

# AN INSIDER'S *look* AT THE RESEARCH

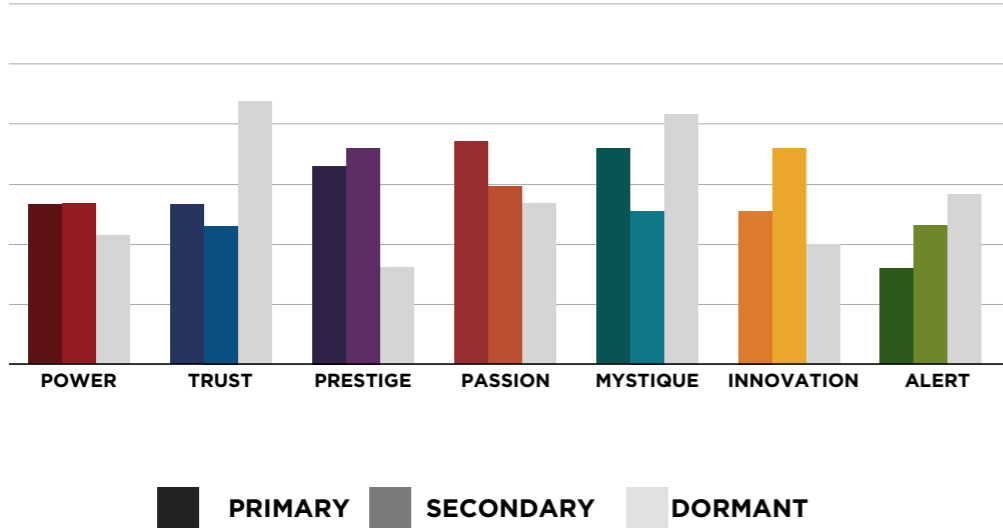
FROM SALLY HOGSHEAD'S PRESENTATION TO  
SCENTSY ON 7/23/15



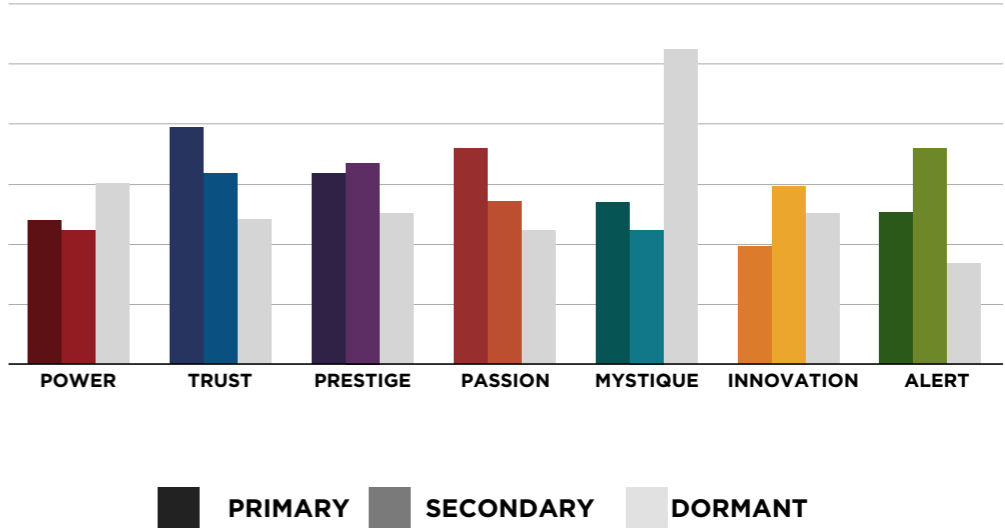
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.**

