

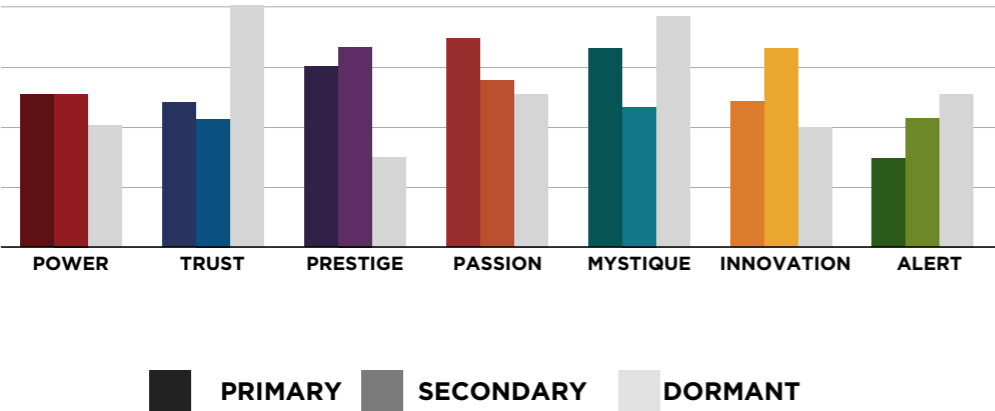
# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
MUSE ON 5/29/15

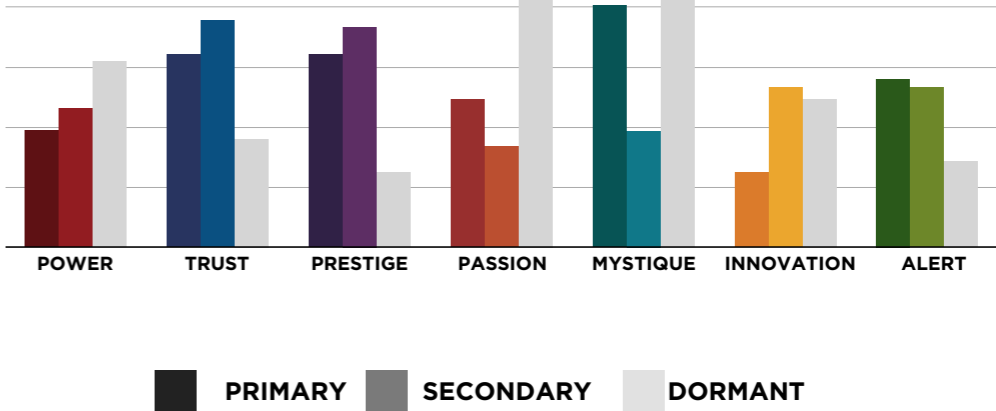


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**MUSE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

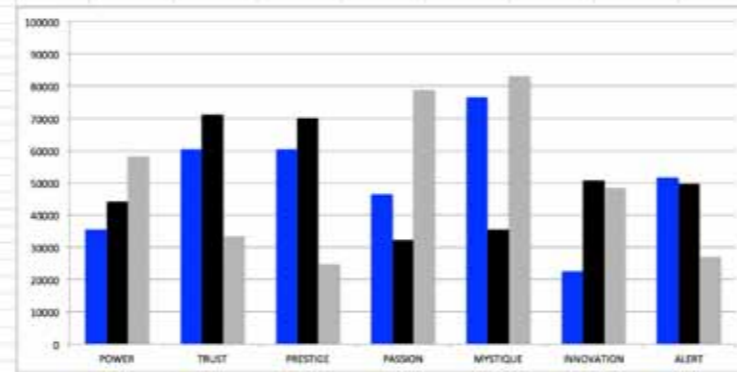
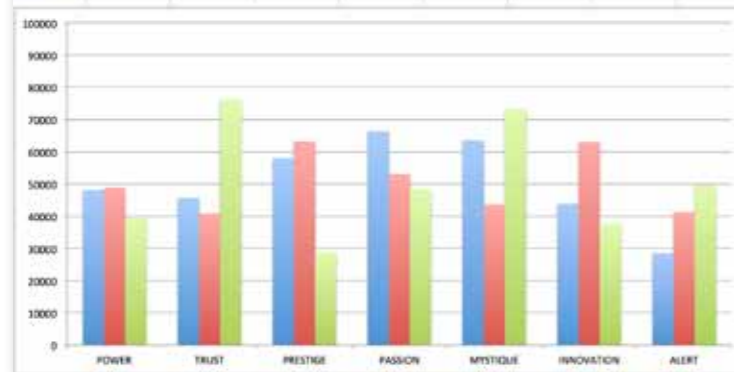


