

AN INSIDER'S *look* AT THE RESEARCH

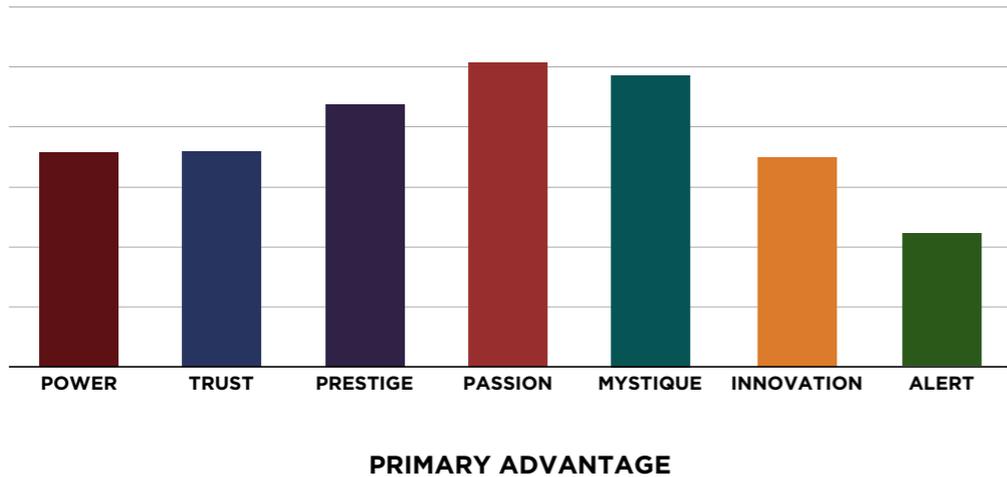
FROM SALLY HOGSHEAD'S PRESENTATION TO
SOCIAL FRESH 2016 ON 08/19/16

BONUS GIFT:
GET YOUR FREE
FRESHSHARE
CODE TO
SHARE!

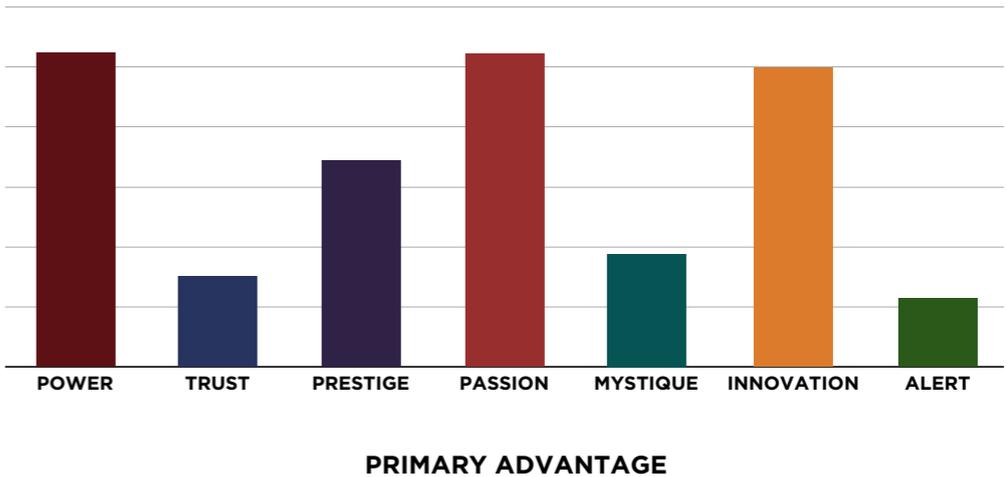


THIS IS WHAT THE DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**SOCIAL FRESH 2016 RESULTS
OF THE FASCINATION ADVANTAGE TEST**



ONE-HOUR PERSONAL BRAND™ KIT

GET THE EXACT WORDS TO STAND OUT, IN ANY COMPETITIVE ENVIRONMENT.



LEARN MORE!

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

The One-Hour Personal Brand kit will walk you through the steps to create a personal brand strategy and instantly refresh your LinkedIn profile.