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**AVERAGE RESULTS  
OF THE FASCINATION ADVANTAGE TEST**



**SCENTSY RESULTS  
OF THE FASCINATION ADVANTAGE TEST**

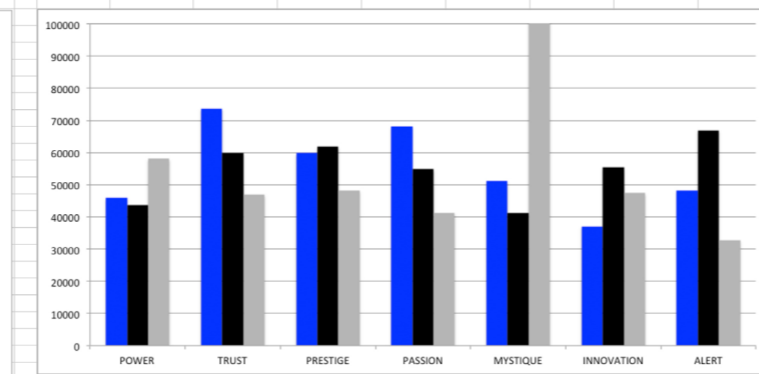
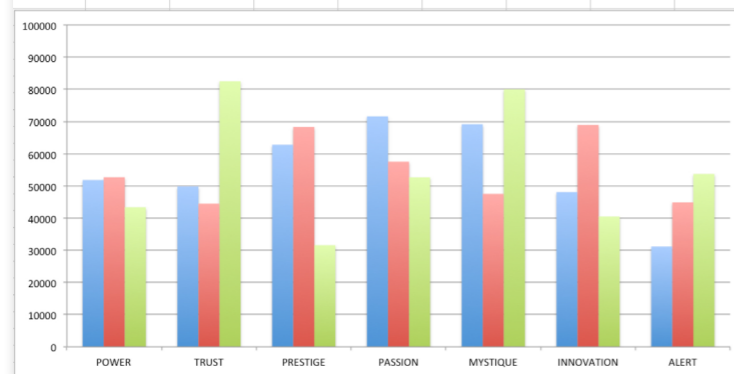


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT	
Passion	Innovation	The Catalyst	161	5.83%	INNOVATION		53	48	58	30	17	61
Trust	Alert	The Good Citizen	146	5.28%	PASSION	161		38	56	55	88	92
Power	Prestige	The Maestro	139	5.03%	POWER	38	30		139	89	18	16
Alert	Trust	The Mediator	128	4.63%	PRESTIGE	77	120	95		52	28	59
Prestige	Passion	The Connoisseur	120	4.34%	TRUST	44	84	47	97		111	146
Trust	Mystique	The Anchor	111	4.02%	MYSTIQUE	51	54	36	42	77		109
Mystique	Alert	The Archer	109	3.94%	ALERT	27	54	51	53	128	34	
Trust	Prestige	The Diplomat	97	3.51%								
Prestige	Power	The Victor	95	3.44%	INNOVATION		1.9%	1.7%	2.1%	1.1%	0.6%	2.2%
Passion	Alert	The Orchestrator	92	3.33%	PASSION	5.8%		1.4%	2.0%	2.0%	3.2%	3.3%
Power	Trust	The Guardian	89	3.22%	POWER	1.4%	1.1%		5.0%	3.2%	0.7%	0.6%
Passion	Mystique	The Intrigue	88	3.18%	PRESTIGE	2.8%	4.3%	3.4%		1.9%	1.0%	2.1%
Trust	Passion	The Authentic	84	3.04%	TRUST	1.6%	3.0%	1.7%	3.5%		4.0%	5.3%
Mystique	Trust	The Wise Owl	77	2.79%	MYSTIQUE	1.8%	2.0%	1.3%	1.5%	2.8%		3.9%
Prestige	Innovation	The Avant-Garde	77	2.79%	ALERT	1.0%	2.0%	1.8%	1.9%	4.6%	1.2%	
Innovation	Alert	The Quick-Start	61	2.21%								
Prestige	Alert	The Scholar	59	2.14%								
Innovation	Prestige	The Trendsetter	58	2.10%								
Passion	Prestige	The Talent	56	2.03%								
Passion	Trust	The Beloved	55	1.99%								
Alert	Passion	The Coordinator	54	1.95%								
Mystique	Passion	The Subtle Touch	54	1.95%								
Alert	Prestige	The Editor-in-Chief	53	1.92%								
Innovation	Passion	The Rockstar	53	1.92%								
Prestige	Trust	The Blue Chip	52	1.88%								
Alert	Power	The Ace	51	1.85%								
Mystique	Innovation	The Secret Weapon	51	1.85%								
Innovation	Power	The Maverick Leader	48	1.74%								

