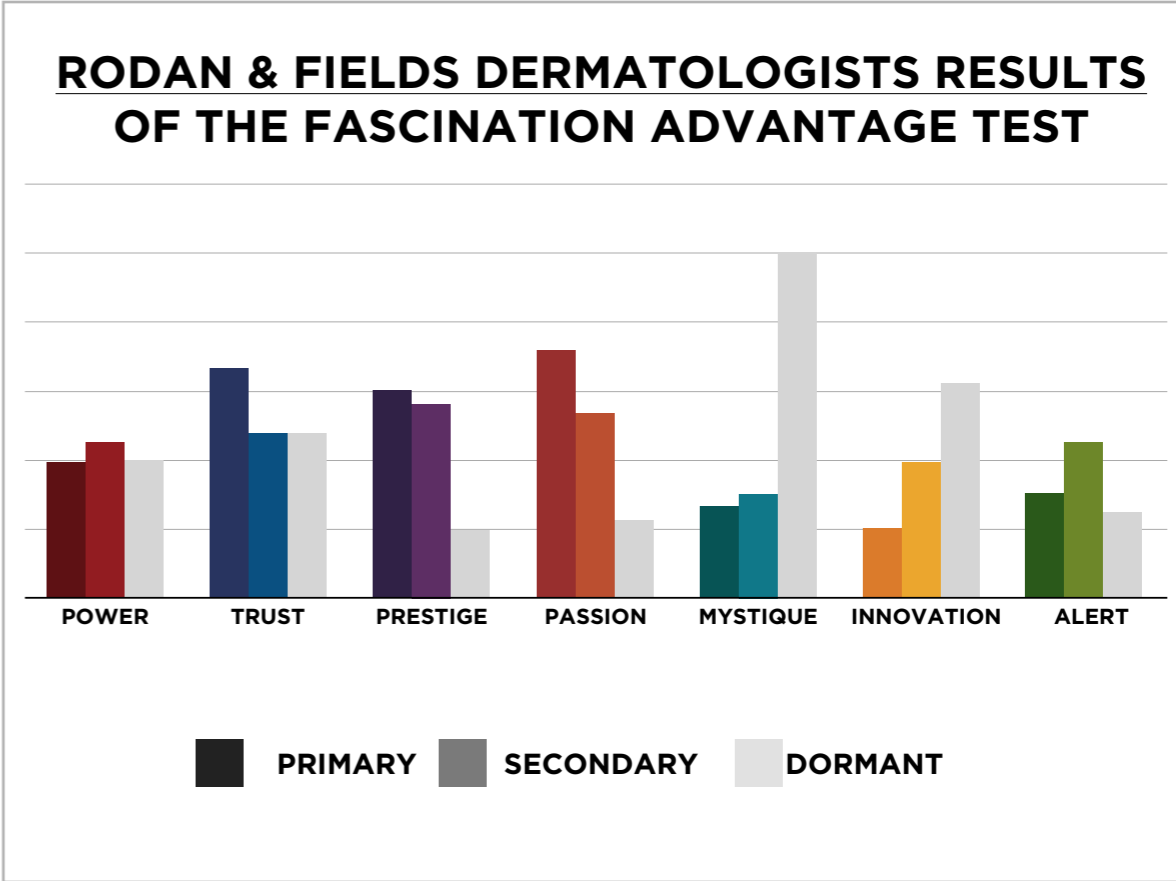
