

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO RAYMOND JAMES -  
NATIONAL CONFERENCE FOR PROFESSIONAL DEVELOPMENT ON 04/27/16

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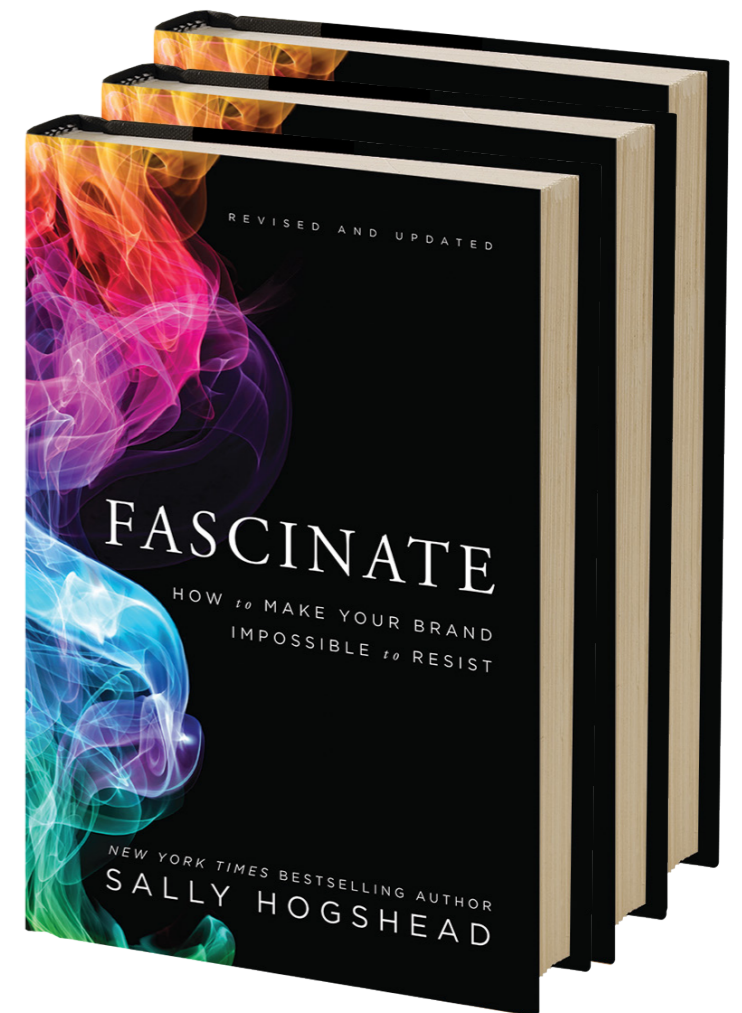
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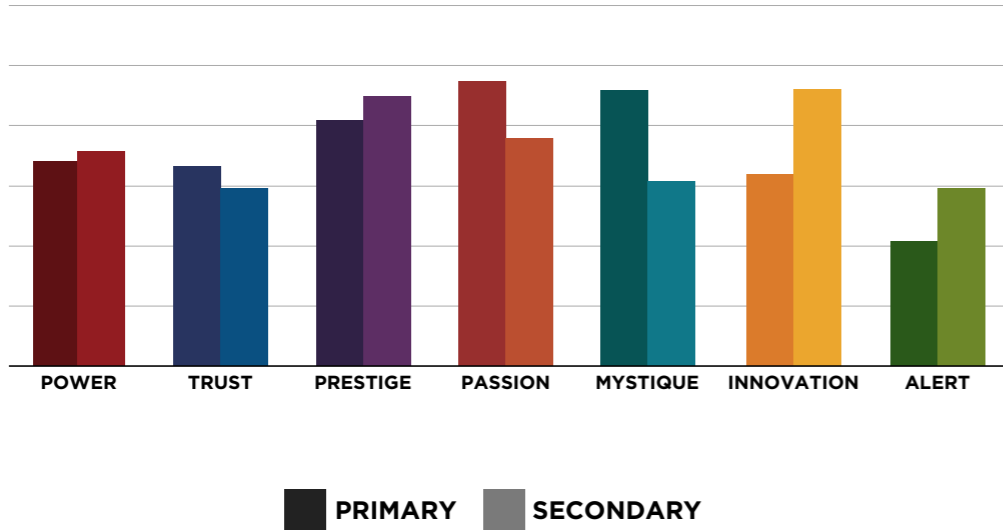
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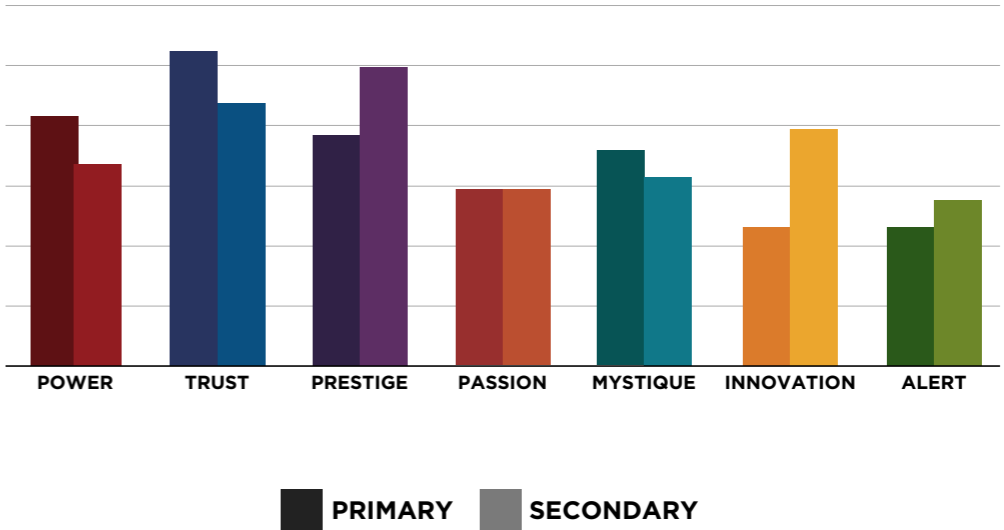