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Mystique	Trust	The Wise Owl	24	7.32%	INNOVATION	6	8	5	1	1	1
Alert	Trust	The Mediator	23	7.01%	PASSION	12	5	7	3	4	12
Power	Prestige	The Maestro	18	5.49%	POWER	2	3	18	7	3	3
Trust	Prestige	The Diplomat	18	5.49%	PRESTIGE	15	8	11	8	10	4
Prestige	Innovation	The Avant-Garde	15	4.57%	TRUST	2	4	4	18	13	15
Trust	Alert	The Good Citizen	15	4.57%	MYSTIQUE	10	7	8	11	24	11
Trust	Mystique	The Anchor	13	3.96%	ALERT	6	2	5	6	23	6
Passion	Alert	The Orchestrator	12	3.66%							
Passion	Innovation	The Catalyst	12	3.66%	INNOVATION	1.8%	2.4%	1.5%	0.3%	0.3%	0.3%
Mystique	Alert	The Archer	11	3.35%	PASSION	3.7%	1.5%	2.1%	0.9%	1.2%	3.7%
Mystique	Prestige	The Royal Guard	11	3.35%	POWER	0.6%	0.9%	5.5%	2.1%	0.9%	0.9%
Prestige	Power	The Victor	11	3.35%	PRESTIGE	4.6%	2.4%	3.4%	2.4%	3.0%	1.2%
Mystique	Innovation	The Secret Weapon	10	3.05%	TRUST	0.6%	1.2%	1.2%	5.5%	4.0%	4.6%
Prestige	Mystique	The Architect	10	3.05%	MYSTIQUE	3.0%	2.1%	2.4%	3.4%	7.3%	3.4%
Innovation	Power	The Maverick Leader	8	2.44%	ALERT	1.8%	0.6%	1.5%	1.8%	7.0%	1.8%
Mystique	Power	The Veiled Strength	8	2.44%							
Prestige	Passion	The Connoisseur	8	2.44%							
Prestige	Trust	The Blue Chip	8	2.44%							
Mystique	Passion	The Subtle Touch	7	2.13%							
Passion	Prestige	The Talent	7	2.13%							
Power	Trust	The Guardian	7	2.13%							
Alert	Innovation	The Composer	6	1.83%							
Alert	Mystique	The Detective	6	1.83%							
Alert	Prestige	The Editor-in-Chief	6	1.83%							
Innovation	Passion	The Rockstar	6	1.83%							
Alert	Power	The Ace	5	1.52%							
Innovation	Prestige	The Trendsetter	5	1.52%							
Passion	Power	The Peoples Champion	5	1.52%							
Passion	Mystique	The Intrigue	4	1.22%							

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

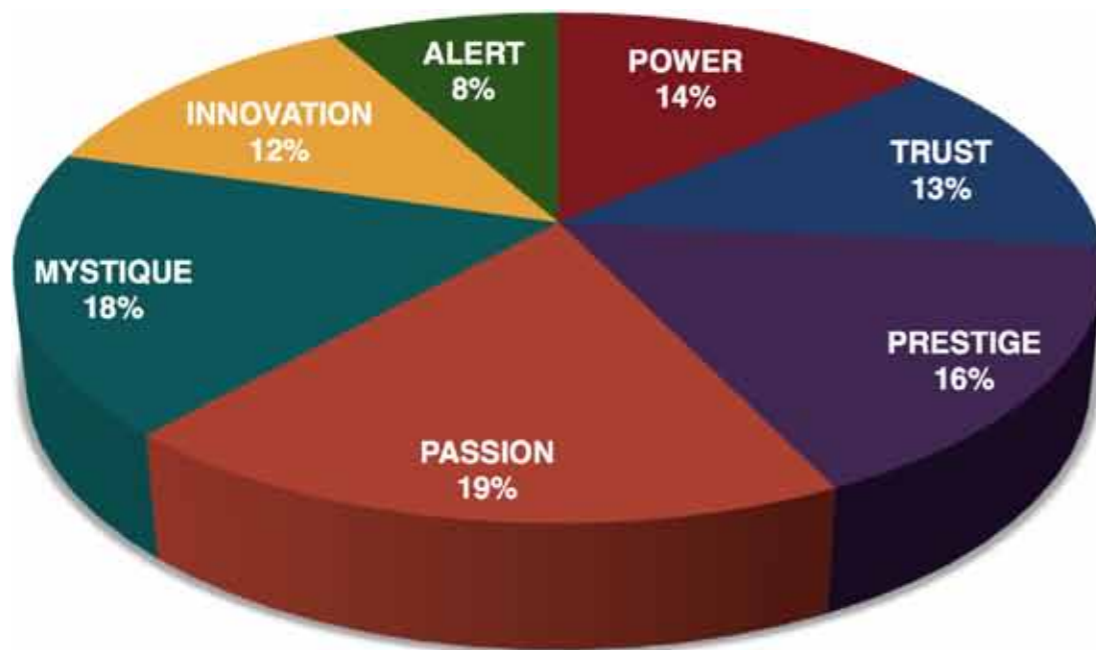
AVERAGE POPULATION								MUSE													
Primary	Secondary	Dominant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	Secondary	Dominant	48109	45690	57970	66305	63535	43877	28564	354050	Primary	Secondary	Dormant	33	56	56	43	71	21	48	328
Primary	Secondary	Dominant	48884	40840	63200	53080	43718	63054	41274	354050	Primary	Secondary	Dormant	41	66	65	30	33	47	46	328
Primary	Secondary	Dominant	39520	76340	28811	48425	73427	37797	49730	354050	Primary	Secondary	Dormant	54	31	23	73	77	45	25	328



