

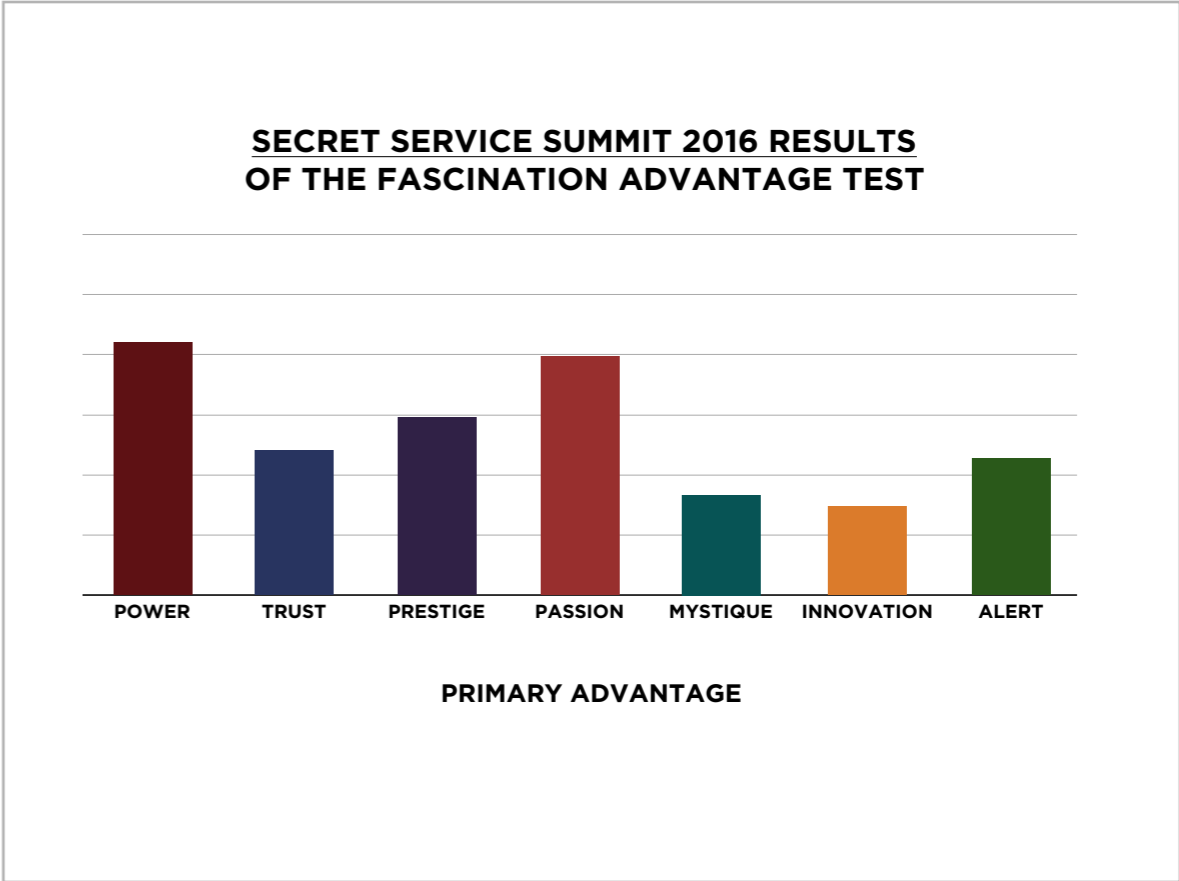
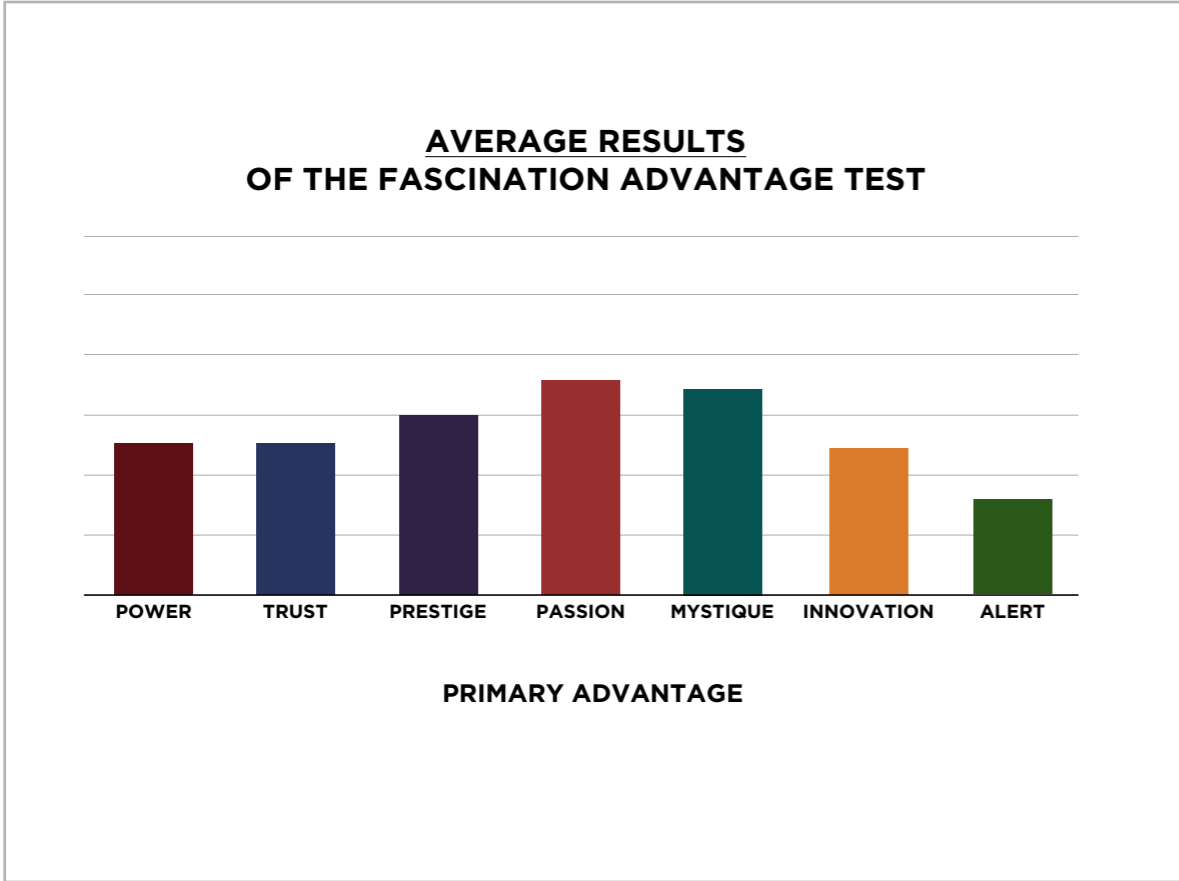
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
SECRET SERVICE SUMMIT ON 09/29/16

