

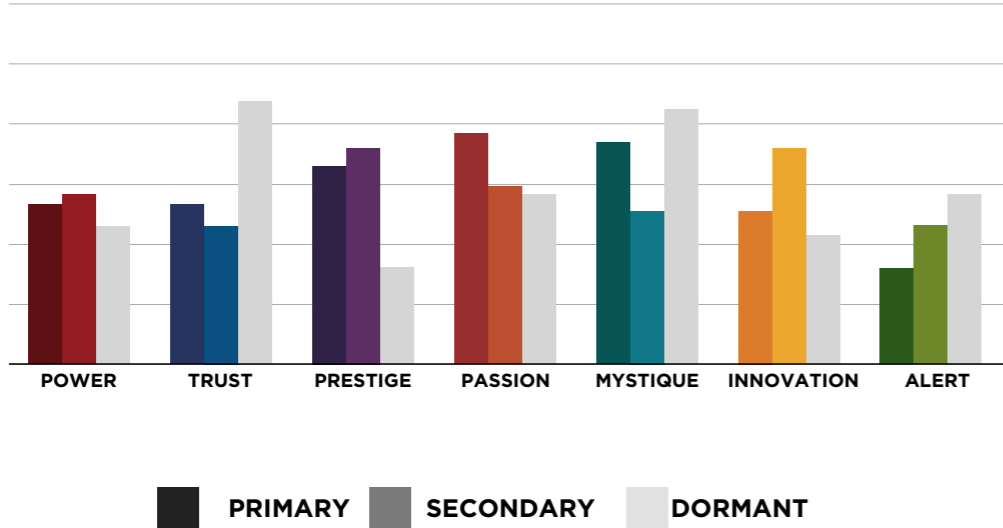
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
TWITTER ON 7/28/15

