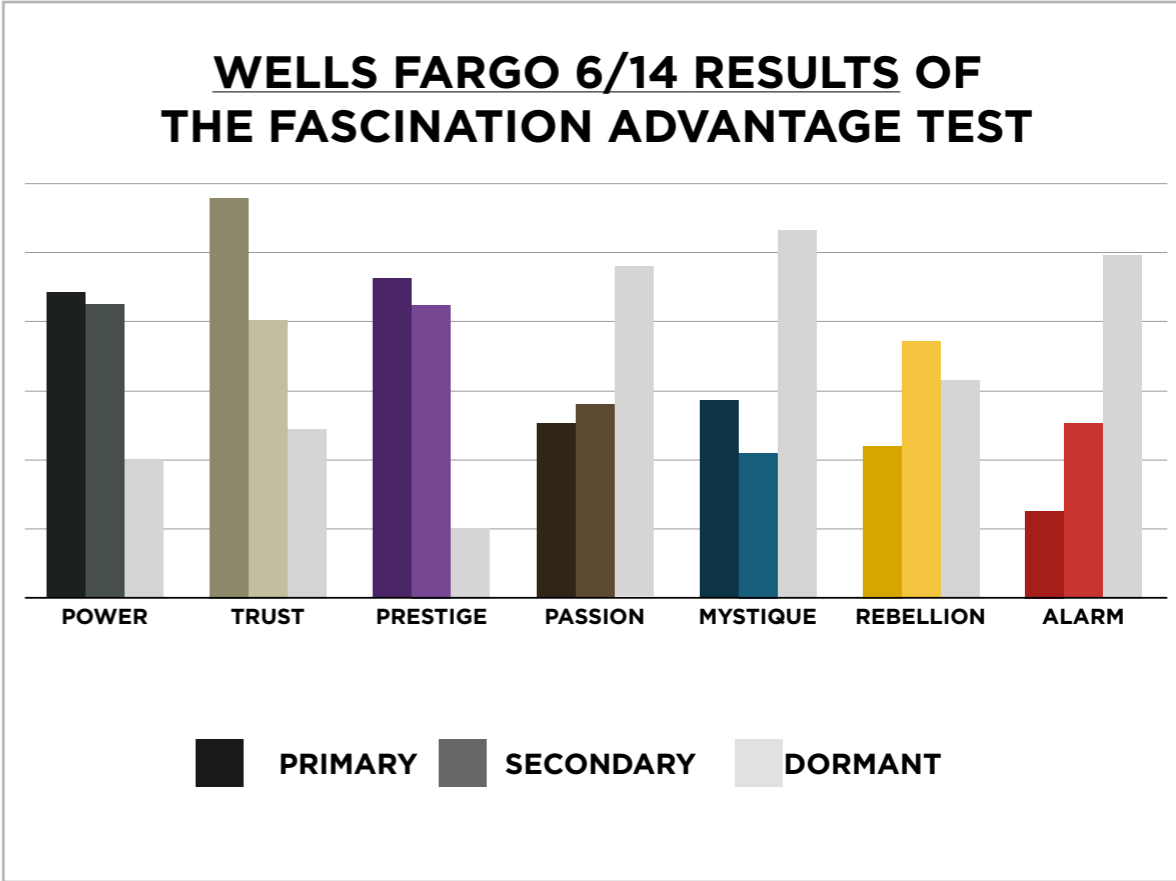
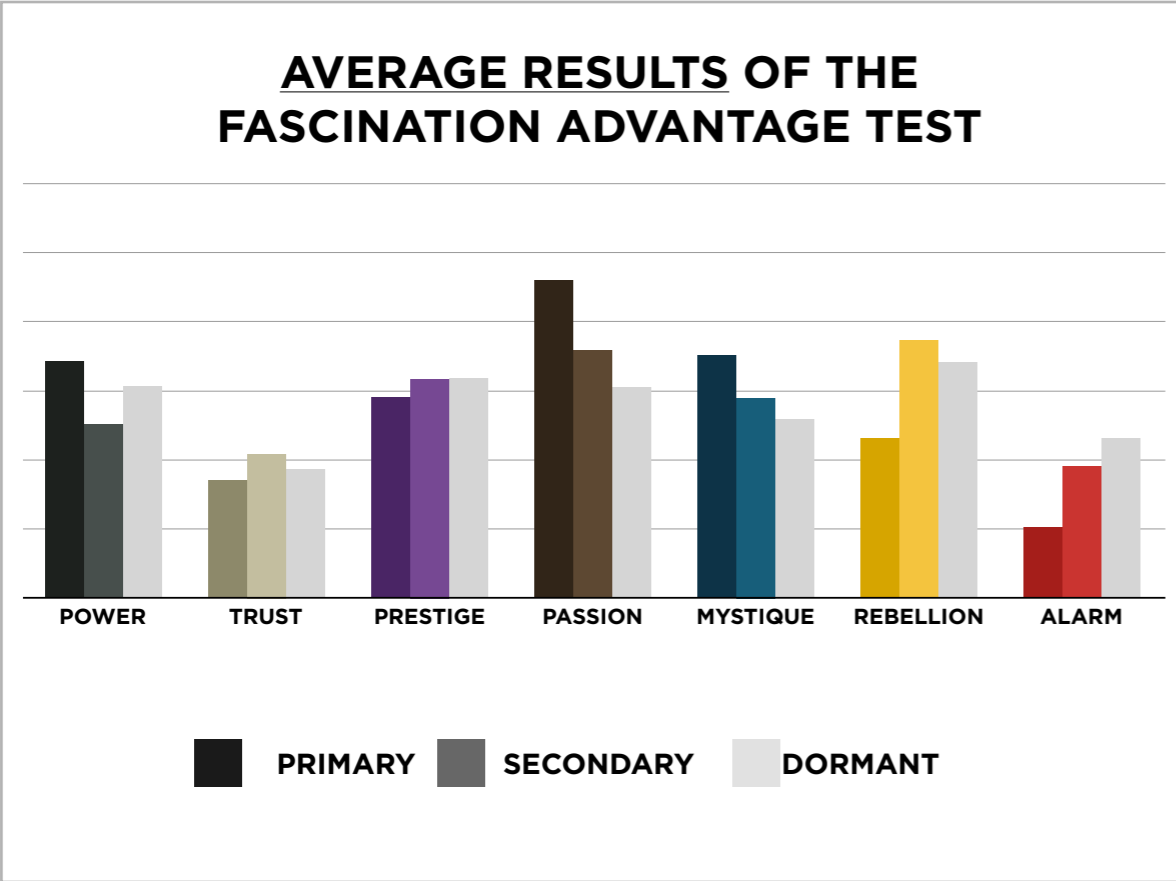


