

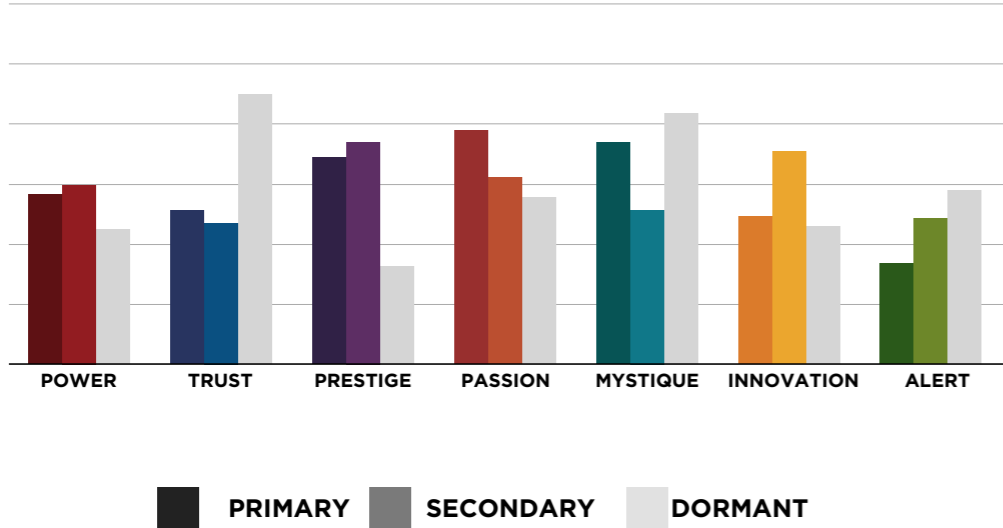
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
YELLOW SHOES ON 3/02/15