**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.**

**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**RAYMOND JAMES - NATIONAL CONFERENCE FOR PROFESSIONAL  
DEVELOPMENT RESULTS OF THE FASCINATION ADVANTAGE TEST**

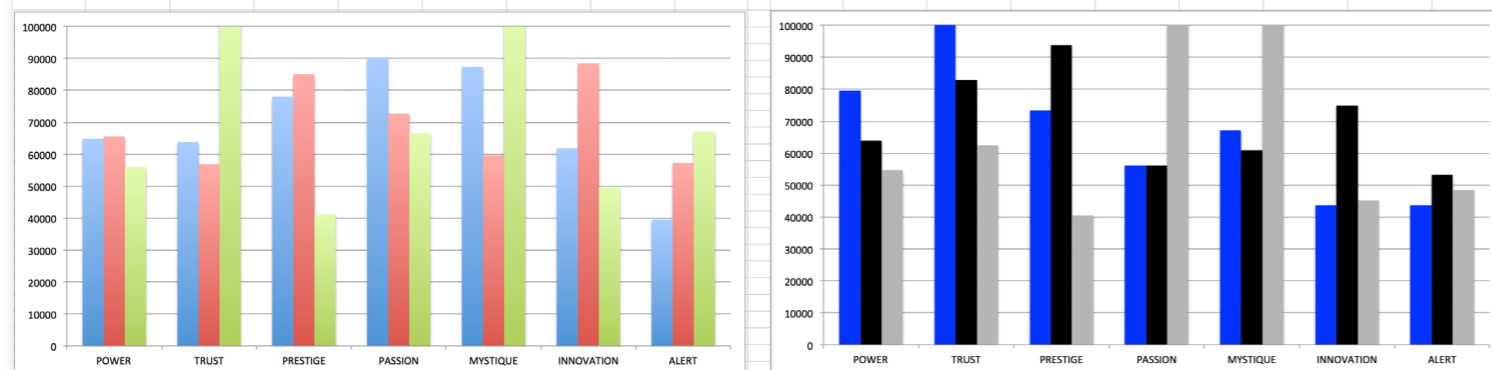


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Power	Prestige	The Maestro	20	6.43%	INNOVATION	8	5	5	3	3	4
Trust	Prestige	The Diplomat	18	5.79%	PASSION	13	7	5	4	5	2
Trust	Mystique	The Anchor	17	5.47%	POWER	9	3	20	13	5	1
Mystique	Trust	The Wise Owl	15	4.82%	PRESTIGE	9	8	10	9	7	4
Trust	Alert	The Good Citizen	15	4.82%	TRUST	8	9	11	18	17	15
Passion	Innovation	The Catalyst	13	4.18%	MYSTIQUE	6	5	4	5	15	8
Power	Trust	The Guardian	13	4.18%	ALERT	3	3	4	7	9	2
Trust	Power	The Gravitas	11	3.54%							
Prestige	Power	The Victor	10	3.22%	INNOVATION	4.2%	2.6%	1.6%	1.6%	1.0%	1.3%
Alert	Trust	The Mediator	9	2.89%	PASSION	2.9%	1.0%	6.4%	4.2%	1.6%	0.6%
Power	Innovation	The Change Agent	9	2.89%	POWER	2.9%	2.6%	3.2%	2.9%	2.3%	1.3%
Prestige	Innovation	The Avant-Garde	9	2.89%	PRESTIGE	2.6%	2.9%	3.5%	5.8%	5.5%	4.8%
Prestige	Trust	The Blue Chip	9	2.89%	TRUST	1.9%	1.6%	1.3%	1.6%	4.8%	2.6%
Trust	Passion	The Authentic	9	2.89%	MYSTIQUE	1.0%	1.0%	1.3%	2.3%	2.9%	0.6%