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
WELLS FARGO ON 06/14/13



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 140,000 PEOPLE.

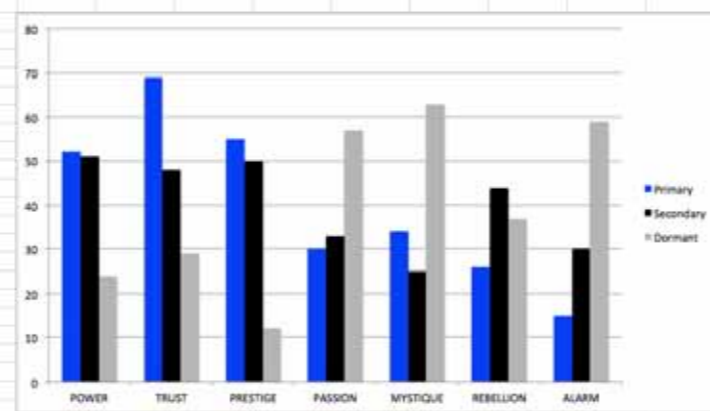
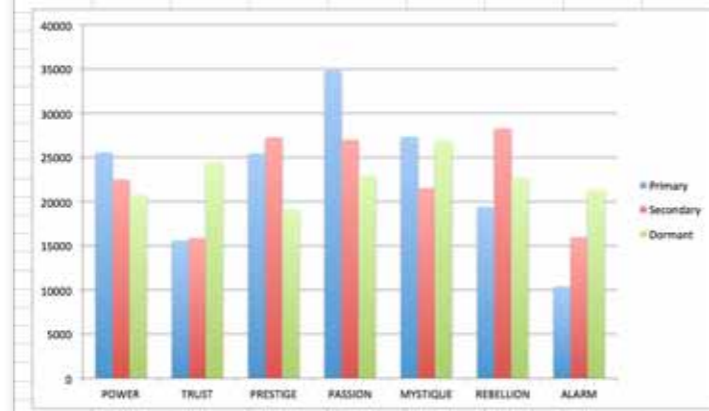


