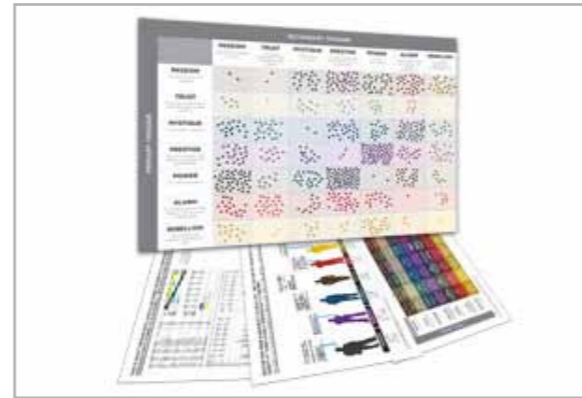
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