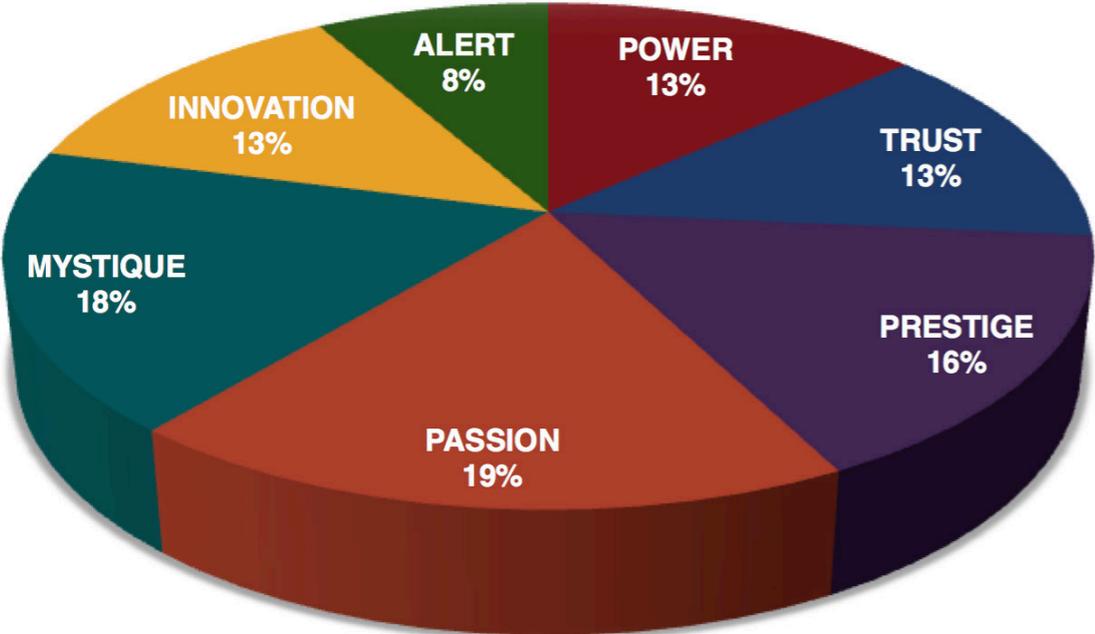
The One-Hour Personal Brand Kit includes:

- Sharpen your marketing copy
- Stand out from the competition
- Ace the job interview
- Win new business
- Maximize your online presence

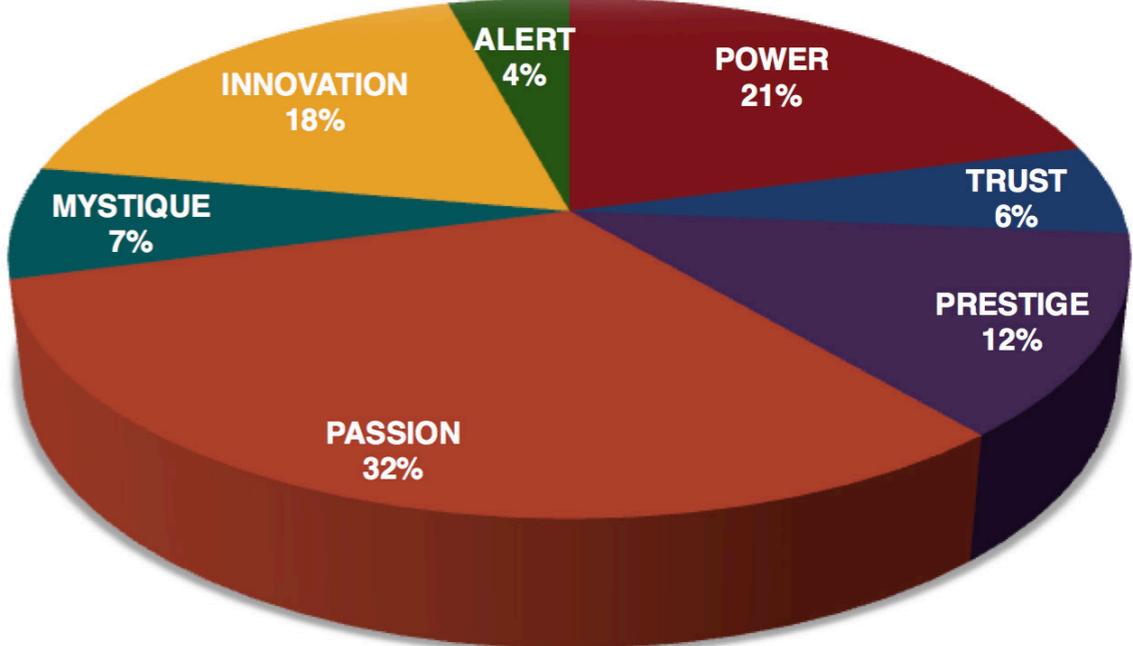
This kit includes a 30-minute video lesson from top branding expert, Sally Hogshead, and a step-by-step, interactive workbook companion.