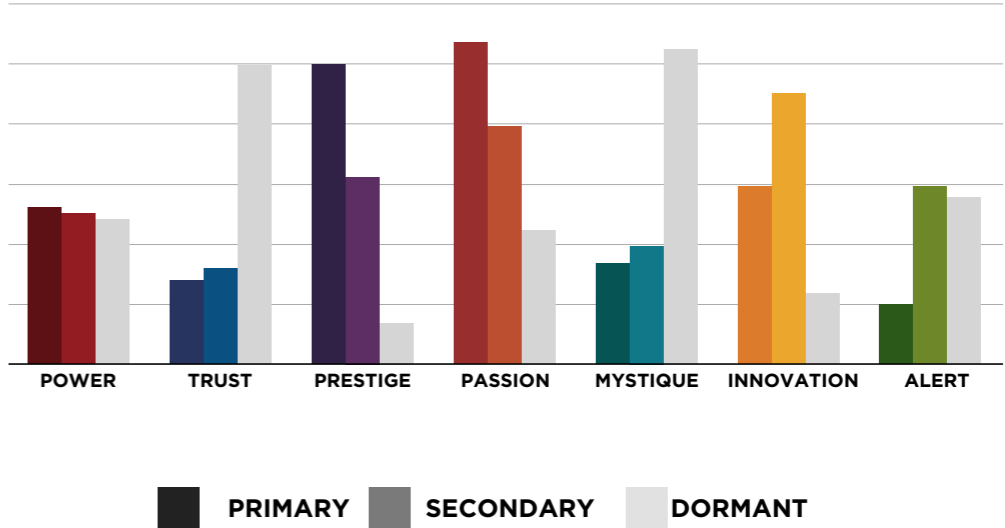


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**TWITTER RESULTS
OF THE FASCINATION ADVANTAGE TEST**

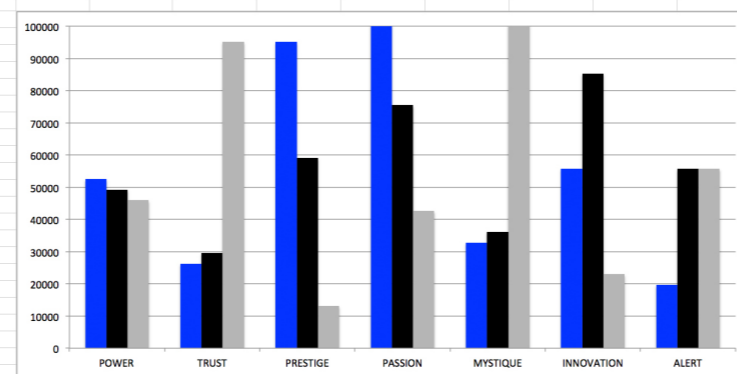
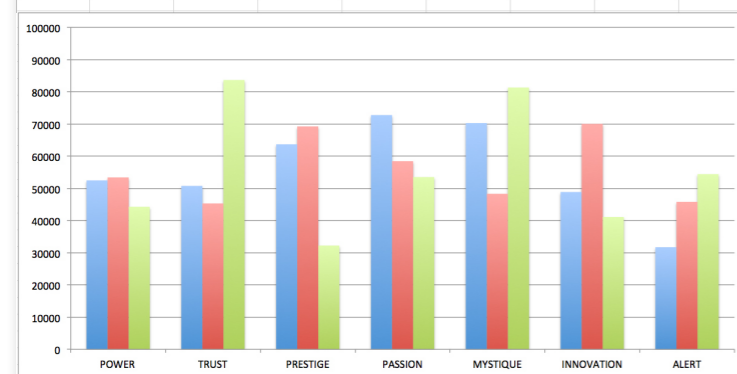


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

| Primary | Secondary | Archetype | Sum | Percent | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|----------------------|-----|---------|------------|---------|-------|----------|-------|----------|-------|
| Passion | Innovation | The Catalyst | 16 | 13.45% | INNOVATION | 4 | 6 | 4 | 2 | 1 | 2 |
| Prestige | Passion | The Connoisseur | 13 | 10.92% | PASSION | 16 | 2 | 6 | 2 | 2 | 5 |
| Innovation | Power | The Maverick Leader | 6 | 5.04% | POWER | 3 | 4 | 6 | 2 | 2 | 1 |
| Passion | Prestige | The Talent | 6 | 5.04% | PRESTIGE | 6 | 13 | 1 | 1 | 3 | 5 |
| Power | Prestige | The Maestro | 6 | 5.04% | TRUST | 2 | 2 | 2 | 1 | 1 | 3 |
| Prestige | Innovation | The Avant-Garde | 6 | 5.04% | MYSTIQUE | 1 | 2 | 2 | 4 | 2 | 1 |
| Passion | Alert | The Orchestrator | 5 | 4.20% | ALERT | 2 | 2 | 2 | 2 | 2 | 2 |
| Prestige | Alert | The Scholar | 5 | 4.20% | | | | | | | |
| Innovation | Passion | The Rockstar | 4 | 3.36% | INNOVATION | 3.4% | 5.0% | 3.4% | 0.8% | 1.7% | 1.7% |
| Innovation | Prestige | The Trendsetter | 4 | 3.36% | PASSION | 13.4% | 1.7% | 5.0% | 1.7% | 1.7% | 4.2% |
| Mystique | Trust | The Wise Owl | 4 | 3.36% | POWER | 2.5% | 3.4% | 5.0% | 1.7% | 1.7% | 0.8% |
| Power | Passion | The Ringleader | 4 | 3.36% | PRESTIGE | 5.0% | 10.9% | 0.8% | 0.8% | 2.5% | 4.2% |
| Power | Innovation | The Change Agent | 3 | 2.52% | TRUST | 1.7% | 1.7% | 1.7% | 0.8% | 0.8% | 2.5% |
| Prestige | Mystique | The Architect | 3 | 2.52% | MYSTIQUE | 0.8% | 1.7% | 1.7% | 3.4% | 1.7% | 0.8% |
| Trust | Alert | The Good Citizen | 3 | 2.52% | ALERT | 1.7% | 1.7% | 1.7% | 1.7% | 1.7% | 0.8% |
| Alert | Mystique | The Detective | 2 | 1.68% | | | | | | | |
| Alert | Power | The Ace | 2 | 1.68% | | | | | | | |
| Alert | Trust | The Mediator | 2 | 1.68% | | | | | | | |
| Innovation | Alert | The Quick-Start | 2 | 1.68% | | | | | | | |
| Mystique | Passion | The Subtle Touch | 2 | 1.68% | | | | | | | |
| Mystique | Power | The Veiled Strength | 2 | 1.68% | | | | | | | |
| Passion | Mystique | The Intrigue | 2 | 1.68% | | | | | | | |
| Passion | Power | The Peoples Champion | 2 | 1.68% | | | | | | | |
| Passion | Trust | The Beloved | 2 | 1.68% | | | | | | | |
| Power | Mystique | The Mastermind | 2 | 1.68% | | | | | | | |
| Trust | Power | The Gravitas | 2 | 1.68% | | | | | | | |
| Trust | Prestige | The Diplomat | 2 | 1.68% | | | | | | | |
| Innovation | Mystique | The Provocateur | 1 | 0.84% | | | | | | | |
| Mystique | Alert | The Archer | 1 | 0.84% | | | | | | | |