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Trust	Prestige	The Diplomat	20	7.12%	PASSION		1	3	4	5	2	15
Power	Prestige	The Maestro	18	6.41%	TRUST	7		14	20	12	14	2
Prestige	Power	The Victor	17	6.05%	MYSTIQUE	3	13		2	3	4	9
Passion	Rebellion	The Catalyst	15	5.34%	PRESTIGE	13	10	3		17	4	8
Power	Trust	The Guardian	14	4.98%	POWER	6	14	1	18		4	9
Trust	Alarm	The Good Citizen	14	4.98%	ALARM	2	7		1	4		1
Trust	Mystique	The Vault	14	4.98%	REBELLION	2	3	4	5	10	2	
Mystique	Trust	The Wise Owl	13	4.63%								
Prestige	Passion	The Connoisseur	13	4.63%								
Trust	Power	The Gravitas	12	4.27%		PASSION						
Prestige	Trust	The Blue Chip	10	3.56%	PASSION		0.4%	1.1%	1.4%	1.8%	0.7%	5.3%
Rebellion	Power	The Maverick Leader	10	3.56%	TRUST	2.5%		5.0%	7.1%	4.3%	5.0%	0.7%
Mystique	Rebellion	The Secret Weapon	9	3.20%	MYSTIQUE	1.1%	4.6%		0.7%	1.1%	1.4%	3.2%
Power	Rebellion	The Change Agent	9	3.20%	PRESTIGE	4.6%	3.6%	1.1%		6.0%	1.4%	2.8%
Prestige	Rebellion	The Avant-Garde	8	2.85%	POWER	2.1%	5.0%	0.4%	6.4%		1.4%	3.2%
Alarm	Trust	The Sustainer	7	2.49%	ALARM	0.7%	2.5%		0.4%	1.4%		0.4%
Trust	Passion	The Authentic	7	2.49%	REBELLION	0.7%	1.1%	1.4%	1.8%	3.6%	0.7%	
Power	Passion	The Ringleader	6	2.14%								
Passion	Power	The Advocate	5	1.78%								
Rebellion	Prestige	The Trendsetter	5	1.78%								
Alarm	Power	The Sheriff	4	1.42%								
Mystique	Alarm	The Bullseye	4	1.42%								
Passion	Prestige	The Talent	4	1.42%								
Power	Alarm	The Watchdog	4	1.42%								
Prestige	Alarm	The Perfectionist	4	1.42%								
Rebellion	Mystique	The Provocateur	4	1.42%								
Mystique	Passion	The Subtle Touch	3	1.07%								
Mystique	Power	The Veiled Strength	3	1.07%								
Passion	Mystique	The Intrigue	3	1.07%								
Prestige	Mystique	The Architect	3	1.07%								

