

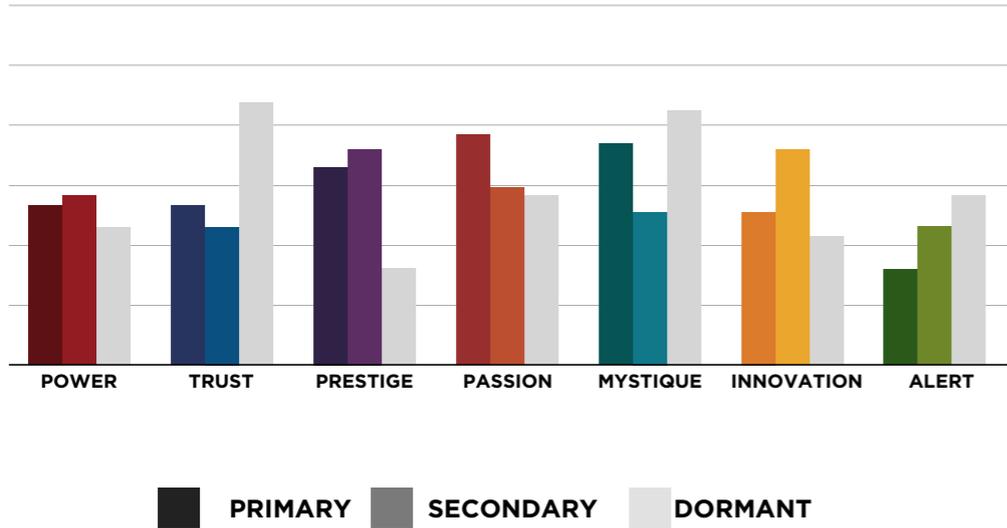
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
NATIONAL GAY & LESBIAN CHAMBER OF COMMERCE ON 8/12/15