BONUS GIFT:
GET YOUR FREE
SSS16-EXPRESS
CODE TO SHARE!



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

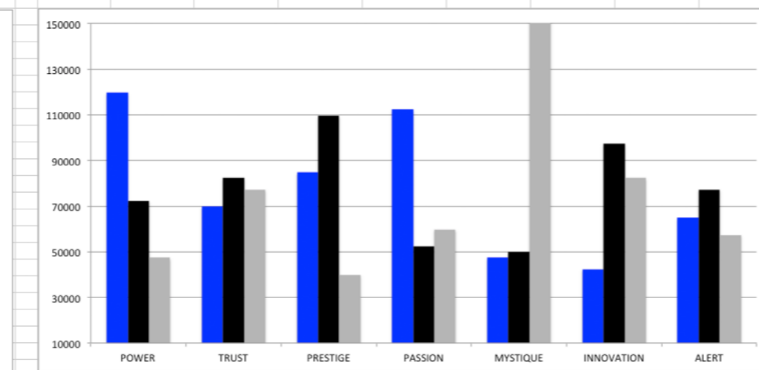
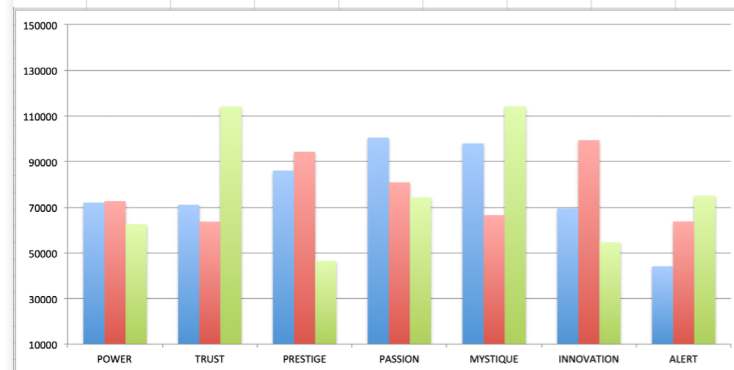