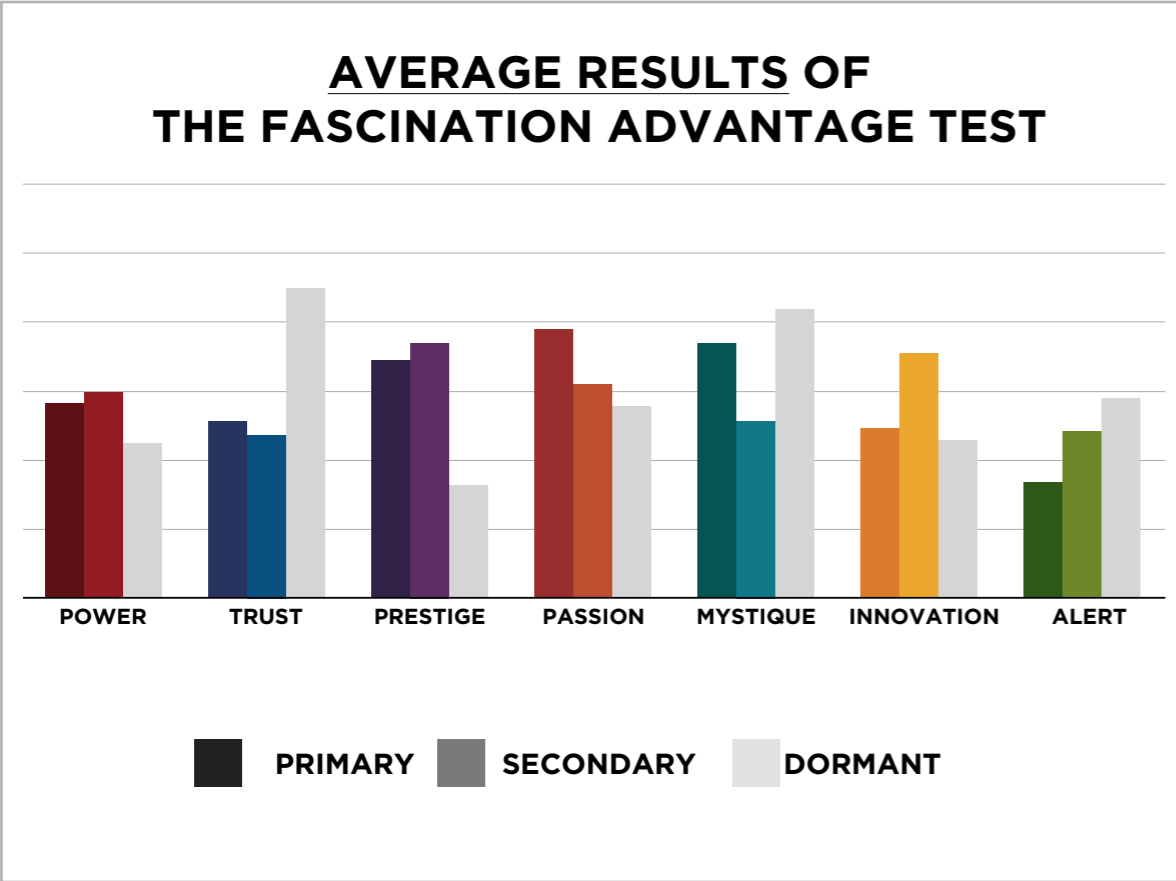