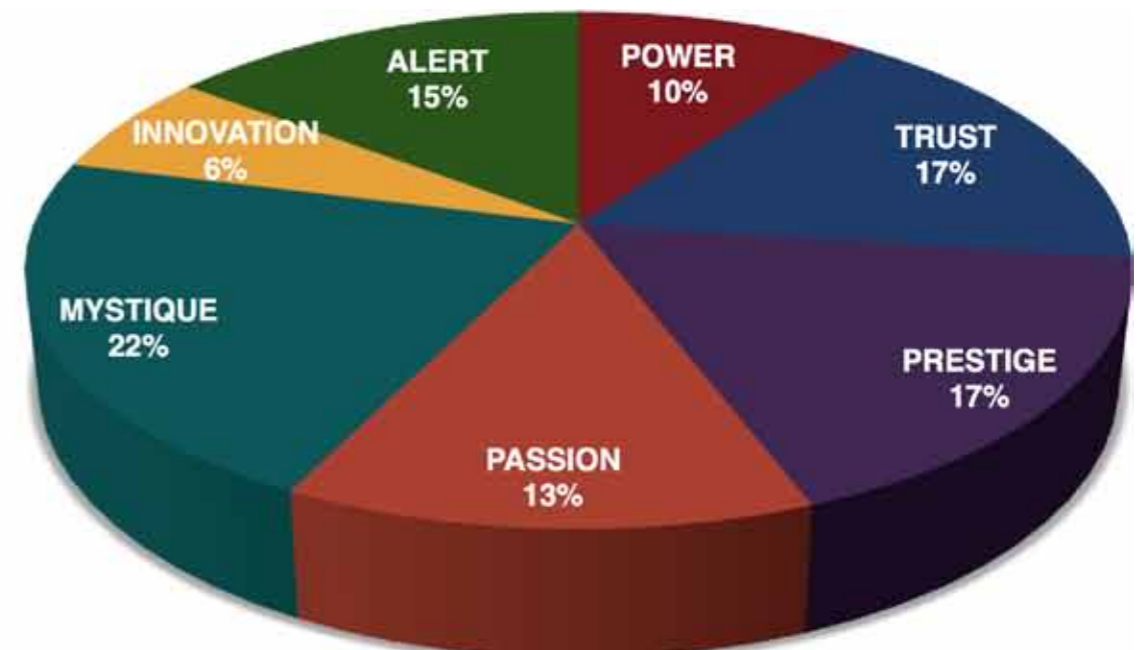
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**MUSE 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®