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	19	8.76%	INNOVATION	1	6	2	2	6	6
Power	Prestige	The Maestro	18	8.29%	PASSION	19	3	8	3	6	6
Trust	Alert	The Good Citizen	11	5.07%	POWER	8	5	18	11	4	2
Power	Trust	The Guardian	11	5.07%	PRESTIGE	5	7	10	5	5	2
Prestige	Power	The Victor	10	4.61%	TRUST	1	3	6	6	4	11
Power	Innovation	The Change Agent	8	3.69%	MYSTIQUE	4	3	4	4	4	4
Passion	Prestige	The Talent	8	3.69%	ALERT	2	2	7	8	1	4
Alert	Trust	The Mediator	8	3.69%							
Prestige	Passion	The Connoisseur	7	3.23%	INNOVATION	0.5%	2.8%	0.9%	0.9%	2.8%	2.8%
Alert	Power	The Ace	7	3.23%	PASSION	8.8%	1.4%	3.7%	1.4%	2.8%	2.8%
Innovation	Alert	The Quick-Start	6	2.76%	POWER	3.7%	2.3%	8.3%	5.1%	1.8%	0.9%
Passion	Alert	The Orchestrator	6	2.76%	PRESTIGE	2.3%	3.2%	4.6%	2.3%	2.3%	0.9%
Passion	Mystique	The Intrigue	6	2.76%	TRUST	0.5%	1.4%	1.4%	2.8%	1.8%	5.1%
Innovation	Power	The Maverick Leader	6	2.76%	MYSTIQUE	1.8%	1.4%	1.8%	1.8%	1.8%	1.8%
Alert	Prestige	The Editor-in-Chief	6	2.76%	ALERT	0.9%	0.9%	3.2%	2.8%	3.7%	0.5%
Trust	Prestige	The Diplomat	6	2.76%							
Prestige	Innovation	The Avant-Garde	5	2.30%							
Prestige	Mystique	The Architect	5	2.30%							
Power	Passion	The Ringleader	5	2.30%							
Prestige	Trust	The Blue Chip	5	2.30%							
Mystique	Alert	The Archer	4	1.84%							
Mystique	Innovation	The Secret Weapon	4	1.84%							
Power	Mystique	The Mastermind	4	1.84%							
Trust	Mystique	The Anchor	4	1.84%							
Mystique	Prestige	The Royal Guard	4	1.84%							
Mystique	Trust	The Wise Owl	4	1.84%							
Mystique	Passion	The Subtle Touch	3	1.38%							
Trust	Passion	The Authentic	3	1.38%							
Passion	Power	The Peoples Champion	3	1.38%							
Trust	Power	The Gravitas	3	1.38%							
Passion	Trust	The Beloved	3	1.38%							

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

AVERAGE POPULATION									Secret Service Summit 2016								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	72017	71050	86096	100471	97980	69494	44146	541254	Primary	48	28	34	45	19	17	26	217
Secondary	72663	63654	94302	80940	66609	99378	63708	541254	Secondary	29	33	44	21	20	39	31	217
Dormant	62516	114039	46544	74349	114161	54555	75090	541254	Dormant	19	31	16	24	71	33	23	217



I WANT TO...