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
RODAN & FIELDS DERMATOLOGISTS ON 09/13/14



**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 300,000 PEOPLE.**



Based on 2,428 participants who took the Fascination Advantage assessment

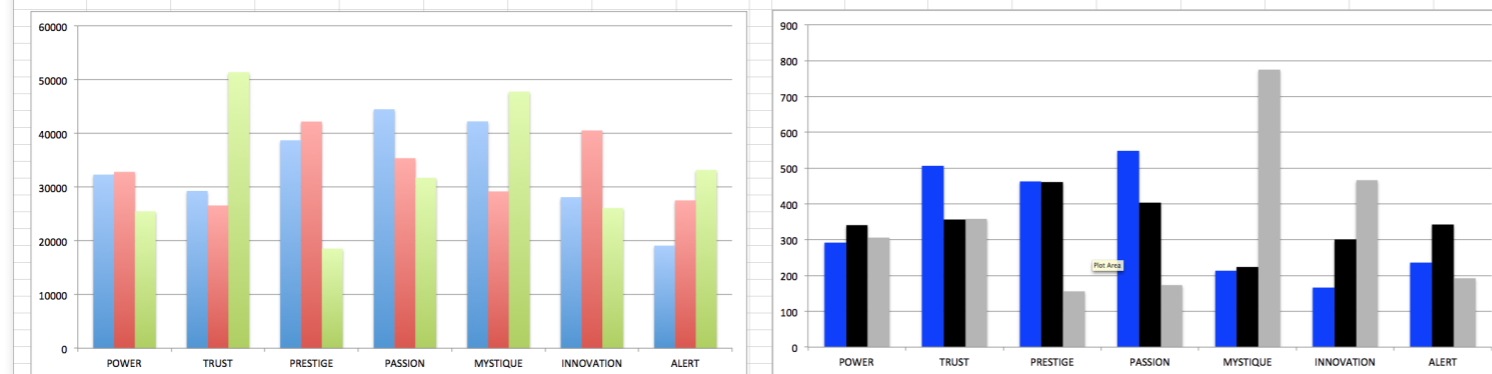
# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 300,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	149	6.14%	INNOVATION	45	42	30	22	10	18
Prestige	Passion	The Connoisseur	147	6.05%	PASSION	149	88	97	65	52	98
Power	Prestige	The Maestro	141	5.81%	POWER	20	39	141	61	11	20
Trust	Prestige	The Diplomat	141	5.81%	PRESTIGE	67	147	110	51	40	48
Trust	Alert	The Good Citizen	112	4.61%	TRUST	21	93	46	141	93	112
Prestige	Power	The Victor	110	4.53%	MYSTIQUE	32	33	23	17	63	46
Passion	Alert	The Orchestrator	98	4.04%	ALERT	11	47	31	35	18	
Passion	Prestige	The Talent	97	4.00%							
Alert	Trust	The Mediator	95	3.91%	INNOVATION	1.9%	1.7%	1.2%	0.9%	MYSTIQUE	ALERT
Trust	Mystique	The Anchor	93	3.83%	INNOVATION					0.4%	0.7%
Trust	Passion	The Authentic	93	3.83%	PASSION	6.1%	3.6%	4.0%	2.7%	2.1%	4.0%
Passion	Power	The Peoples Champion	88	3.62%	POWER	0.8%	1.6%	5.8%	2.5%	0.5%	0.8%
Prestige	Innovation	The Avant-Garde	67	2.76%	PRESTIGE	2.8%	6.1%	4.5%	2.1%	1.6%	2.0%
Passion	Trust	The Beloved	65	2.68%	TRUST	0.9%	3.8%	1.9%	5.8%	3.8%	4.6%
Mystique	Trust	The Wise Owl	63	2.59%	MYSTIQUE	1.3%	1.4%	0.9%	0.7%	2.6%	1.9%
Power	Trust	The Guardian	61	2.51%	ALERT	0.5%	1.9%	1.3%	1.4%	3.9%	0.7%
Passion	Mystique	The Intrigue	52	2.14%							
Prestige	Trust	The Blue Chip	51	2.10%							
Prestige	Alert	The Scholar	48	1.98%							
Alert	Passion	The Coordinator	47	1.94%							
Mystique	Alert	The Archer	46	1.89%							
Trust	Power	The Gravitas	46	1.89%							
Innovation	Passion	The Rockstar	45	1.85%							
Innovation	Power	The Maverick Leader	42	1.73%							
Prestige	Mystique	The Architect	40	1.65%							
Power	Passion	The Ringleader	39	1.61%							
Alert	Prestige	The Editor-in-Chief	35	1.44%							
Mystique	Passion	The Subtle Touch	33	1.36%							
Mystique	Innovation	The Secret Weapon	32	1.32%							
Alert	Power	The Ace	31	1.28%							
Innovation	Prestige	The Trendsetter	30	1.24%							
Mystique	Power	The Veiled Strength	23	0.95%							
Innovation	Trust	The Artisan	22	0.91%							

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



AVERAGE POPULATION										Rodan & Fields Dermatologists											
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	Secondary	Dormant	32338	29298	38725	44499	42245	28136	19112	234353	Primary	Secondary	Dormant	292	506	463	549	214	167	237	2428
Primary	Secondary	Dormant	32846	26587	42217	35395	29212	40558	27538	234353	Primary	Secondary	Dormant	340	357	461	404	224	300	342	2428
Primary	Secondary	Dormant	25507	51407	18561	31752	47798	26116	33212	234353	Primary	Secondary	Dormant	306	359	156	174	775	466	192	2428