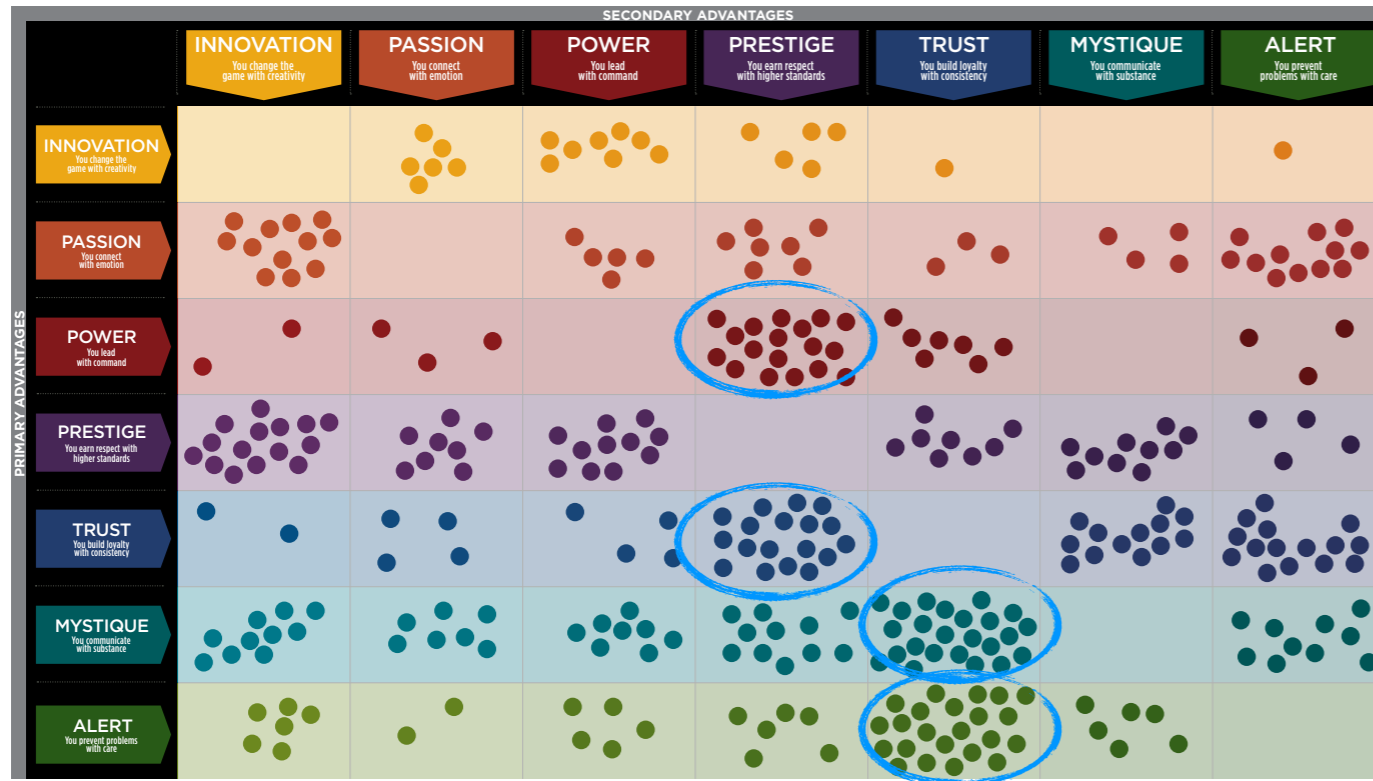
	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent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