BUILD A MORE ENGAGED TEAM

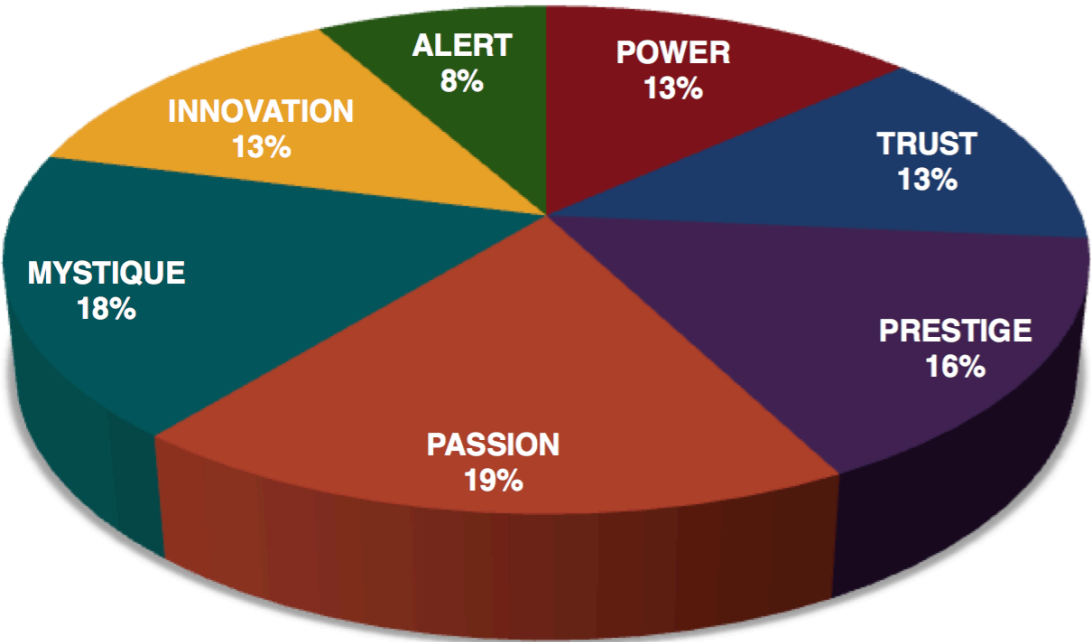
5 STEPS TO A MORE ENGAGED TEAM

- 1 DISCOVER HOW THE WORLD SEES YOU:**
Begin with the Fascination Advantage® assessment. Have each person on the team discover how they are most likely to add distinct value.
- 2 LEARN YOUR TEAM'S PATTERNS:**
With a "Heat Map" of your team's top Advantages, you'll see your team's patterns of communication.
- 3 ONLINE TRAINING:**
Create a deeper understanding of core Fascinate principles in an interactive online environment. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.
- 4 ANTHEM WORKSHOP:**
Schedule an Anthem Workshop, so each person in the office can create an Anthem to immediately identify how they are most likely to add value.
- 5 ONLINE & ONSITE TRAINING:**
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With our motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Advantage® Online: [HowToFascinate.com/Training](https://www.howtofascinate.com/training)