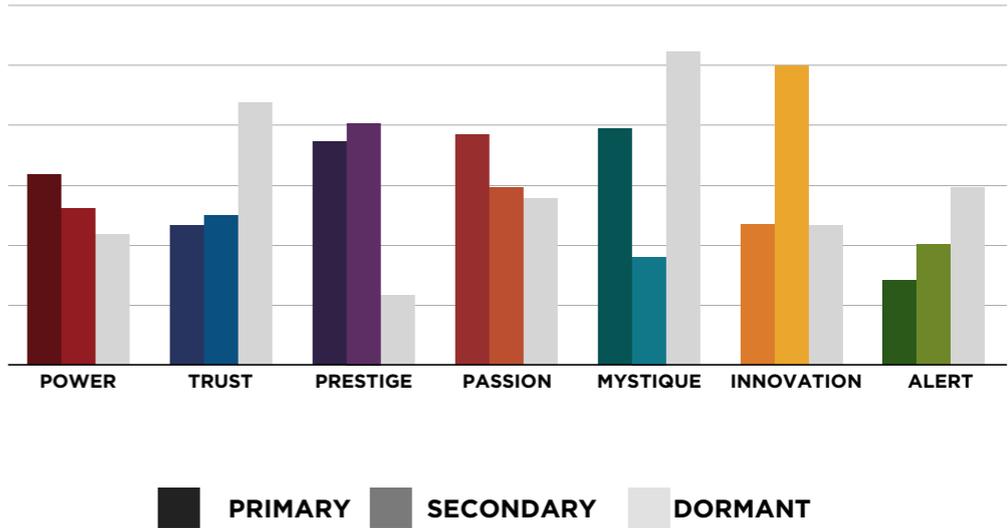


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**NGLCC15 RESULTS
OF THE FASCINATION ADVANTAGE TEST**

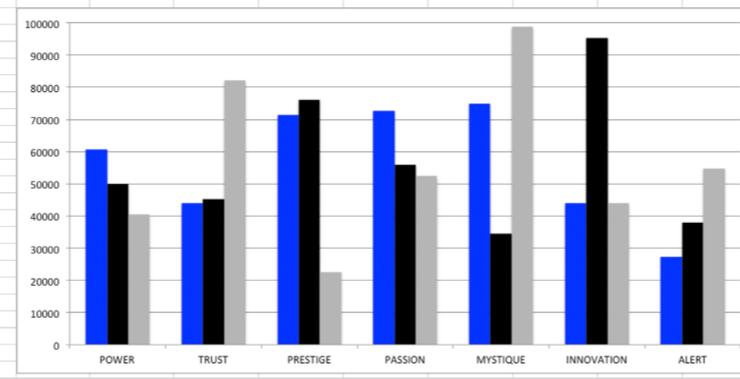
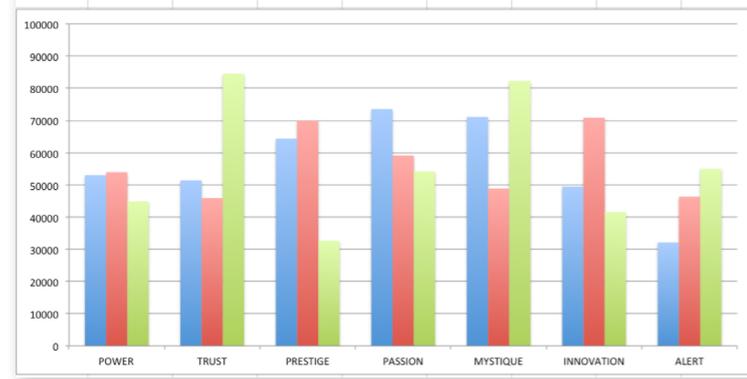


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Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	31	9.34%	INNOVATION		8	6	12	2	5	4
Power	Prestige	The Maestro	31	9.34%	PASSION	31		7	6	2	6	9
Mystique	Innovation	The Secret Weapon	21	6.33%	POWER	3	8		31	5	2	2
Prestige	Innovation	The Avant-Garde	21	6.33%	PRESTIGE	21	11	14		4	6	4
Mystique	Trust	The Wise Owl	15	4.52%	TRUST	4	9	3	9		9	3
Prestige	Power	The Victor	14	4.22%	MYSTIQUE	21	7	7	3	15		10
Innovation	Prestige	The Trendsetter	12	3.61%	ALERT		4	5	3	10	1	
Prestige	Passion	The Connoisseur	11	3.31%								
Alert	Trust	The Mediator	10	3.01%								
Mystique	Alert	The Archer	10	3.01%	INNOVATION		2.4%	1.8%	3.6%	0.6%	1.5%	1.2%
Passion	Alert	The Orchestrator	9	2.71%	PASSION	9.3%		2.1%	1.8%	0.6%	1.8%	2.7%
Trust	Mystique	The Anchor	9	2.71%	POWER	0.9%	2.4%		9.3%	1.5%	0.6%	0.6%
Trust	Passion	The Authentic	9	2.71%	PRESTIGE	6.3%	3.3%	4.2%		1.2%	1.8%	1.2%
Trust	Prestige	The Diplomat	9	2.71%	TRUST	1.2%	2.7%	0.9%	2.7%		2.7%	0.9%
Innovation	Passion	The Rockstar	8	2.41%	MYSTIQUE	6.3%	2.1%	2.1%	0.9%	4.5%		3.0%
Power	Passion	The Ringleader	8	2.41%	ALERT		1.2%	1.5%	0.9%	3.0%	0.3%	
Mystique	Passion	The Subtle Touch	7	2.11%								
Mystique	Power	The Veiled Strength	7	2.11%								
Passion	Power	The Peoples Champion	7	2.11%								
Innovation	Power	The Maverick Leader	6	1.81%								
Passion	Mystique	The Intrigue	6	1.81%								
Passion	Prestige	The Talent	6	1.81%								
Prestige	Mystique	The Architect	6	1.81%								
Alert	Power	The Ace	5	1.51%								
Innovation	Mystique	The Provocateur	5	1.51%								
Power	Trust	The Guardian	5	1.51%								
Alert	Passion	The Coordinator	4	1.20%								
Innovation	Alert	The Quick-Start	4	1.20%								
Prestige	Alert	The Scholar	4	1.20%								
Prestige	Trust	The Blue Chip	4	1.20%								
Trust	Innovation	The Evolutionary	4	1.20%								

