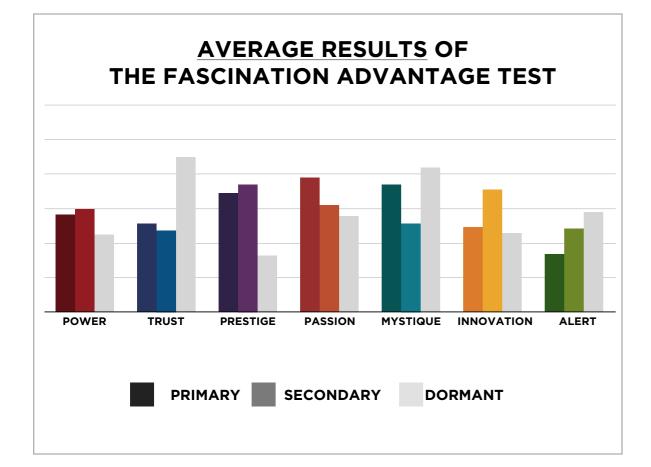
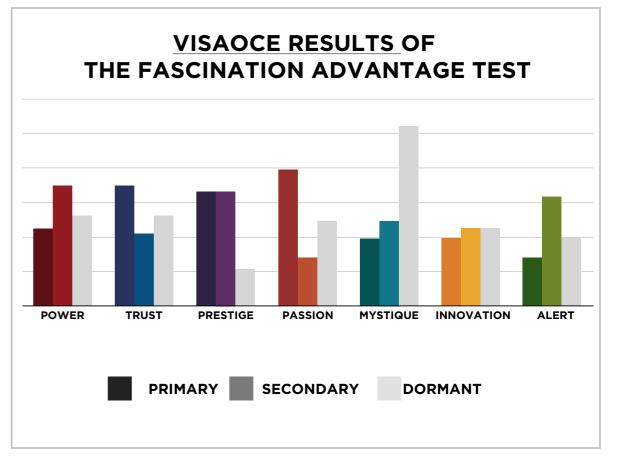
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO VISAOCE ON 10/30/14



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 500,000 PEOPLE.





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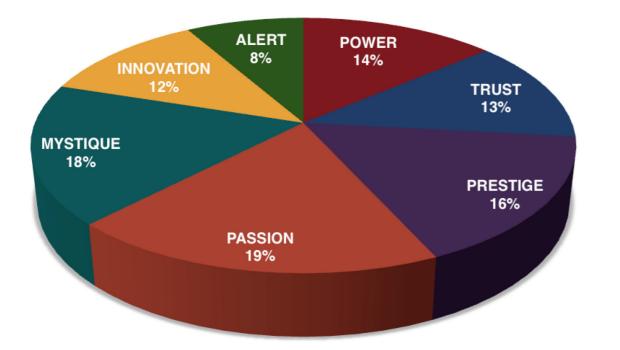
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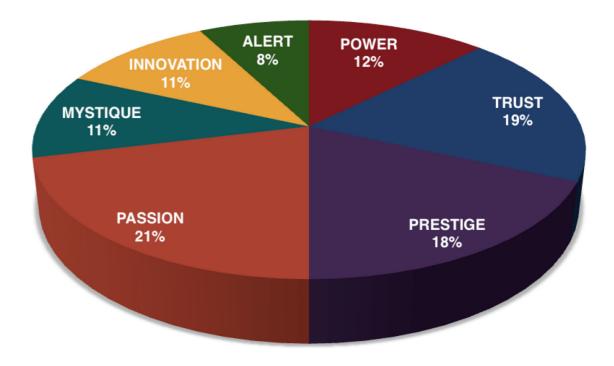
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

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 500,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



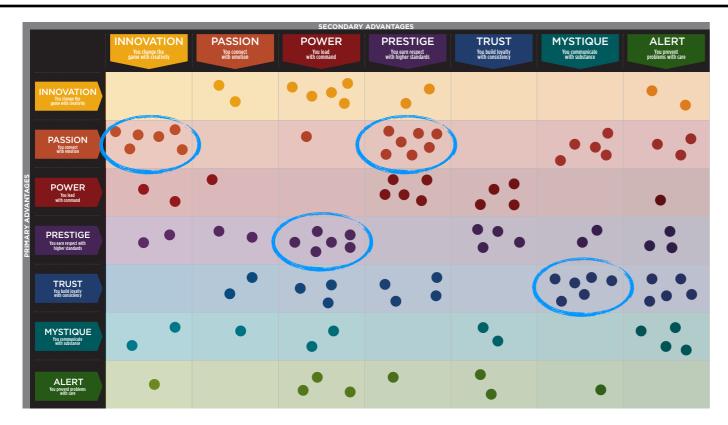
VISAOCE RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

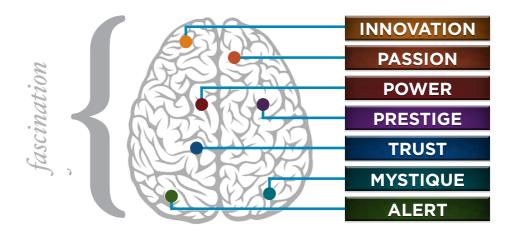
CREATED BY SALLY HOGSHEAD DISCOVER MORE AT HOW TO FASCINATE.COM EMAIL: HELLO@HOW TO FASCINATE.COM © 2014 HOW TO FASCINATE. ALL RIGHTS RESERVED. SECONDARY FASCINATION ADVANTAGE®								
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE 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	
You connect with emotion 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	
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	
C 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.