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

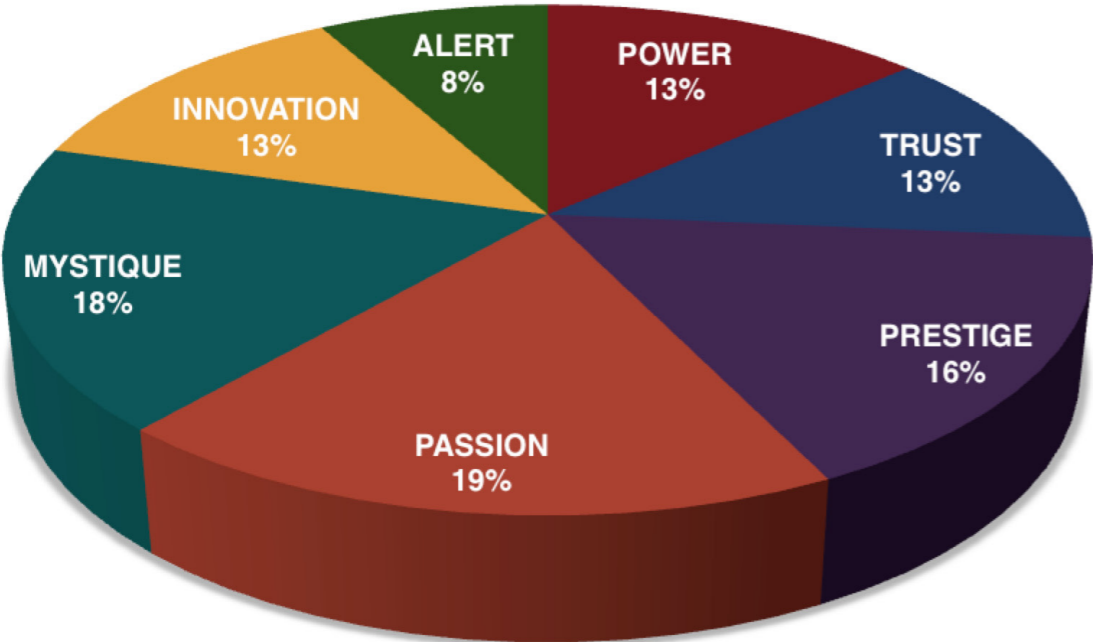
AVERAGE POPULATION										Scentsy									
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		
Primary	51815	49823	62792	71642	69160	48069	31152	384453	Primary	330	530	431	490	368	267	347	2763		
Secondary	52701	44494	68300	57545	47534	68945	44934	384453	Secondary	315	431	445	395	297	398	482	2763		
Dormant	43379	82580	31569	52684	80029	40490	53722	384453	Dormant	418	338	347	297	787	341	235	2763		