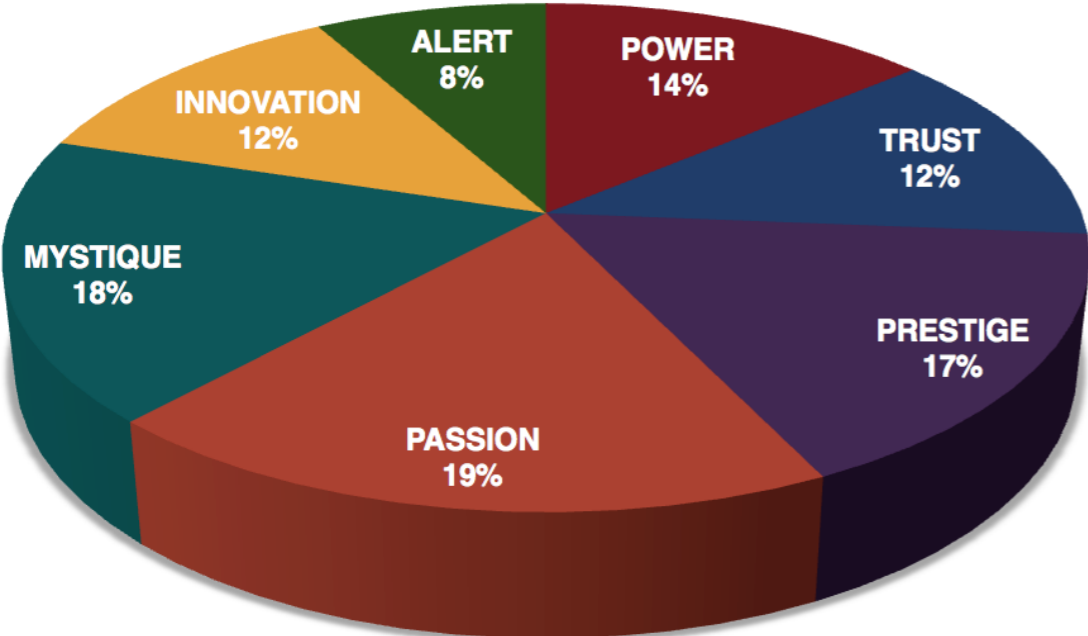


Based on 2,428 participants who took the Fascination Advantage assessment

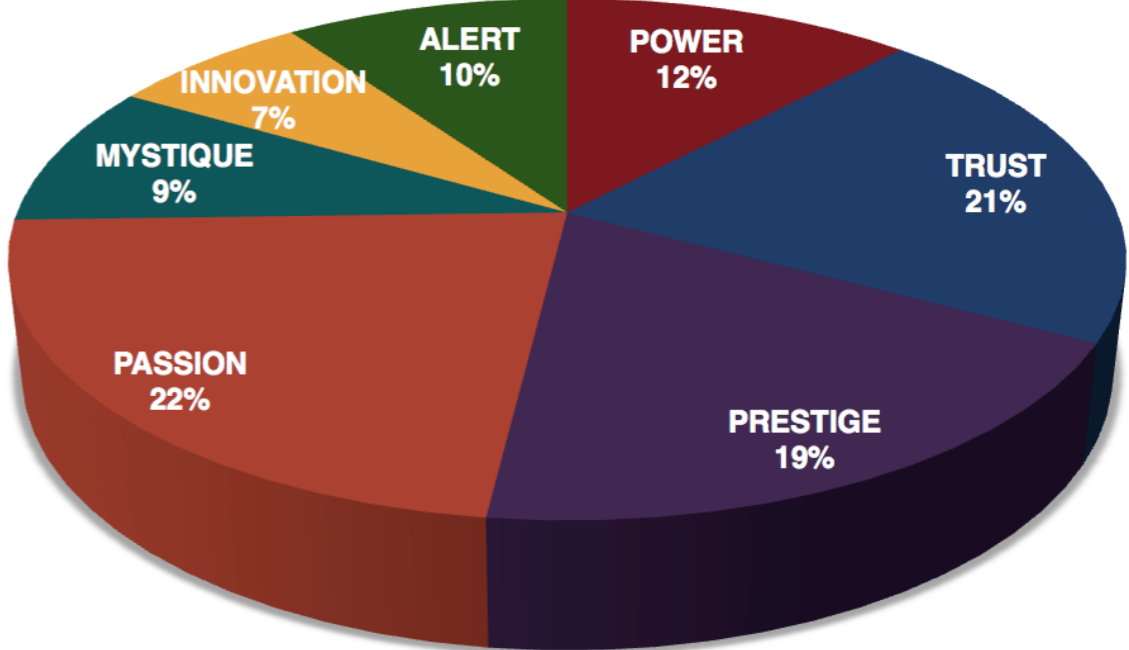
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 300,000 PEOPLE.**