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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



SOCIAL FRESH 2016 RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONAL BRAND ARCHETYPES

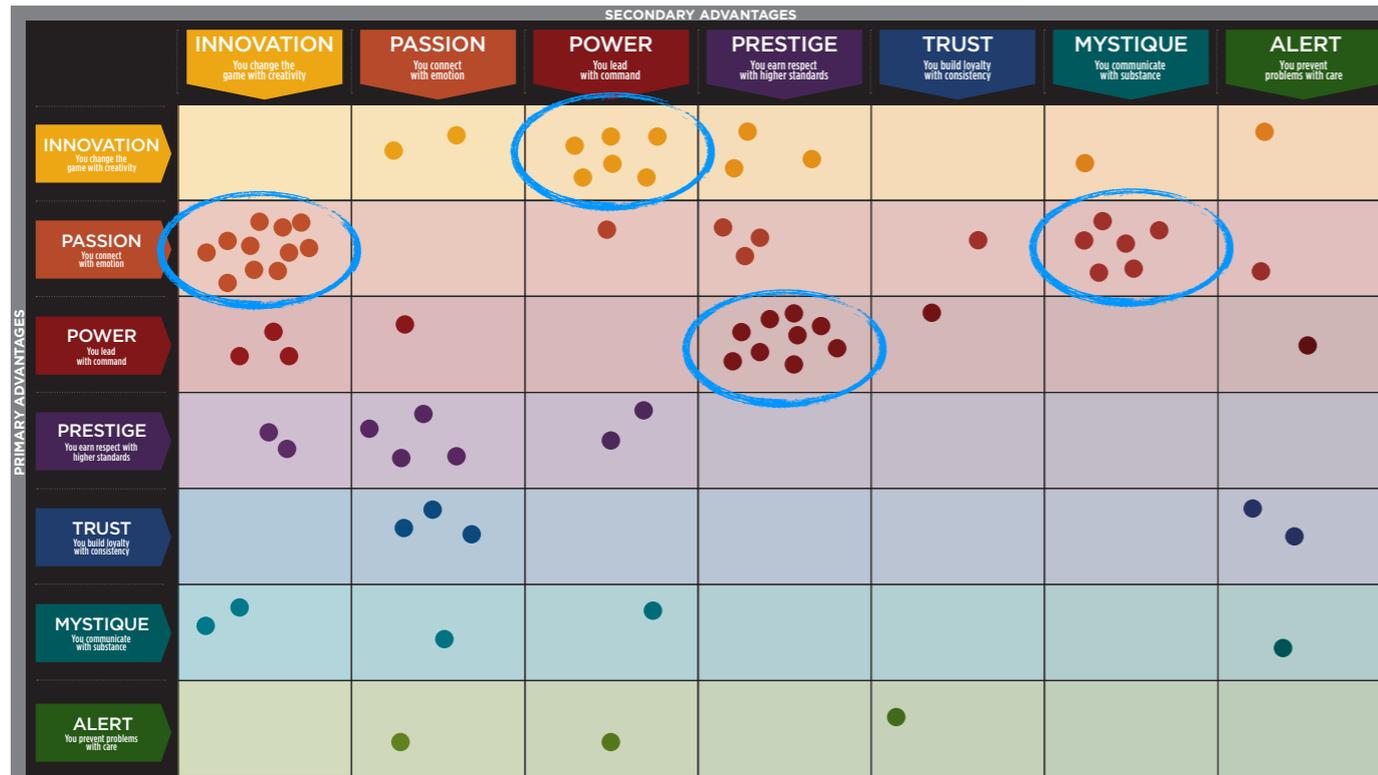
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