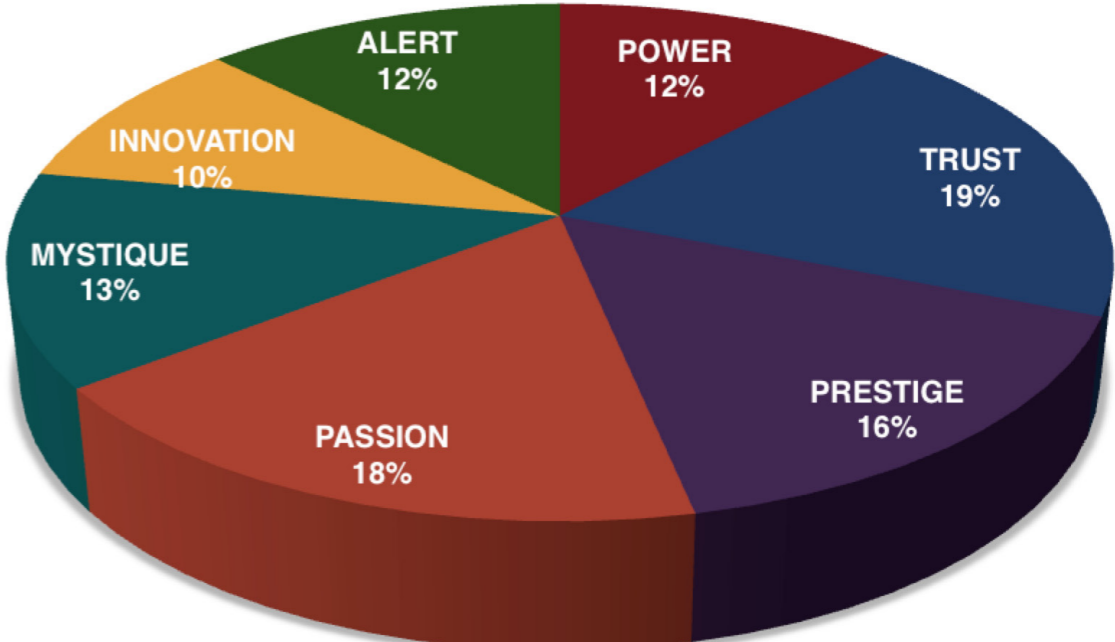
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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



**SCENTSY RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

## THE 49 PERSONALITY