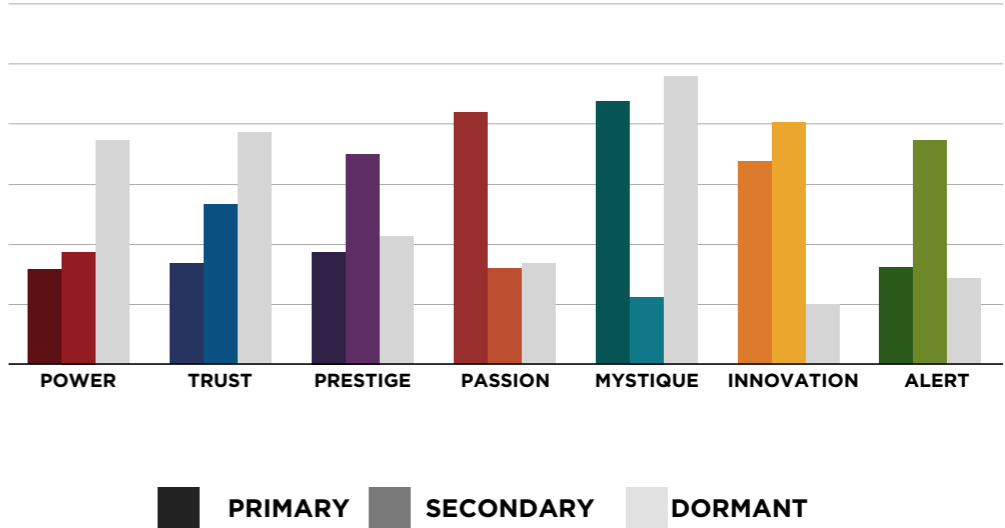


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**YELLOW SHOES RESULTS
OF THE FASCINATION ADVANTAGE TEST**

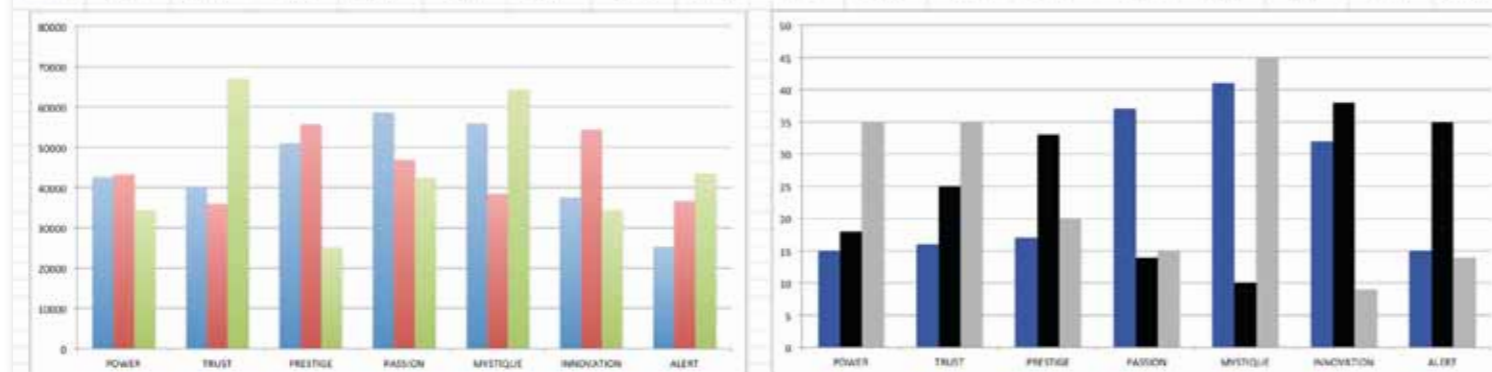


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

| Primary | Secondary | Archetype | Sum | Percent | INNOVATION | PASSION | POWER | PRESTIGE | TRUST | MYSTIQUE | ALERT |
|------------|------------|---------------------|-----|---------|------------|---------|-------|----------|-------|----------|-------|
| Passion | Innovation | The Catalyst | 18 | 10.40% | INNOVATION | 5 | 5 | 9 | 5 | 1 | 7 |
| Mystique | Alert | The Archer | 14 | 8.09% | PASSION | 18 | 1 | 6 | 2 | 4 | 6 |
| Mystique | Innovation | The Secret Weapon | 14 | 8.09% | POWER | 1 | 1 | 8 | 3 | 2 | 2 |
| Innovation | Prestige | The Trendsetter | 9 | 5.20% | PRESTIGE | 3 | 3 | 6 | 1 | 2 | 2 |
| Power | Prestige | The Maestro | 8 | 4.62% | TRUST | 2 | 2 | 7 | 3 | 3 | 4 |
| Alert | Trust | The Mediator | 7 | 4.05% | MYSTIQUE | 14 | 3 | 1 | 7 | 14 | 14 |
| Innovation | Alert | The Quick-Start | 7 | 4.05% | ALERT | 2 | 4 | 2 | 7 | 2 | 2 |
| Mystique | Trust | The Wise Owl | 7 | 4.05% | | | | | | | |
| Trust | Prestige | The Diplomat | 7 | 4.05% | INNOVATION | 2.9% | 2.9% | 5.2% | 2.9% | 0.6% | 4.0% |
| Passion | Alert | The Orchestrator | 6 | 3.47% | PASSION | 10.4% | 0.6% | 3.5% | 1.2% | 2.3% | 3.5% |
| Passion | Prestige | The Talent | 6 | 3.47% | POWER | 0.6% | 0.6% | 4.6% | 1.7% | 1.2% | 1.2% |
| Prestige | Power | The Victor | 6 | 3.47% | PRESTIGE | 1.7% | 1.7% | 3.5% | 0.6% | 1.2% | 1.2% |
| Innovation | Passion | The Rockstar | 5 | 2.89% | TRUST | 1.2% | 1.2% | 4.0% | 4.0% | 1.7% | 2.3% |
| Innovation | Power | The Maverick Leader | 5 | 2.89% | MYSTIQUE | 8.1% | 1.7% | 1.2% | 0.6% | 4.0% | 8.1% |
| Innovation | Trust | The Artisan | 5 | 2.89% | ALERT | 1.2% | 2.3% | 1.2% | 4.0% | 1.2% | 1.2% |
| Alert | Power | The Ace | 4 | 2.31% | | | | | | | |
| Passion | Mystique | The Intrigue | 4 | 2.31% | | | | | | | |
| Trust | Alert | The Good Citizen | 4 | 2.31% | | | | | | | |
| Mystique | Passion | The Subtle Touch | 3 | 1.73% | | | | | | | |
| Power | Trust | The Guardian | 3 | 1.73% | | | | | | | |
| Prestige | Innovation | The Avant-Garde | 3 | 1.73% | | | | | | | |
| Prestige | Passion | The Connoisseur | 3 | 1.73% | | | | | | | |
| Trust | Mystique | The Anchor | 3 | 1.73% | | | | | | | |
| Alert | Innovation | The Composer | 2 | 1.16% | | | | | | | |
| Alert | Prestige | The Editor-in-Chief | 2 | 1.16% | | | | | | | |
| Mystique | Power | The Veiled Strength | 2 | 1.16% | | | | | | | |
| Passion | Trust | The Beloved | 2 | 1.16% | | | | | | | |
| Power | Alert | The Defender | 2 | 1.16% | | | | | | | |
| Prestige | Alert | The Scholar | 2 | 1.16% | | | | | | | |