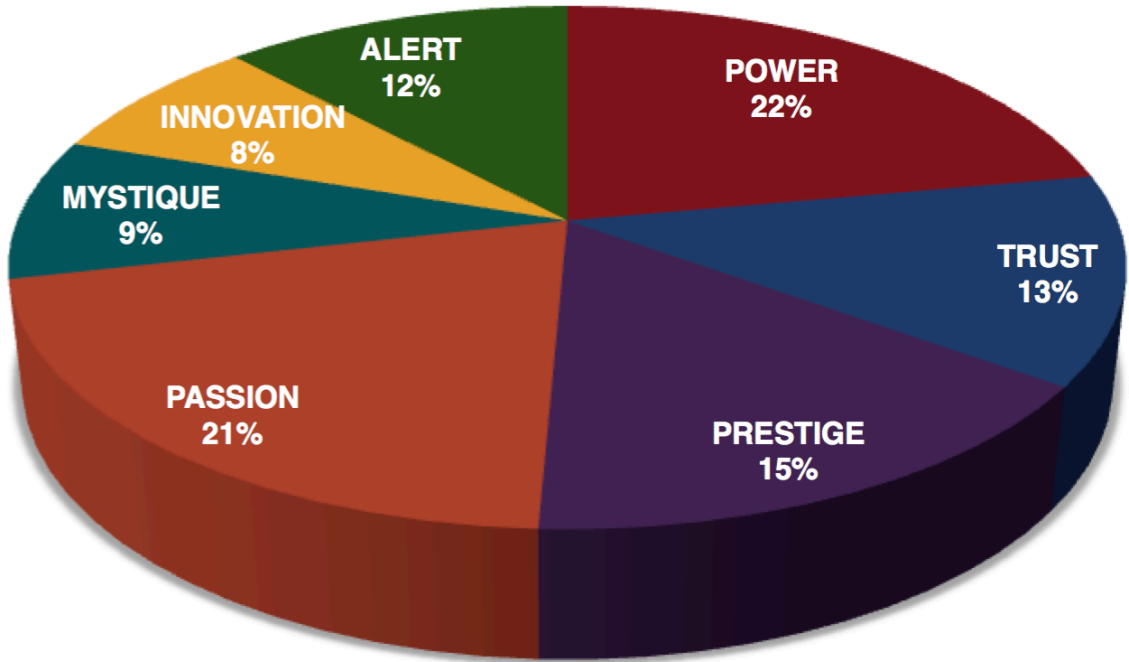


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



SECRET SERVICE SUMMIT 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
 EMAIL: HELLO@HOWTOFASCINATE.COM
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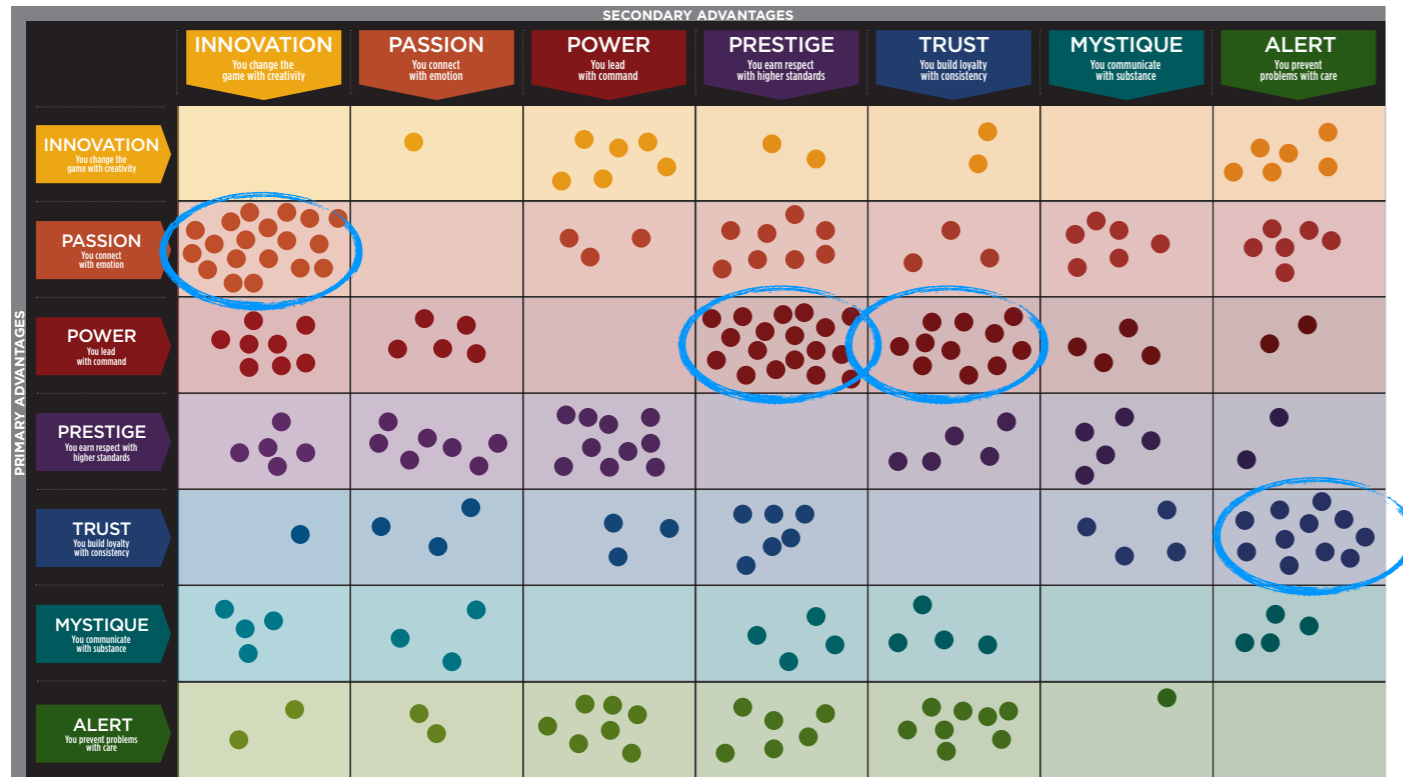
SECONDARY FASCINATION ADVANTAGE®