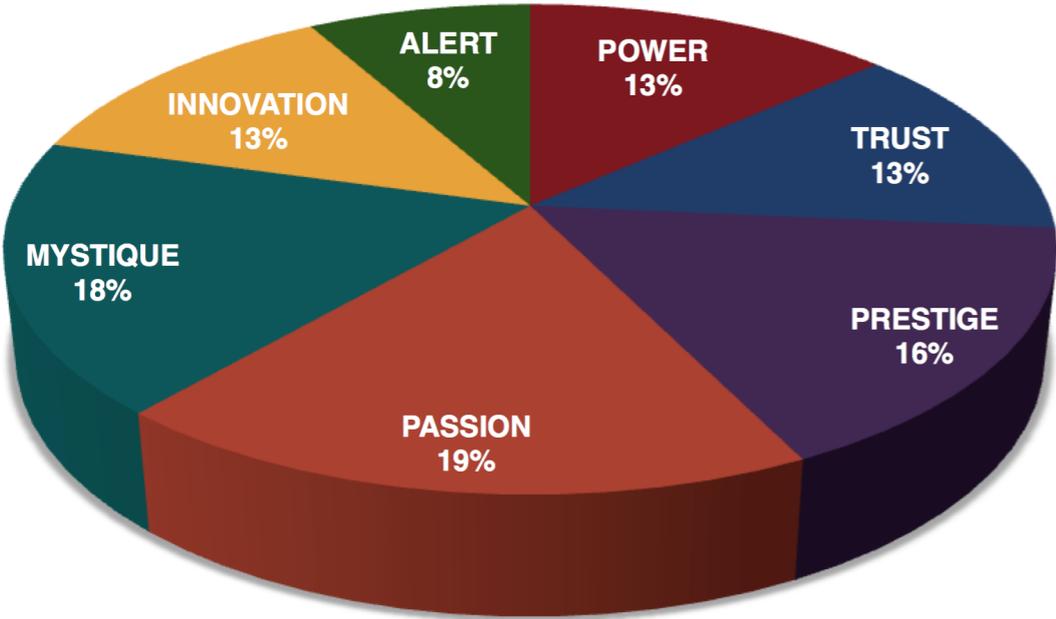
Missing Archetypes
Most Prevalent Archetypes

AVERAGE POPULATION									National Gay & Lesbian Chamber of Commerce								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	53016	51441	64346	73559	71141	49478	32140	395121	Primary	51	37	60	61	63	37	23	332
Secondary	53948	45908	69988	59131	48886	70890	46370	395121	Secondary	42	38	64	47	29	80	32	332
Dormant	44884	84544	32643	54189	82300	41555	55006	395121	Dormant	34	69	19	44	83	37	46	332
Primary	13.4%	13.0%	16.3%	18.6%	18.0%	12.5%	8.1%	100.0%	Primary	15.4%	11.1%	18.1%	18.4%	19.0%	11.1%	6.9%	100.0%
Secondary	13.7%	11.6%	17.7%	15.0%	12.4%	17.9%	11.7%	100.0%	Secondary	12.7%	11.4%	19.3%	14.2%	8.7%	24.1%	9.6%	100.0%
Dormant	11.4%	21.4%	8.3%	13.7%	20.8%	10.5%	13.9%	100.0%	Dormant	10.2%	20.8%	5.7%	13.3%	25.0%	11.1%	13.9%	100.0%