ARCHETYPES

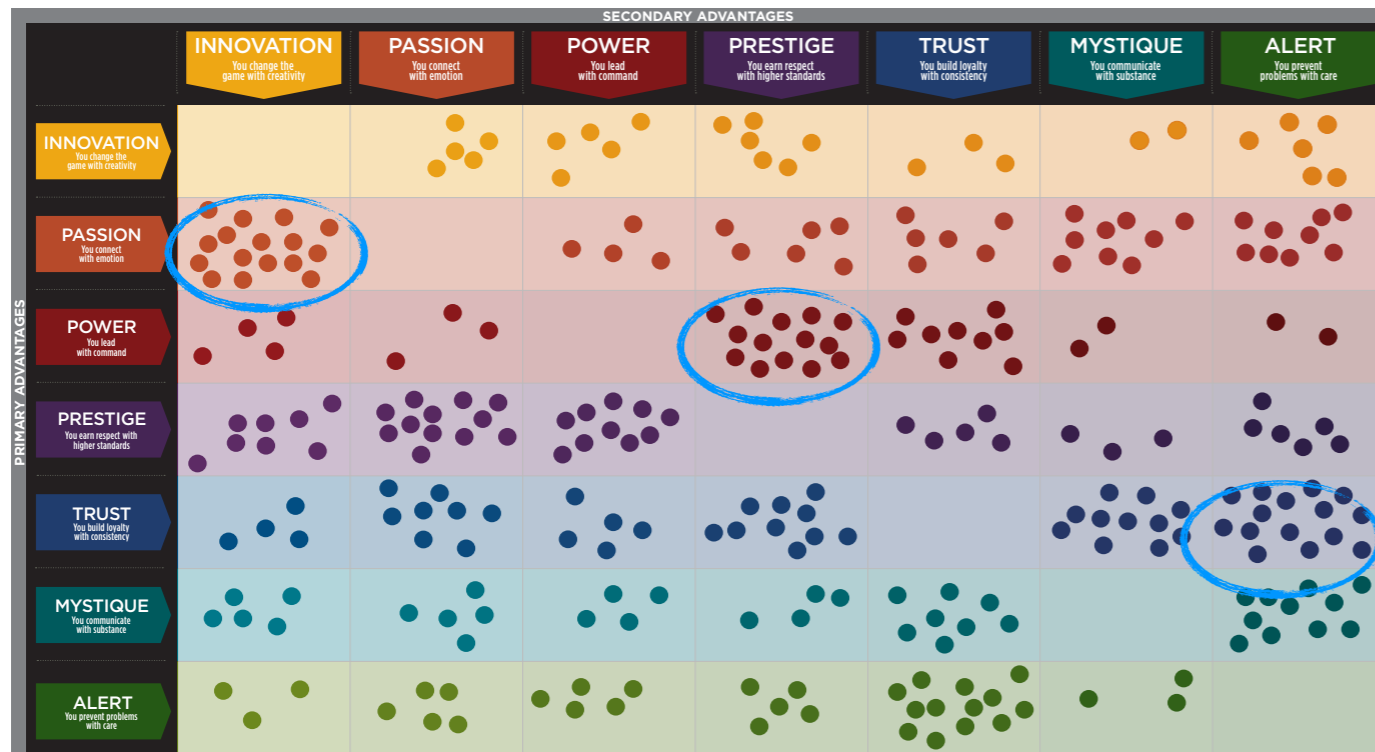
CREATED BY SALLY HOGSHEAD  
 DISCOVER MORE AT [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM)  
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### SECONDARY FASCINATION ADVANTAGE®