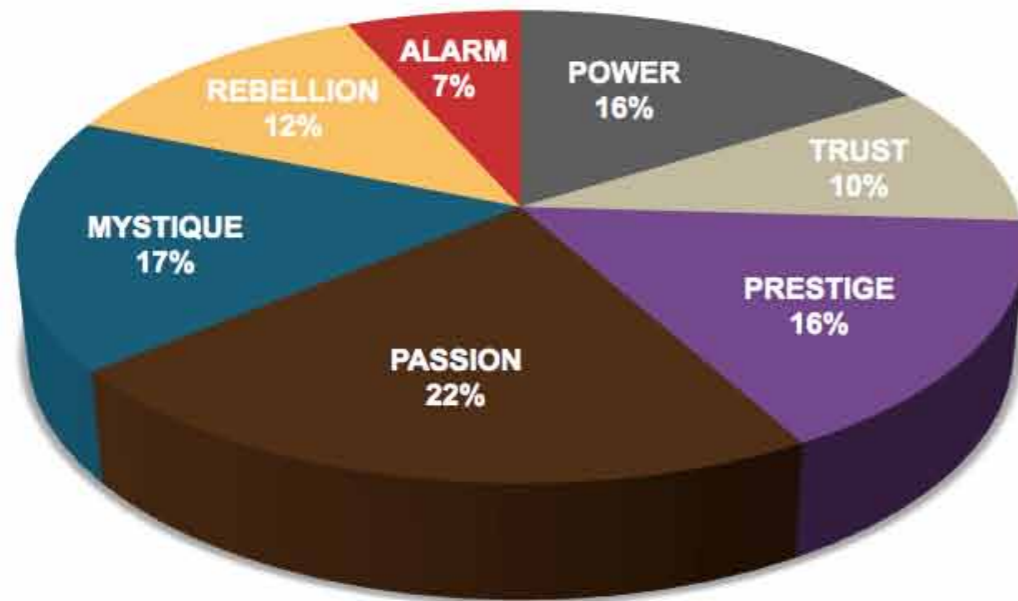
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									Wells Fargo 6/14								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	25523	15553	25410	34811	27323	19408	10392	158420	Primary	52	69	55	30	34	26	15	281
Secondary	22547	15858	27236	26999	21574	28272	15934	158420	Secondary	51	48	50	33	25	44	30	281
Dormant	20840	24406	19163	23020	26880	22738	21373	158420	Dormant	24	29	12	57	63	37	59	281
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.1%	9.8%	16.0%	22.0%	17.2%	12.3%	6.6%	100.0%	Primary	18.5%	24.6%	19.6%	10.7%	12.1%	9.3%	5.3%	100.0%
Secondary	14.2%	10.0%	17.2%	17.0%	13.6%	17.8%	10.1%	100.0%	Secondary	18.1%	17.1%	17.8%	11.7%	8.9%	15.7%	10.7%	100.0%
Dormant	13.2%	15.4%	12.1%	14.5%	17.0%	14.4%	13.5%	100.0%	Dormant	8.5%	10.3%	4.3%	20.3%	22.4%	13.2%	21.0%	100.0%