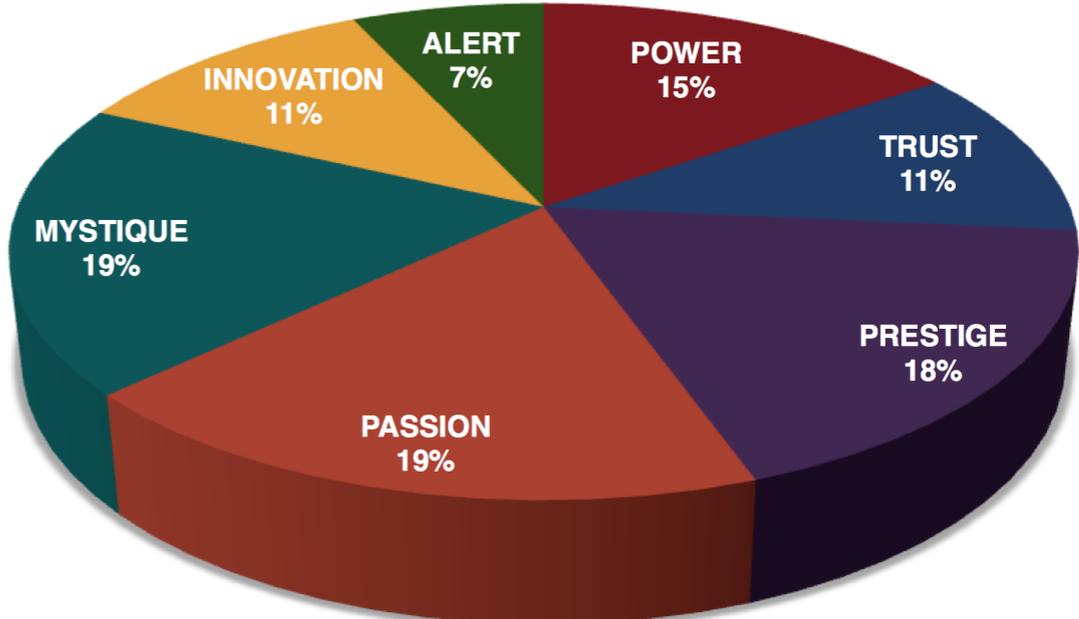


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



NGLCC15 RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

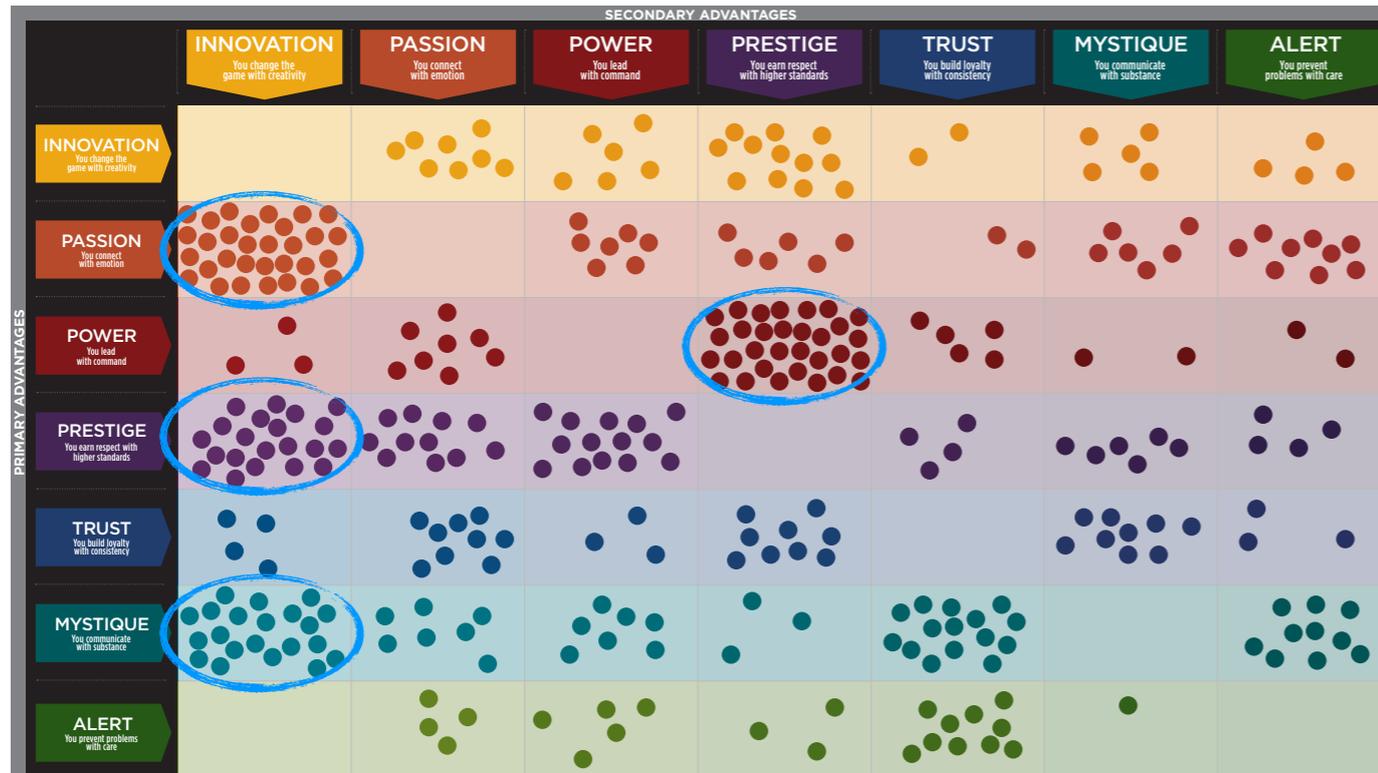
CREATED BY SALLY HOGSHEAD
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SECONDARY FASCINATION ADVANTAGE®