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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**RODAN & FIELDS DERMATOLOGISTS RESULTS FROM THE FASCINATION ADVANTAGE TEST**



Based on 2,428 participants who took the Fascination Advantage assessment

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

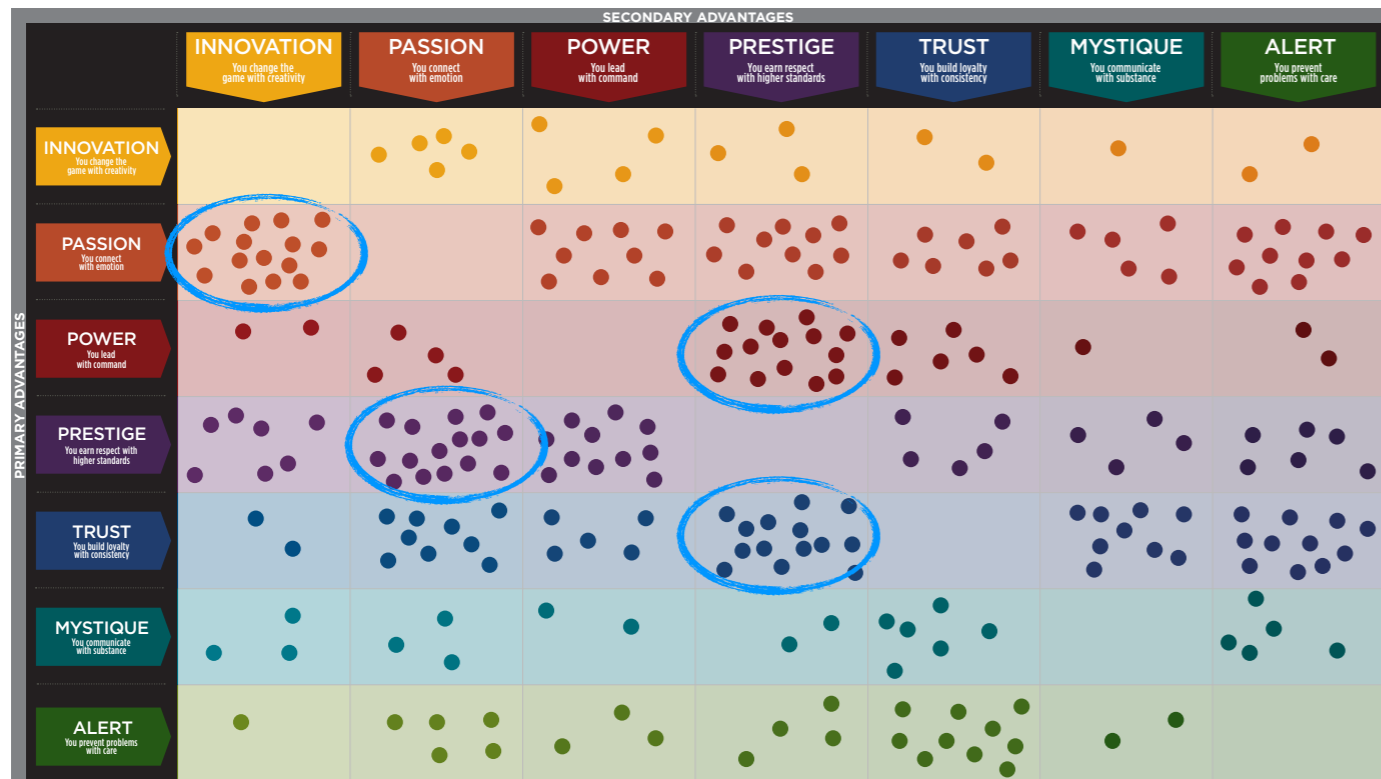
## THE 49 PERSONALITY ARCHETYPES

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

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

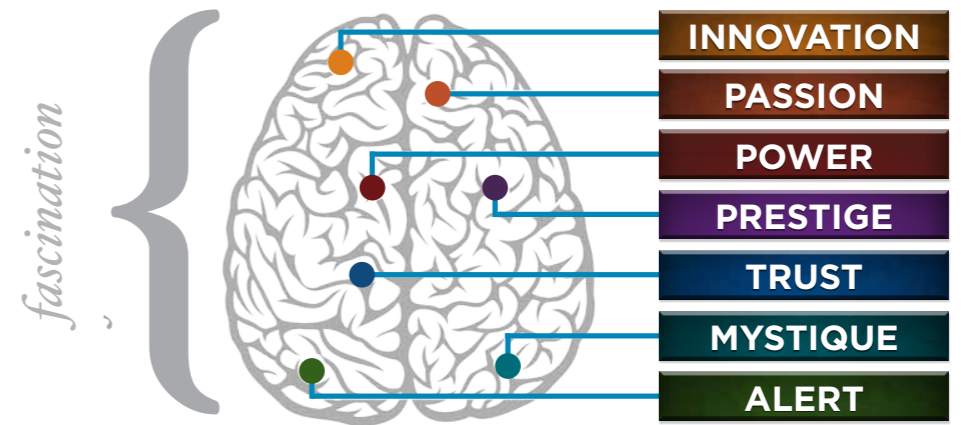


This diagram shows the concentration of Personality Archetypes of the organization.

●x10

	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		1.9%	1.7%	1.2%	0.9%	0.4%	0.7%
PASSION <small>You connect with emotion</small>	6.1%		3.6%	4.0%	2.7%	2.1%	4.0%
POWER <small>You lead with command</small>	0.8%	1.6%		5.8%	2.5%	0.5%	0.8%
PRESTIGE <small>You earn respect with higher standards</small>	2.8%	6.1%	4.5%		2.1%	1.6%	2.0%
TRUST <small>You build loyalty with consistency</small>	0.9%	3.8%	1.9%	5.8%		3.8%	4.6%