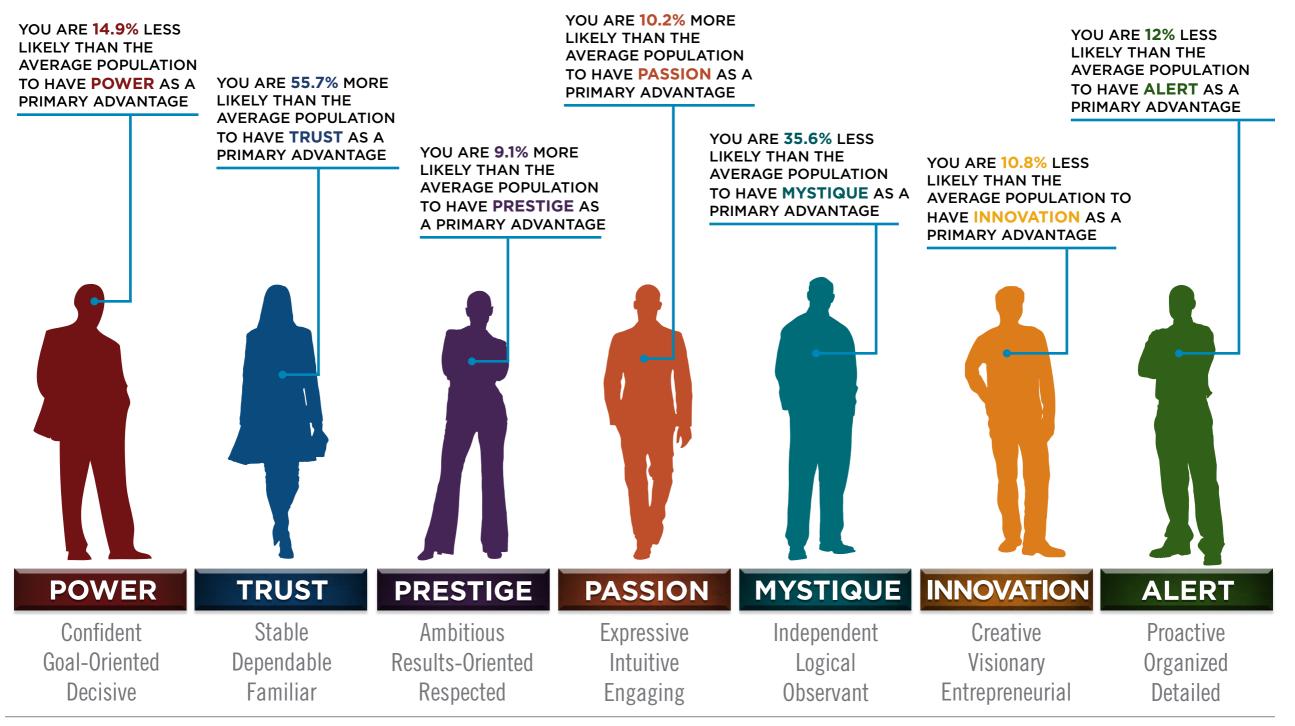
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



l		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		1.9%	4.8%	1.9%			1.9%
	PASSION You connect with emotion	5.8%		1.0%	6.7%)	4.8%	2.9%
PRIMARY ADVANTAGES	POWER You lead with command	1.9%	1.0%		4.8%	3.8%		1.0%
PRIMARY A	PRESTIGE You earn respect with higher standards	1.9%	1.9%	5.8%)	3.8%	1.9%	2.9%
	TRUST You build loyalty with consistency		1.9%	2.9%	3.8%		5.8%	4.8%
	MYSTIQUE You communicate with substance	1.9%	1.0%	1.9%		1.9%		3.8%
	ALERT You prevent problems with care	1.0%		2.9%	1.0%	1.9%	1.0%	

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.



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 HIGHER STANDARDS
TRUST	STABLE, RELIABLE PARTNER
MYSTIQUE	SOLO INTELLECT BEHIND THE SCENES
ALERT	PRECISE DETAIL MANAGER

YOUR TEAM ADVANTAGE

CREATE BETTER TEAMS, HAPPIER CUSTOMERS, AND A SMARTER COMPANY.

When you recognize how each team member is most likely to add value, they give you more of their best.

Your Team Advantage helps strengthen your team and identify where each person is primed to succeed.

HOW IT WORKS:

- Step 1: Everyone on the team takes the Fascination Advantage[®] Assessment
- Step 2: We take the data, analyze the scores, and create a "Heat Map" matrix showing how the individual personalities combine into a whole.
- Step 3: Present this heat map at your next team building meeting, and start a conversation around how people on the team communicate and contribute differently.

Your Team Advantage is a terrific booster for conferences, off-sites, or training meetings.

CLICK HERE TO GET STARTED



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