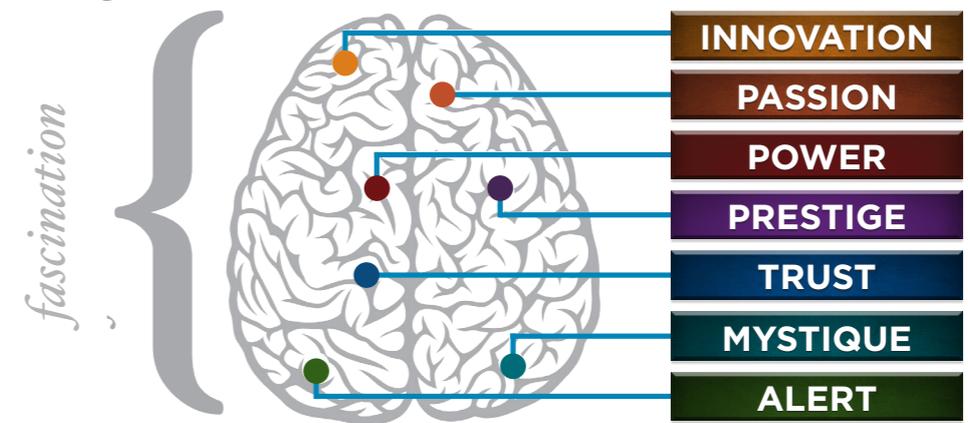
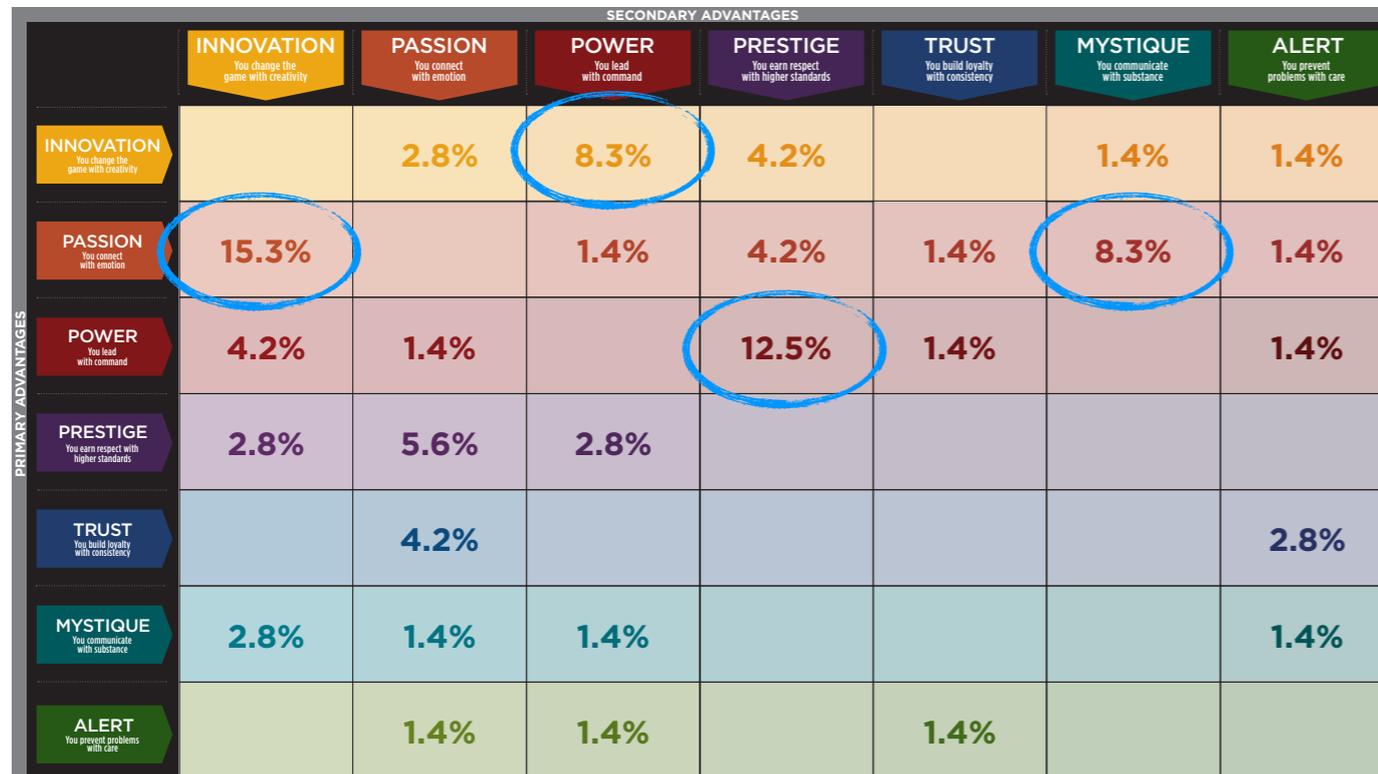
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game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