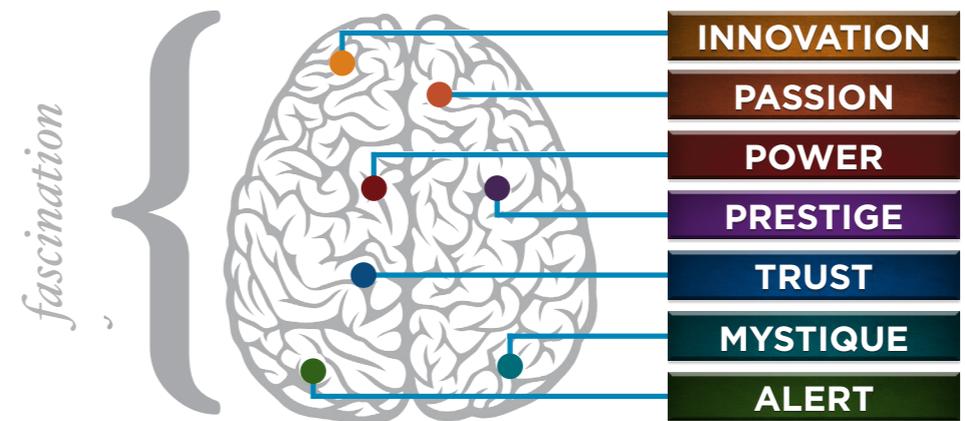
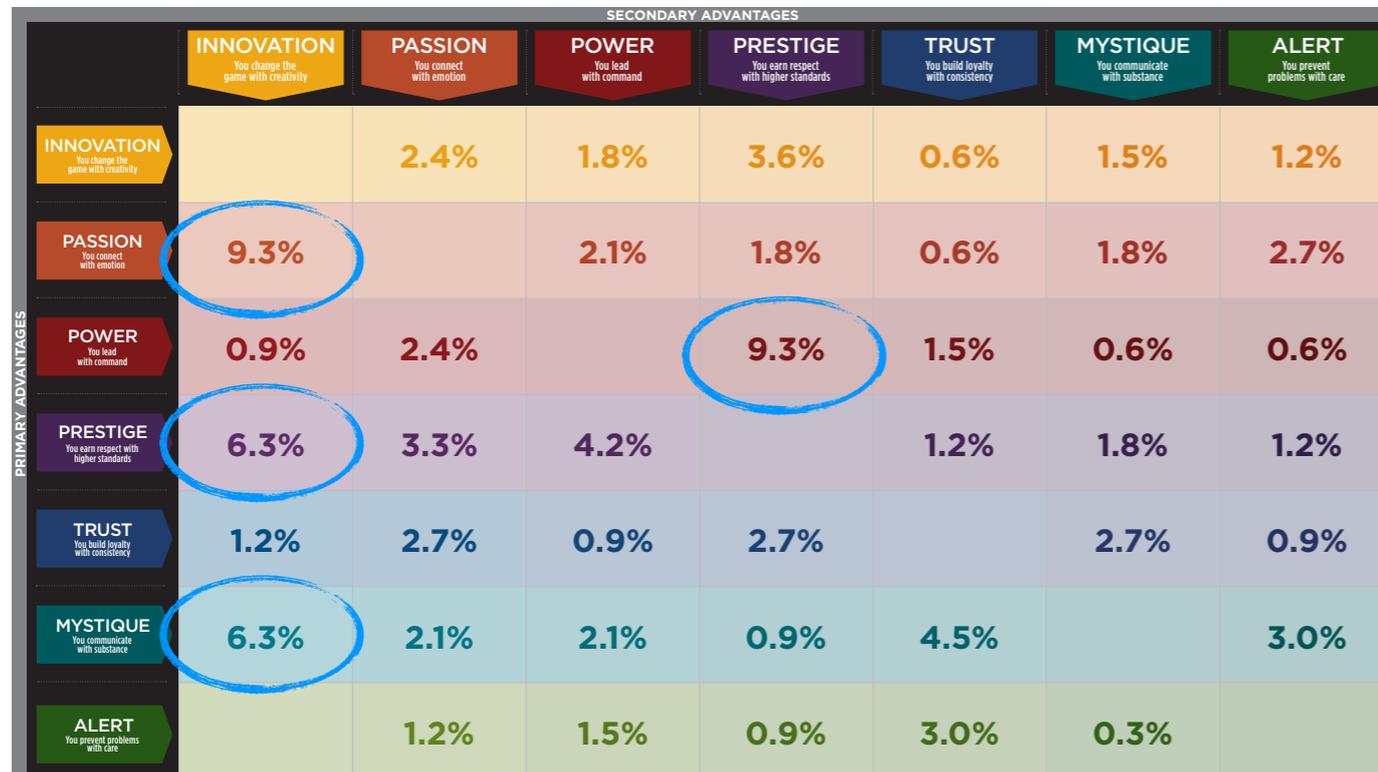
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game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