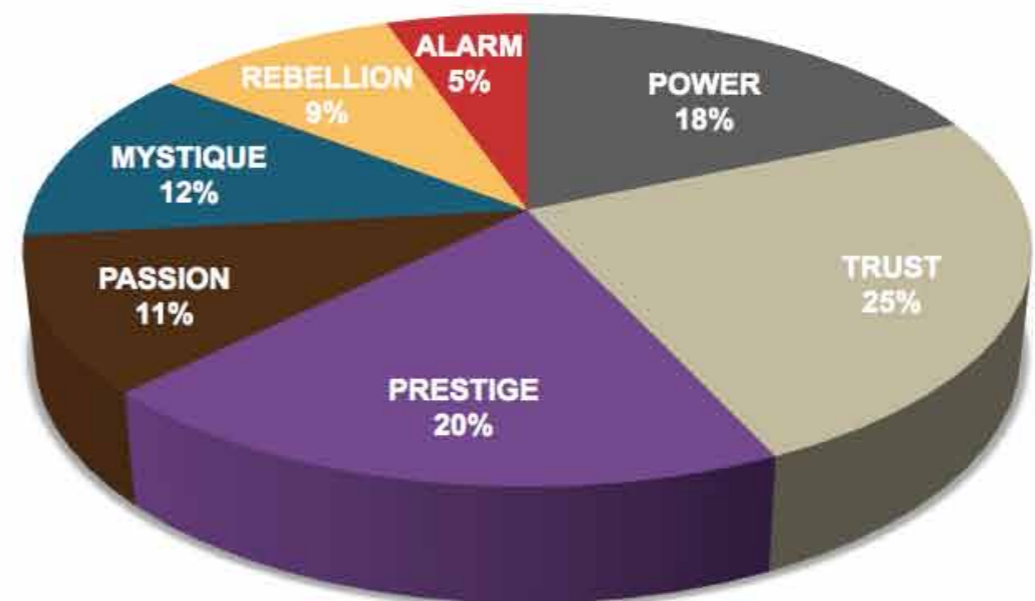


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



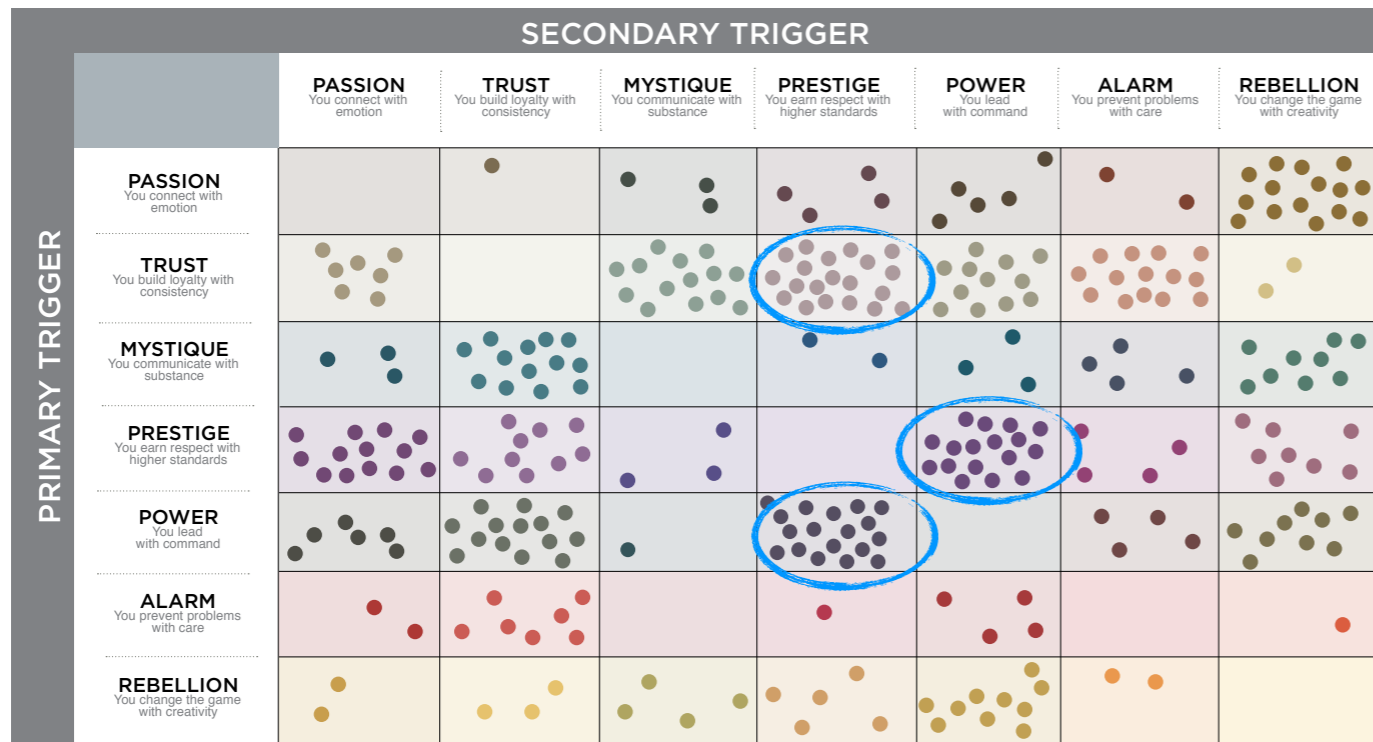
WELLS FARGO 6/14 RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless "Best-in-Class"	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