	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

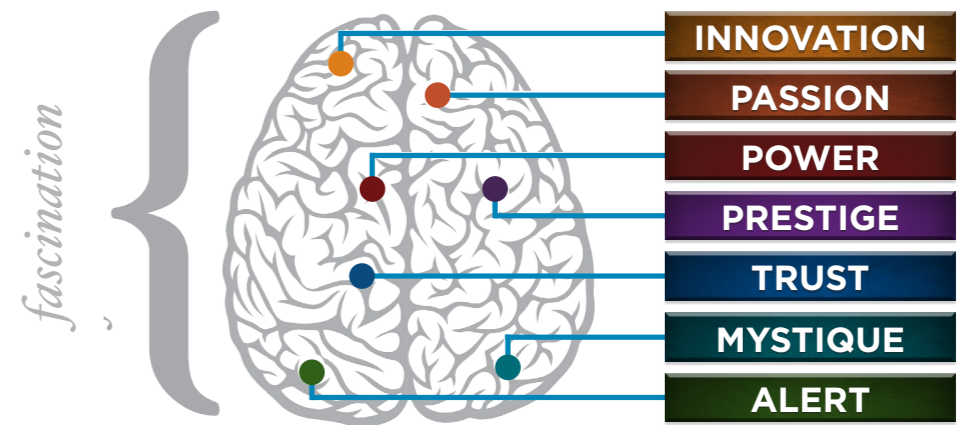
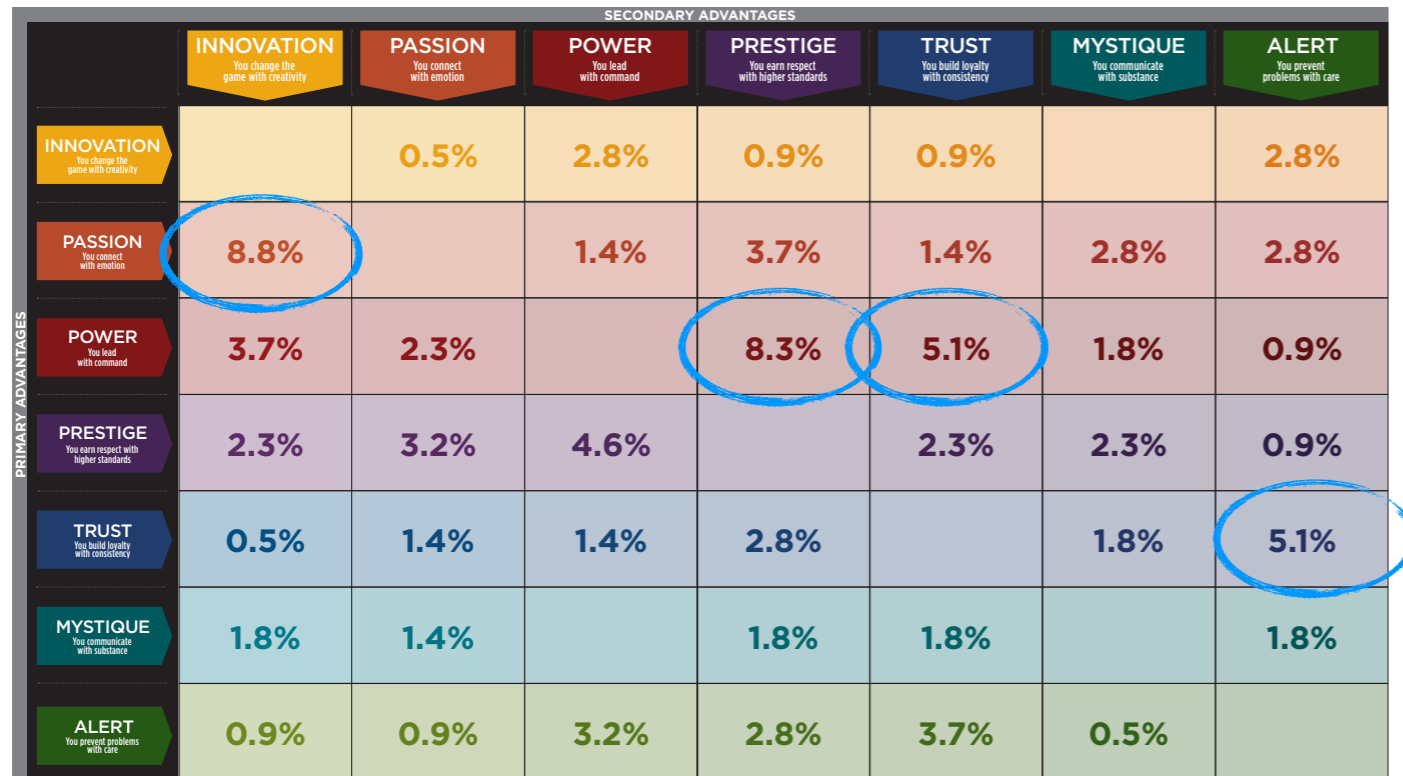
PRIMARY FASCINATION ADVANTAGE®