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 **41.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE

YOU ARE **55%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE

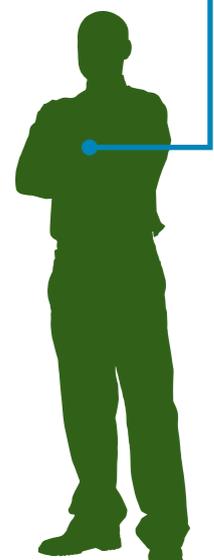
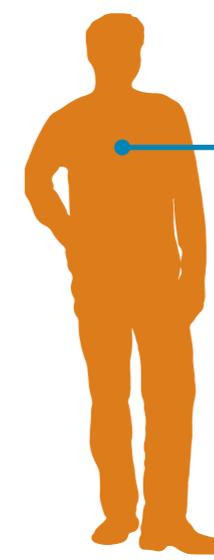
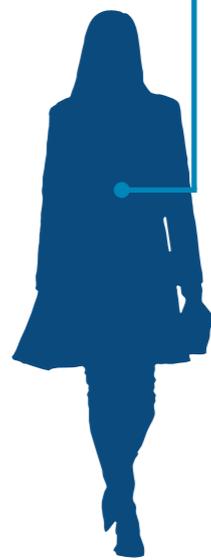
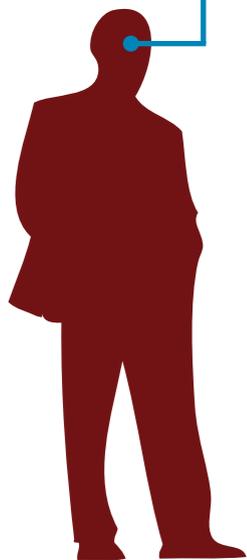
YOU ARE **25.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE

YOU ARE **66.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE

YOU ARE **57.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE

YOU ARE **52.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE

YOU ARE **52.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



POWER

TRUST

PRESTIGE

PASSION

MYSTIQUE

INNOVATION

ALERT

Confident
Goal-Oriented
Decisive

Stable
Dependable
Familiar

Ambitious
Results-Oriented
Respected

Expressive
Intuitive
Engaging

Independent
Logical
Observant

Creative
Visionary
Entrepreneurial

Proactive
Organized
Detailed

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 **FRESHSHARE**

*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 *9/30/16*.
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