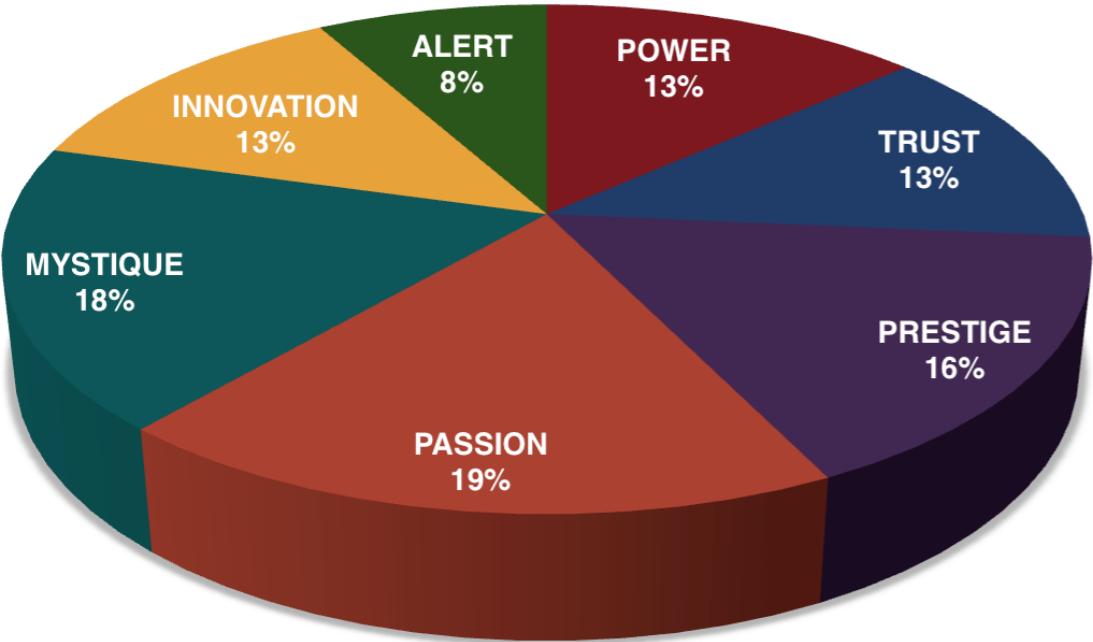
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

| AVERAGE POPULATION | | | | | | | | | | Twitter | | | | | | | | | | | |
|--------------------|-----------|---------|-------|-------|----------|---------|----------|------------|-------|---------|---------|-----------|---------|-------|-------|----------|---------|----------|------------|-------|-------|
| 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 | 52487 | 50777 | 63700 | 72781 | 70294 | 48882 | 31733 | 390654 | Primary | Secondary | Dormant | 16 | 8 | 29 | 33 | 10 | 17 | 6 | 119 |
| Primary | Secondary | Dormant | 53414 | 45329 | 69259 | 58457 | 48325 | 70049 | 45821 | 390654 | Primary | Secondary | Dormant | 15 | 9 | 18 | 23 | 11 | 26 | 17 | 119 |
| Primary | Secondary | Dormant | 44294 | 83679 | 32255 | 53524 | 81345 | 41121 | 54436 | 390654 | Primary | Secondary | Dormant | 14 | 29 | 4 | 13 | 35 | 7 | 17 | 119 |