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 left shows the actual percentages of each personal brand 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 **50.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **4.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

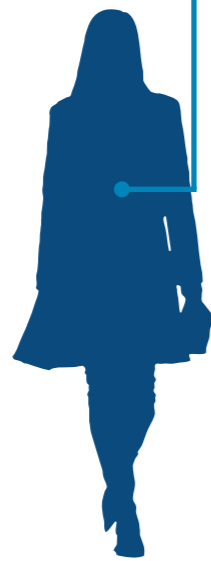
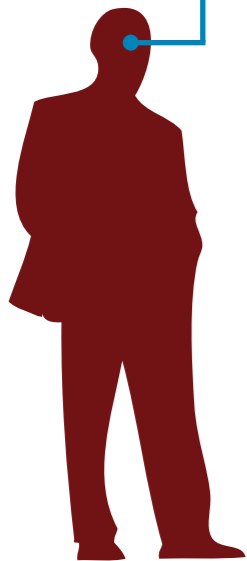
YOU ARE **6.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **46.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **33.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **37.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

TRUST

Stable
Dependable
Familiar

PRESTIGE

Ambitious
Results-Oriented
Respected

PASSION

Expressive
Intuitive
Engaging

MYSTIQUE

Independent
Logical
Observant

INNOVATION

Creative
Visionary
Entrepreneurial

ALERT

Proactive
Organized
Detailed

THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
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 EMAIL: 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
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PRIMARY 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						

FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM

Click here to share this code for free (normally \$20 each):

1. Go to HowToFascinate.com/YOU
2. For the access code, enter **SSS16-EXPRESS**

*We want to help you make your next team training or off-site meeting a fantastic success!
Why? Because the greatest way to empower someone is to show them their highest value.*

1. Invite each team member to take the Fascination Advantage® assessment using your free code until *11/01/16*.
2. Have them bring their primary & secondary Advantage and Archetype results to the meeting. (*Take a screen shot or write it down, or if **upgraded**, print it out.*)
3. Using the 49 Personality Archetype Matrix on page 5, go around and have each person select and discuss one of their top 3 adjectives and how it applies to them — *the adjective describes how they are different*. This is their specialty.
4. Each person gives an example from the past, highlighting how they have applied their natural “specialty” to improve results for the team.

For example, someone might say: *“My adjective is ‘confident.’ When I am are confident, the entire team becomes focused and goal-oriented. That’s how we hit the mark every time.”*

Want to build a culture of engagement? You can do it, and we’re here to help! Email our friendly customer service at hello@howfascinate.com.

THE SEVEN LANGUAGES OF FASCINATION

INNOVATION

*The LANGUAGE
of CREATIVITY*

PASSION

*The LANGUAGE
of RELATIONSHIP*

POWER

*The LANGUAGE
of CONFIDENCE*

PRESTIGE

*The LANGUAGE
of EXCELLENCE*

TRUST

*The LANGUAGE
of STABILITY*

MYSTIQUE

*The LANGUAGE
of LISTENING*

ALERT

*The LANGUAGE
of DETAILS*

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