MYSTIQUE <small>You communicate with substance</small>	1.3%	1.4%	0.9%	0.7%	2.6%		1.9%
ALERT <small>You prevent problems with care</small>	0.5%	1.9%	1.3%	1.4%	3.9%	0.7%	

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

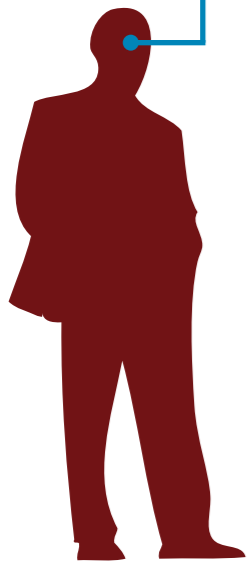


Based on 2,428 participants who took the Fascination Advantage assessment

# 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.

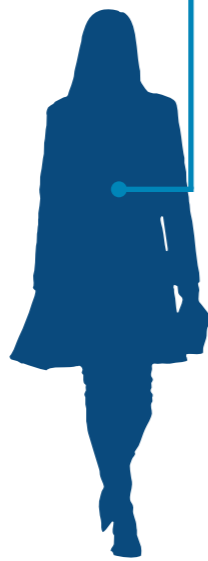
YOU ARE **18.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **68.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **13.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **17.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **46.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **42%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **11.7%** 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  
HIGHER STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

SOLO INTELLECT BEHIND-THE-SCENES

**ALERT**

PRECISE DETAIL MANAGER



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