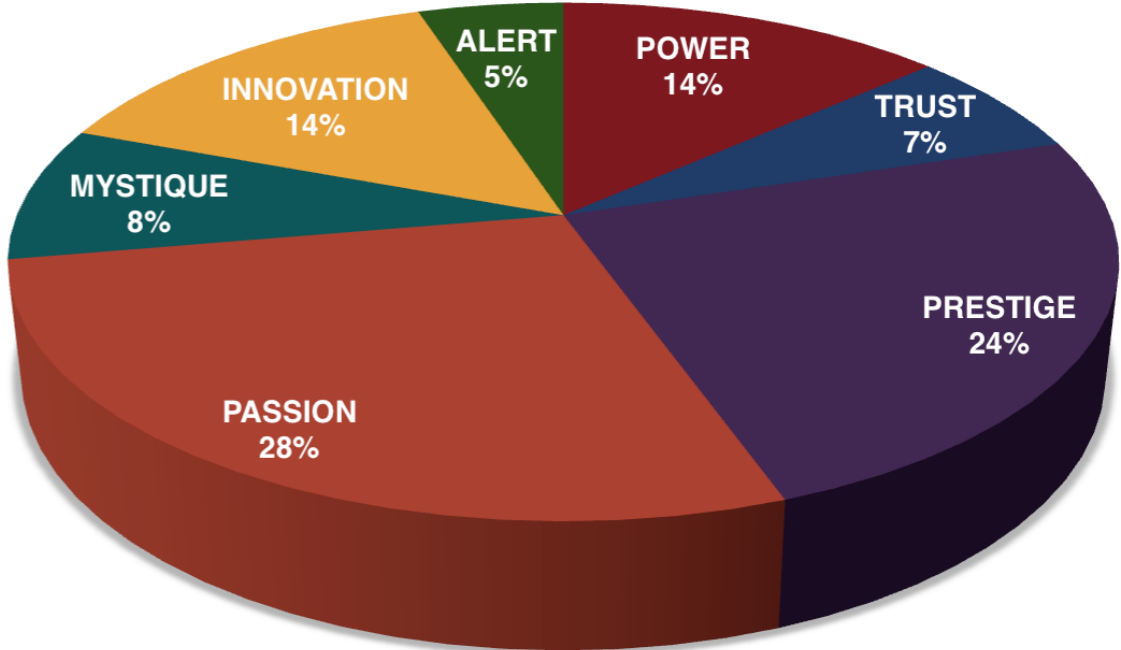


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



TWITTER RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

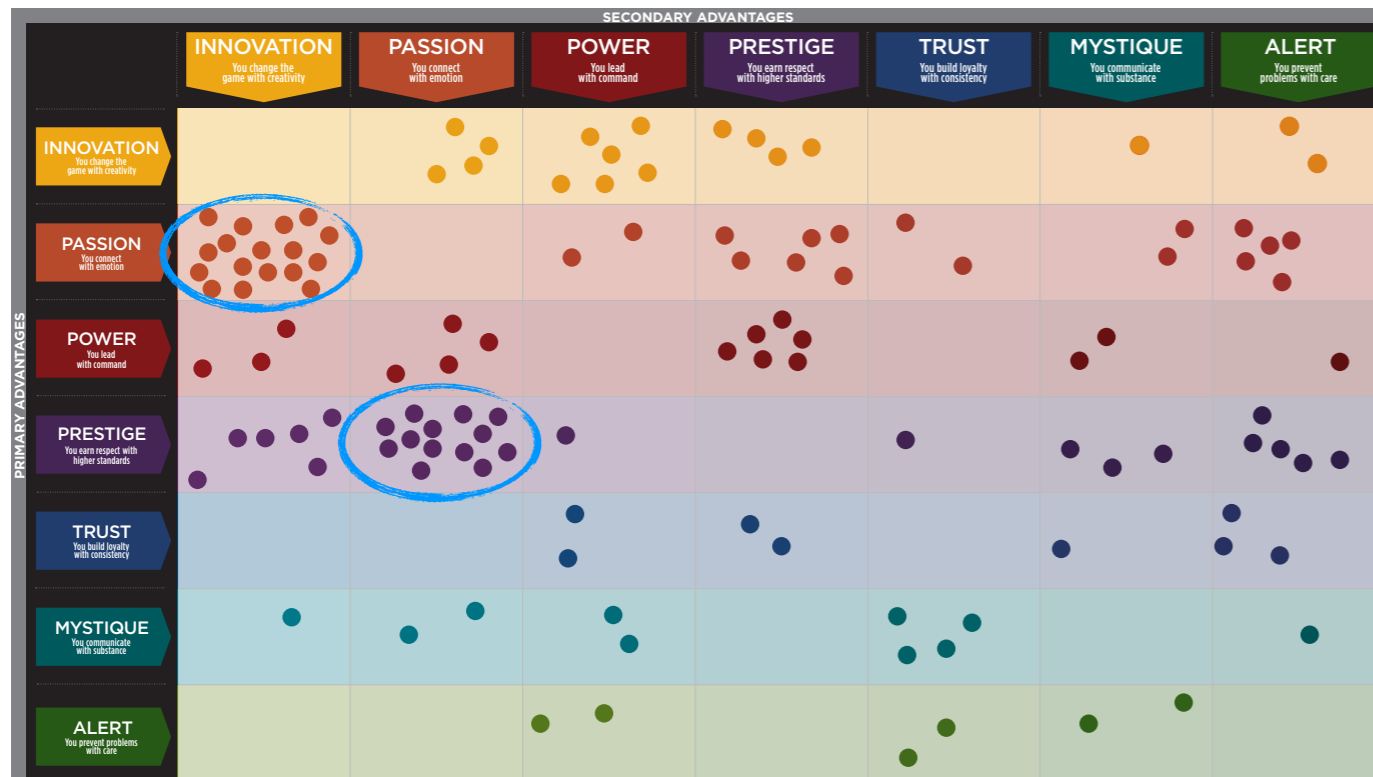
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