PRIMARY FASCINATION ADVANTAGE®

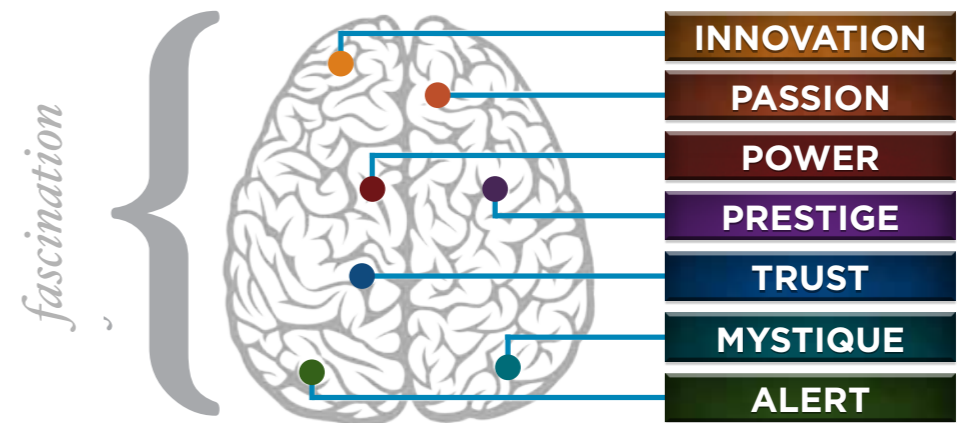
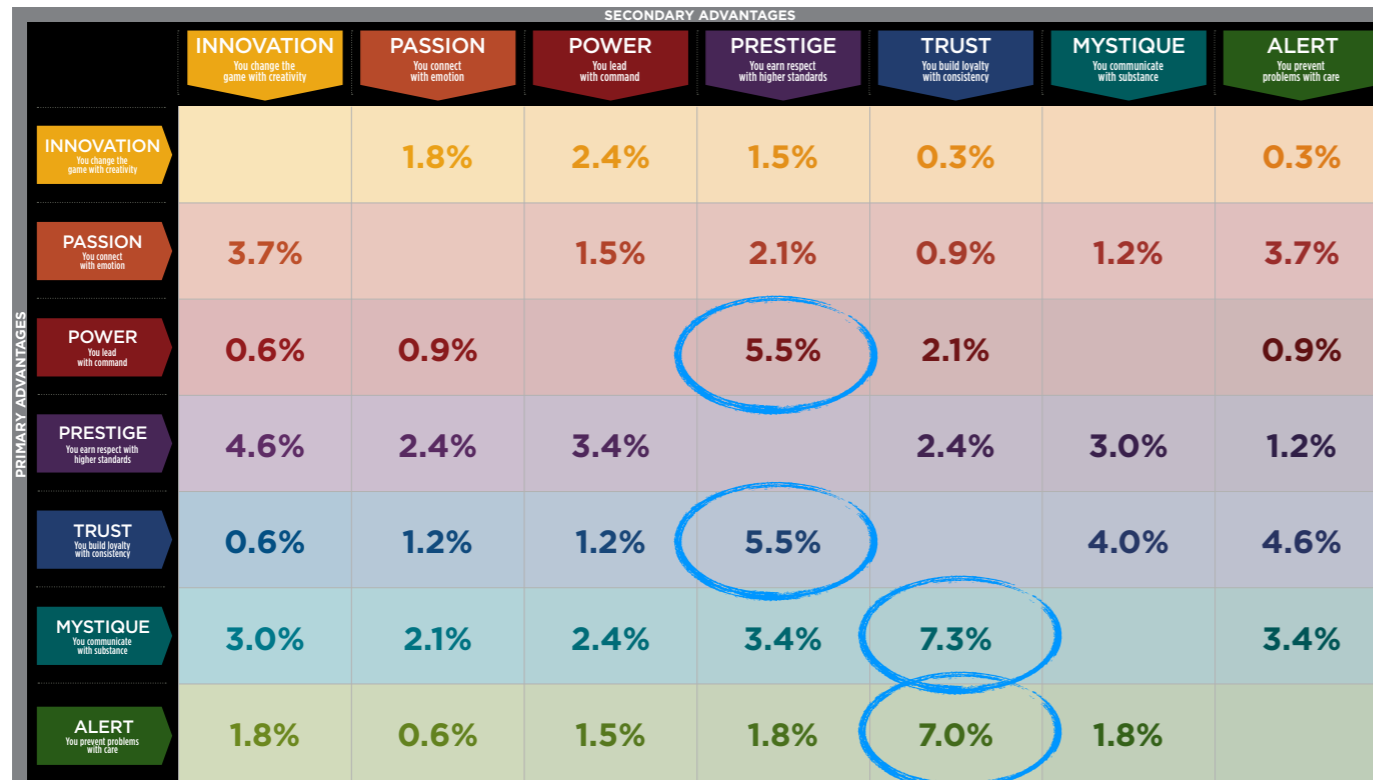


# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



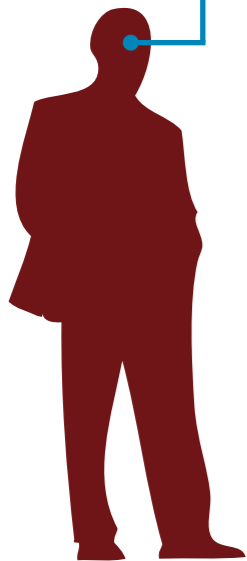
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# 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 **31.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **38.2%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **1.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **31.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **31.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **46%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **67.4%** MORE 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  
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

**THE 49 PERSONALITY ARCHETYPES**  
DISCOVERED BY SALLY HOGSHEAD

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 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
PRIMARY ADVANTAGE	INNOVATION You change the game with creativity		Steph B. Patrick J.					
	PASSION You connect with emotion	Jodie H.					Daniel V.	
	POWER You lead with command				Michael J. Rohan G.			Ellie L.
	PRESTIGE You earn respect with higher standards			Jack B.				
	TRUST You build loyalty with consistency				Jeanne M.			
	MYSTIQUE You communicate with substance	Ryan A.						
	ALERT You prevent problems with care					Del S.		

- + 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](mailto:Hello@HowToFascinate.com)