	<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

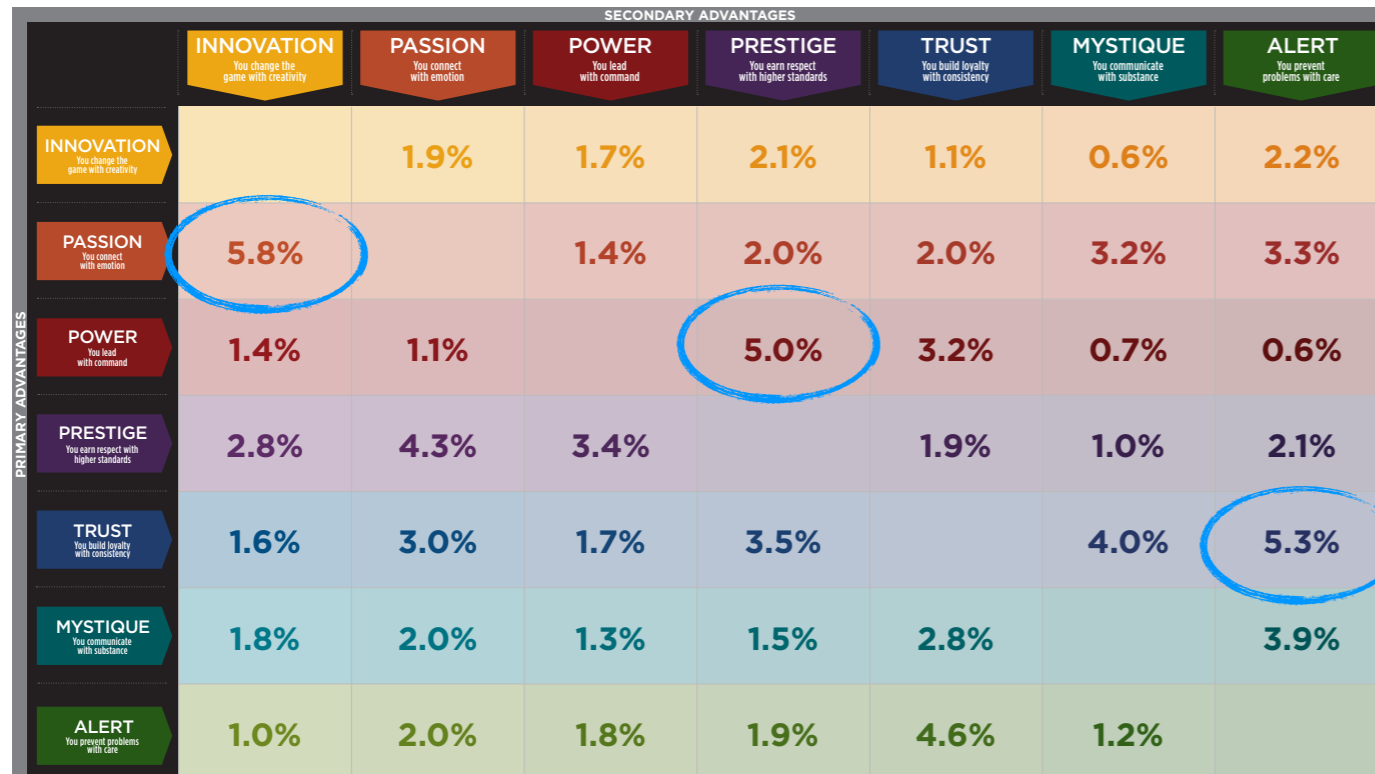
PRIMARY FASCINATION ADVANTAGE®

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

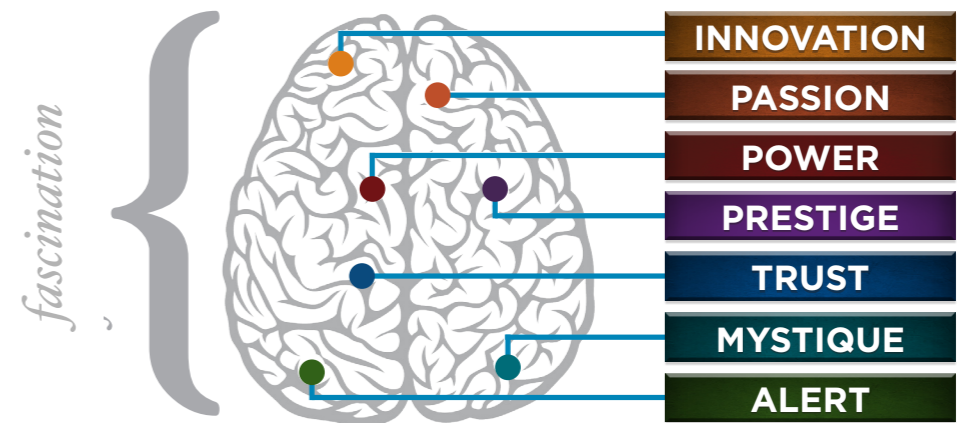


This diagram shows the concentration of Personality Archetypes of the organization.

● x10



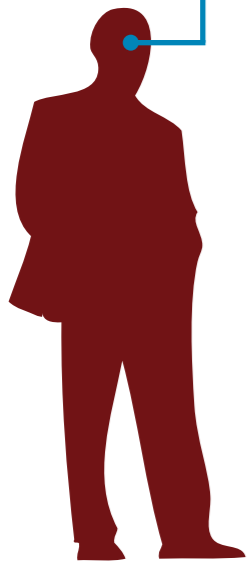
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