| | 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 |

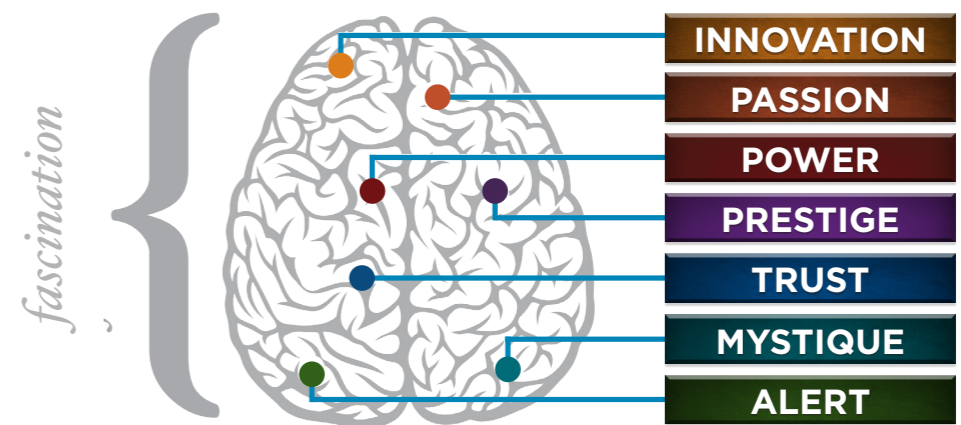
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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



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

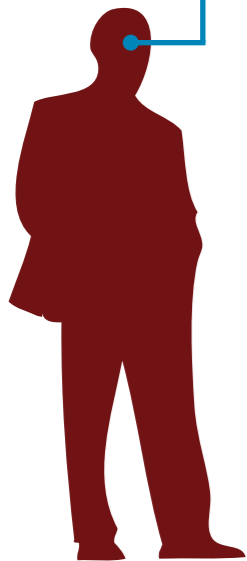
| PRIMARY ADVANTAGES | SECONDARY ADVANTAGES | | | | | | |
|---|--|--|---|---|--|---|--|
| | INNOVATION <small>You change the game with creativity</small> | PASSION <small>You connect with emotion</small> | POWER <small>You lead with command</small> | PRESTIGE <small>You earn respect with higher standards</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> | | 3.4% | 5.0% | 3.4% | | 0.8% | 1.7% |
| PASSION <small>You connect with emotion</small> | 13.4% | | 1.7% | 5.0% | 1.7% | 1.7% | 4.2% |
| POWER <small>You lead with command</small> | 2.5% | 3.4% | | 5.0% | | 1.7% | 0.8% |
| PRESTIGE <small>You earn respect with higher standards</small> | 5.0% | 10.9% | 0.8% | | 0.8% | 2.5% | 4.2% |
| TRUST <small>You build loyalty with consistency</small> | | | 1.7% | 1.7% | | 0.8% | 2.5% |
| MYSTIQUE <small>You communicate with substance</small> | 0.8% | 1.7% | 1.7% | | 3.4% | | 0.8% |
| ALERT <small>You prevent problems with care</small> | | | 1.7% | | 1.7% | 1.7% | |



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.