Innovation	Passion	The Rockstar	8	2.57%	ALERT						
Mystique	Alert	The Archer	8	2.57%							
Prestige	Passion	The Connoisseur	8	2.57%							
Trust	Innovation	The Evolutionary	8	2.57%							
Alert	Prestige	The Editor-in-Chief	7	2.25%							
Passion	Power	The Peoples Champion	7	2.25%							
Prestige	Mystique	The Architect	7	2.25%							
Mystique	Innovation	The Secret Weapon	6	1.93%							
Innovation	Power	The Maverick Leader	5	1.61%							
Innovation	Prestige	The Trendsetter	5	1.61%							
Mystique	Passion	The Subtle Touch	5	1.61%							
Mystique	Prestige	The Royal Guard	5	1.61%							
Passion	Mystique	The Intrigue	5	1.61%							
Passion	Prestige	The Talent	5	1.61%							
Power	Mystique	The Mastermind	5	1.61%							
Alert	Power	The Ace	4	1.29%							

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

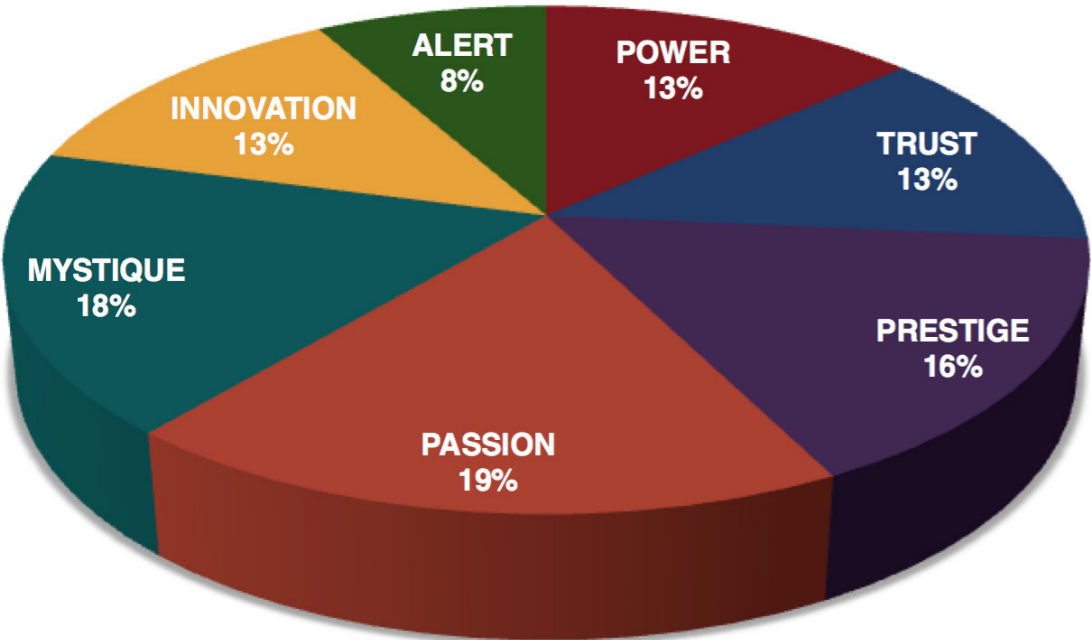
AVERAGE POPULATION									Raymond James - National Conference for Professional Development								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	64841	63756	78056	90334	87334	61904	39586	485811	Primary	51	78	47	36	43	28	28	311
Secondary	65622	56927	85081	72749	59684	88468	57280	485811	Secondary	41	53	60	36	39	48	34	311
Dormant	55965	102763	41193	66627	102509	49574	67180	485811	Dormant	35	40	26	68	82	29	31	311