# 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 **18.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



**POWER**

Confident  
Goal-Oriented  
Decisive

YOU ARE **55.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



**TRUST**

Stable  
Dependable  
Familiar

YOU ARE **6.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



**PRESTIGE**

Ambitious  
Results-Oriented  
Respected

YOU ARE **7.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



**PASSION**

Expressive  
Intuitive  
Engaging

YOU ARE **18.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



**MYSTIQUE**

Independent  
Logical  
Observant

YOU ARE **18.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



**INNOVATION**

Creative  
Visionary  
Entrepreneurial

YOU ARE **43.7%** 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

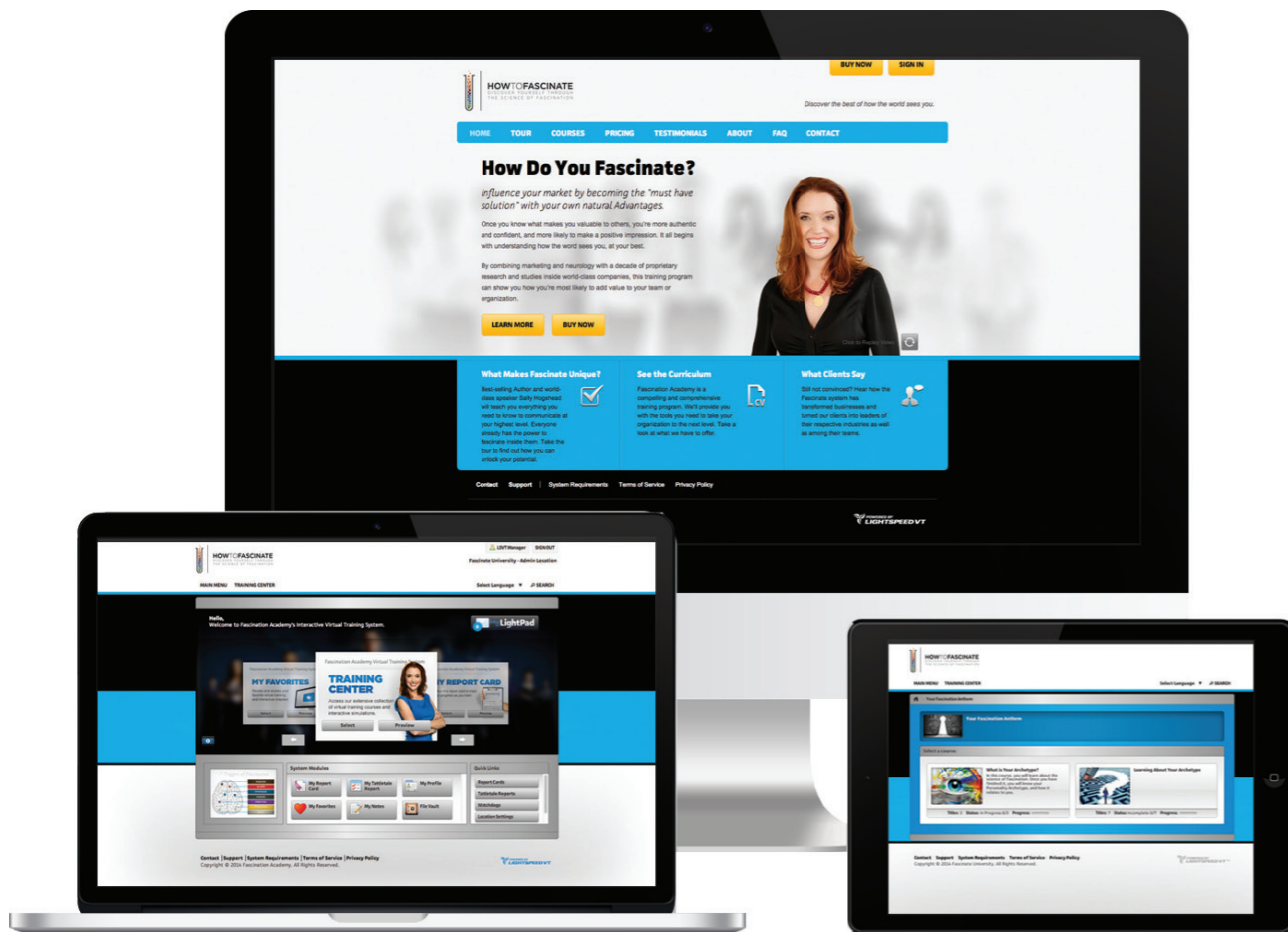
**ALERT**

PRECISE DETAIL MANAGER



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