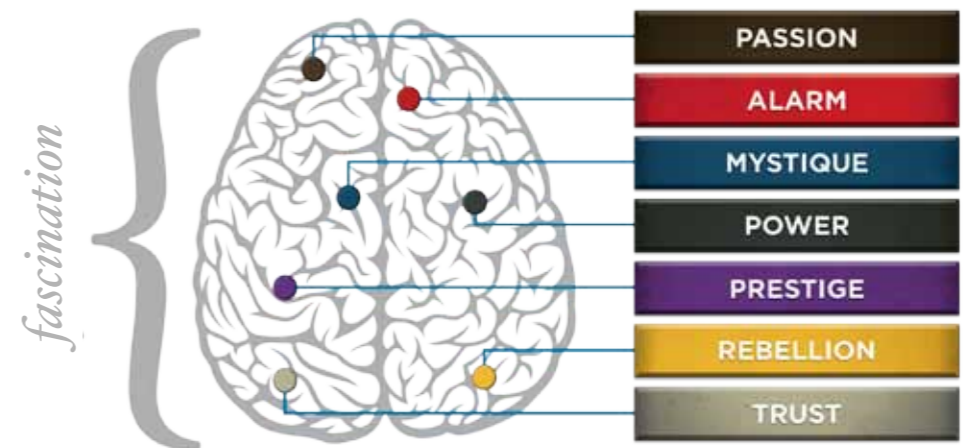
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

		SECONDARY TRIGGER						
		PASSION <small>You connect with emotion</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	PRESTIGE <small>You earn respect with higher standards</small>	POWER <small>You lead with command</small>	ALARM <small>You prevent problems with care</small>	REBELLION <small>You change the game with creativity</small>
PRIMARY TRIGGER	PASSION <small>You connect with emotion</small>		0.4%	1.1%	1.4%	1.8%	0.7%	5.3%
	TRUST <small>You build loyalty with consistency</small>	2.5%		5.0%	7.1%	4.3%	5.0%	0.7%
	MYSTIQUE <small>You communicate with substance</small>	1.1%	4.6%		0.7%	1.1%	1.4%	3.2%
	PRESTIGE <small>You earn respect with higher standards</small>	4.6%	3.6%	1.1%		6.0%	1.4%	2.8%
	POWER <small>You lead with command</small>	2.1%	5.0%	0.4%	6.4%		1.4%	3.2%
	ALARM <small>You prevent problems with care</small>	0.7%	2.5%		0.4%	1.4%		0.4%
	REBELLION <small>You change the game with creativity</small>	0.7%	1.1%	1.4%	1.8%	3.6%	0.7%	

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 TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

6.4% OF YOU ARE
"THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRER
- » FOCUSED

YOU ARE **12.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

YOU ARE **28.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **47%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **37.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **25.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **149.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



POWER

Confident
Driven
Influential



PRESTIGE

Ambitious
Discerning
Strong-Willed



MYSTIQUE

Understated
Complex
Deliberate



PASSION

Expressive
Intuitive
Impulsive



ALARM

Perfectionist
Reliable
Careful



REBELLION

Innovative
Independent
Unpredictable



TRUST

Stable
Reliable
Comforting

HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

NEW WAYS WE TEACH ADVISORS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

To grow your advisory business and be seen as the natural choice for your clients, we recommend that you integrate fascination principles into your business DNA. Fascinate Inc. offers online coaching (virtual and onsite), online training (coming in August 2014).

To find which solution is the best fit for your needs, book a session with a Fascinate Certified Coach. To book your Discovery Session, please contact us at 855-9SECOND or at Start@howtofascinate.com

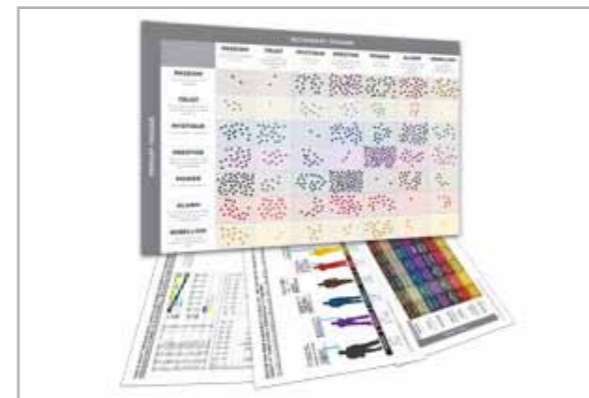
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Our flagship personal brand analysis



Win the Moment
Immediately communicate your highest value



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Custom analysis of your team or organization, including “Heat Map” of archetypes, to discover your key shared strengths



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