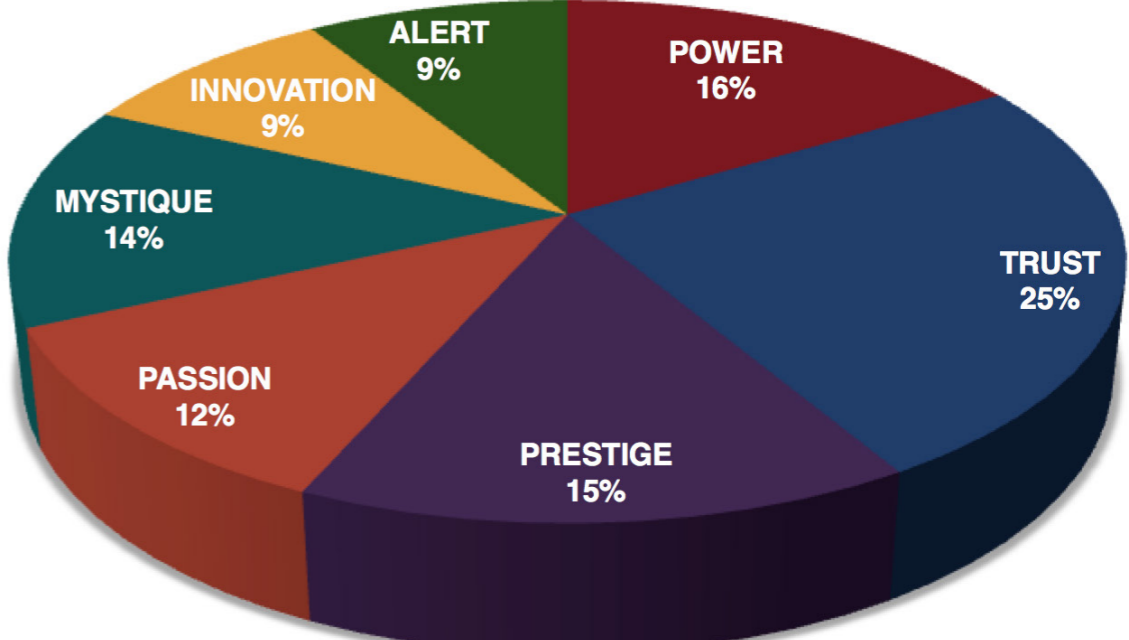
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**RAYMOND JAMES RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONAL BRAND 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®

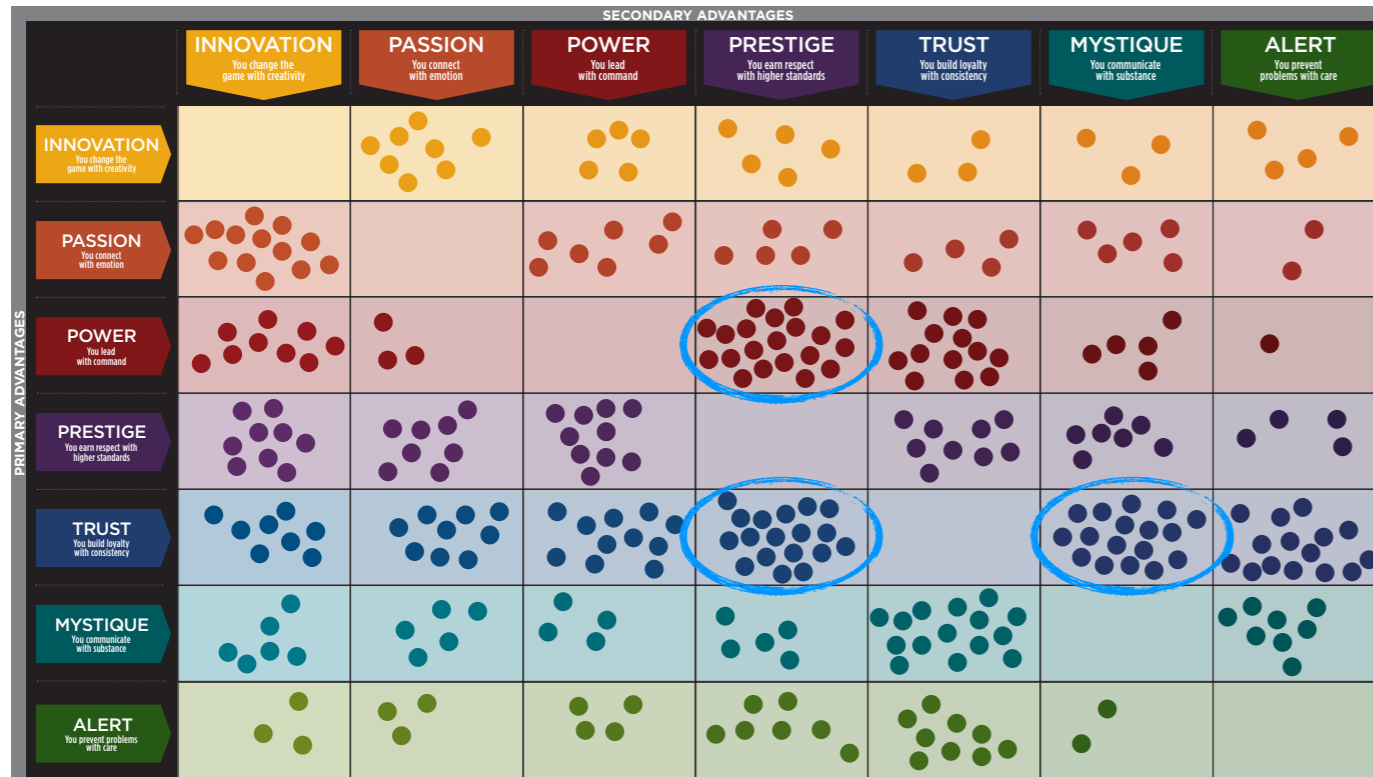
	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent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