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



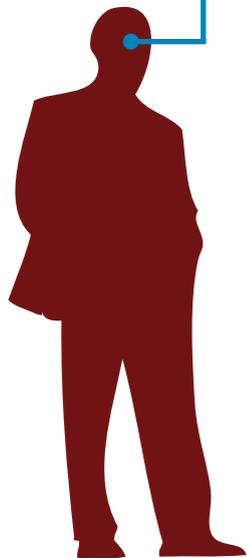
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



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 **4.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **9.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

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



PRESTIGE

Ambitious
Results-Oriented
Respected

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



PASSION

Expressive
Intuitive
Engaging

YOU ARE **15.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

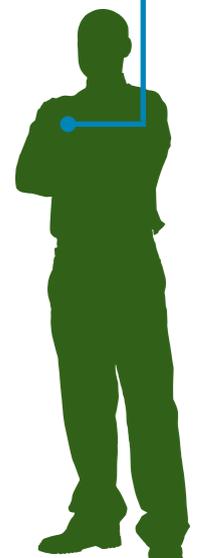
YOU ARE **6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **20.7%** LESS 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 TEAM ADVANTAGE

Create better teams, happier customers, and a smarter company.

When you recognize how each team member is most likely to add value, they give you more of their best.

Your Team Advantage helps strengthen your team and identify where each person is primed to succeed.

HOW IT WORKS:

- Step 1: Everyone on the team takes the Fascination Advantage® Assessment
- Step 2: We take the data, analyze the scores, and create a “Heat Map” matrix showing how the individual personalities combine into a whole.
- Step 3: Present this heat map at your next team building meeting, and start a conversation around how people on the team communicate and contribute differently.

You get an engaged workforce, cooperative teams, productive employees and higher earnings with the Fascination Advantage.

[CLICK HERE TO GET STARTED](#)

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