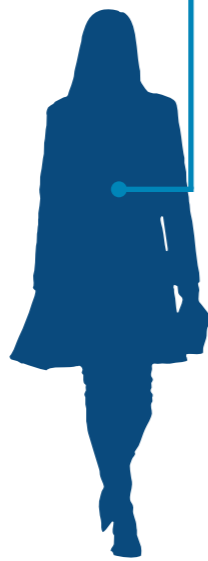
YOU ARE **8.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **45.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **45.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **44.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **48.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **20.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **42.3%** LESS 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
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

INTRODUCING THE BEST TEAM EVER KIT

BEST TEAM EVER IS A FAST, FUN TRAINING KIT FOR TEAMS TO IMPROVE COMMUNICATION IMMEDIATELY.

Best Team Ever offers a collection of our most popular tools and activities to improve team communication.

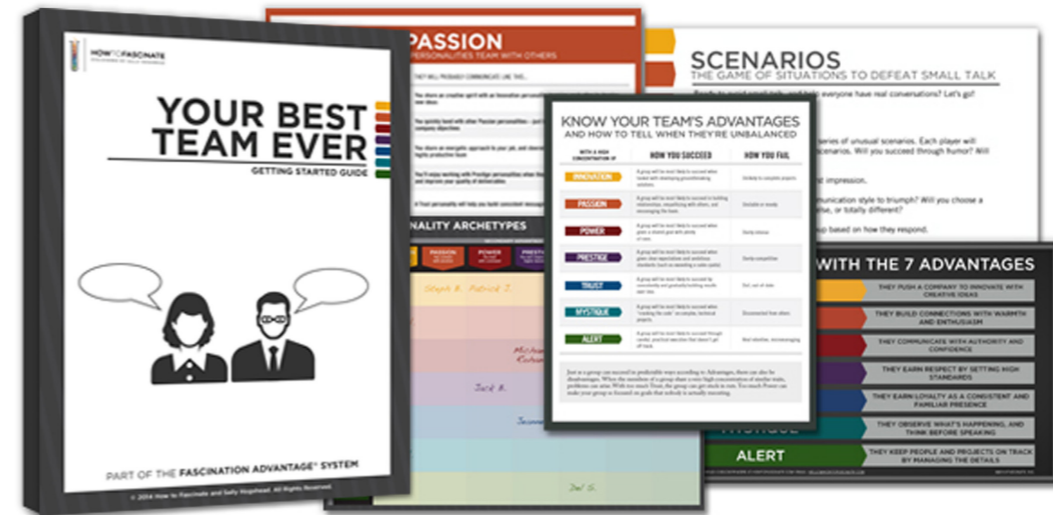
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This kit will give your team the tools to:

- Appreciate their own unique advantages, and those of their team
- Understand each person's differences
- See how their communication is perceived by others
- Decrease personality conflict and stress
- Have more productive meetings

DISCOVER THE HIGHEST VALUE OF EVERYONE IN YOUR GROUP!



LEARN MORE ABOUT
THE BEST TEAM EVER KIT

FIND THE HIDDEN COMMUNICATION PATTERNS IN YOUR TEAM AND FOLLOWERS

Share this code for free (normally \$37 each):

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

As part of **TWEET**, you have permission to share the free code **TWEETSHARE** with your list, your team and even your Twitter followers or Facebook fans.

**The free Twitter code expires on
December 31, 2015.**

“The most powerful way to empower someone is to show them their own highest value.”

-Sally Hogshead

Earn more, do more, become more. Take the Fascination Advantage® Assessment for free, today – just use code TWEETSHARE at bit.ly/howyoufascinate

 Click to Tweet!

EXAMPLES OF PATTERNS IN OUR LIST



[Click here to download chart](#)