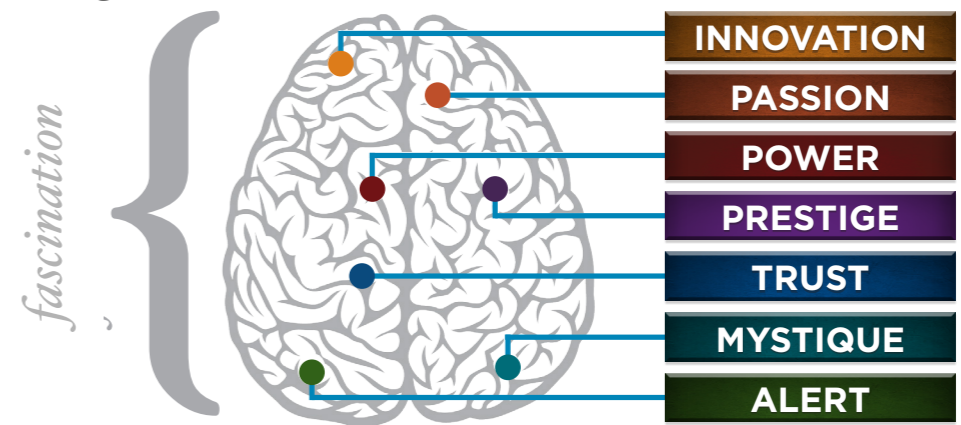
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

This diagram shows the concentration of personal brand Archetypes of the organization.



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

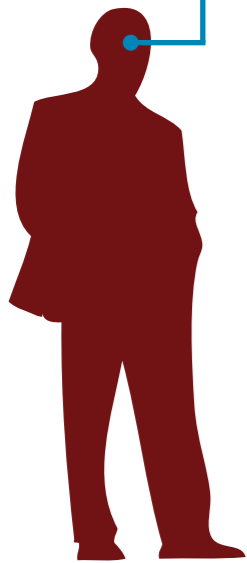
	SECONDARY ADVANTAGES						
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity		2.6%	1.6%	1.6%	1.0%	1.0%	1.3%
PASSION You connect with emotion	4.2%		2.3%	1.6%	1.3%	1.6%	0.6%
POWER You lead with command	2.9%	1.0%		6.4%	4.2%	1.6%	0.3%
PRESTIGE You earn respect with higher standards	2.9%	2.6%	3.2%		2.9%	2.3%	1.3%
TRUST You build loyalty with consistency	2.6%	2.9%	3.5%	5.8%		5.5%	4.8%
MYSTIQUE You communicate with substance	1.9%	1.6%	1.3%	1.6%	4.8%		2.6%
ALERT You prevent problems with care	1.0%	1.0%	1.3%	2.3%	2.9%	0.6%	



# 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.

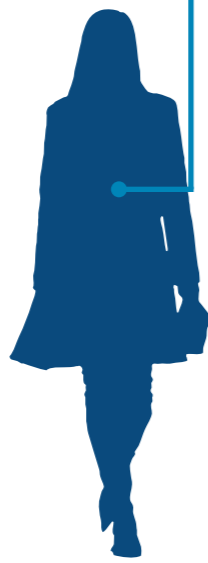
YOU ARE **11.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **103.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

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



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **39.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **15.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **24.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **3%** 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