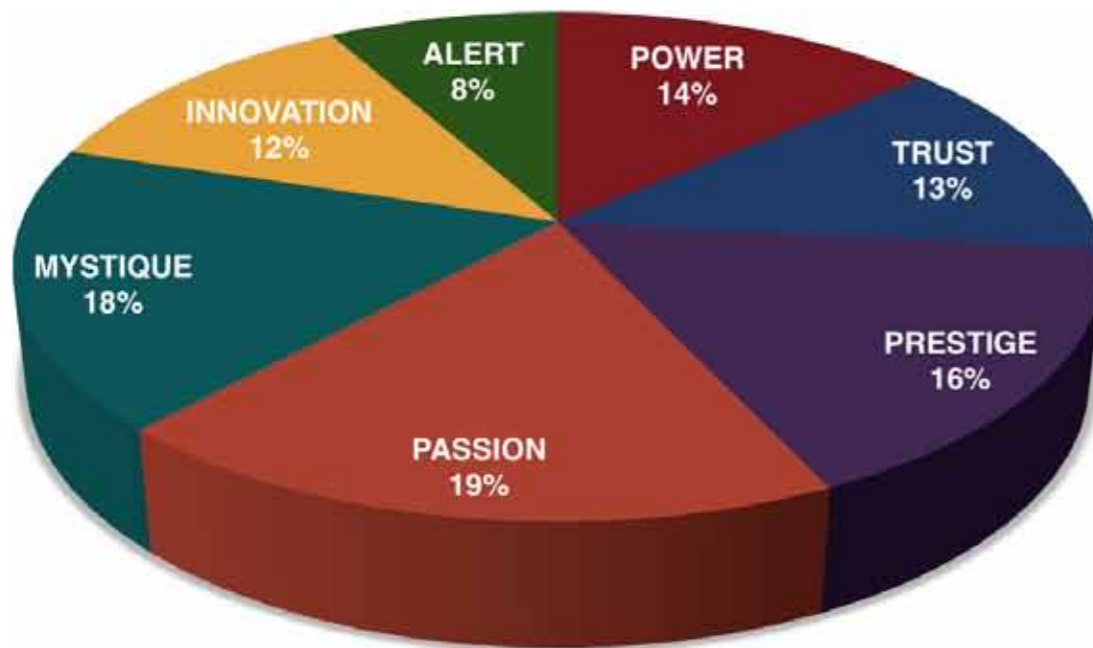
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

| AVERAGE POPULATION | | | | | | | | Yellow Shoes | | | | | | | | | | | | | |
|--------------------|-----------|---------|-------|-------|----------|---------|----------|--------------|-------|--------|-----------|-----------|-----------|-------|-------|----------|---------|----------|------------|-------|-------|
| 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 | 42604 | 40303 | 50972 | 58635 | 55879 | 37577 | 25275 | 311245 | Primary | Secondary | Dormant | 15 | 16 | 17 | 37 | 41 | 32 | 15 | 173 |
| Primary | Secondary | Dormant | 43227 | 35981 | 55696 | 46814 | 38475 | 54402 | 36700 | 311245 | Secondary | Primary | Secondary | 18 | 25 | 33 | 24 | 10 | 38 | 35 | 173 |
| Primary | Secondary | Dormant | 34416 | 66949 | 25124 | 42467 | 64308 | 34437 | 43544 | 311245 | Dormant | Primary | Secondary | 35 | 35 | 20 | 15 | 45 | 9 | 14 | 173 |

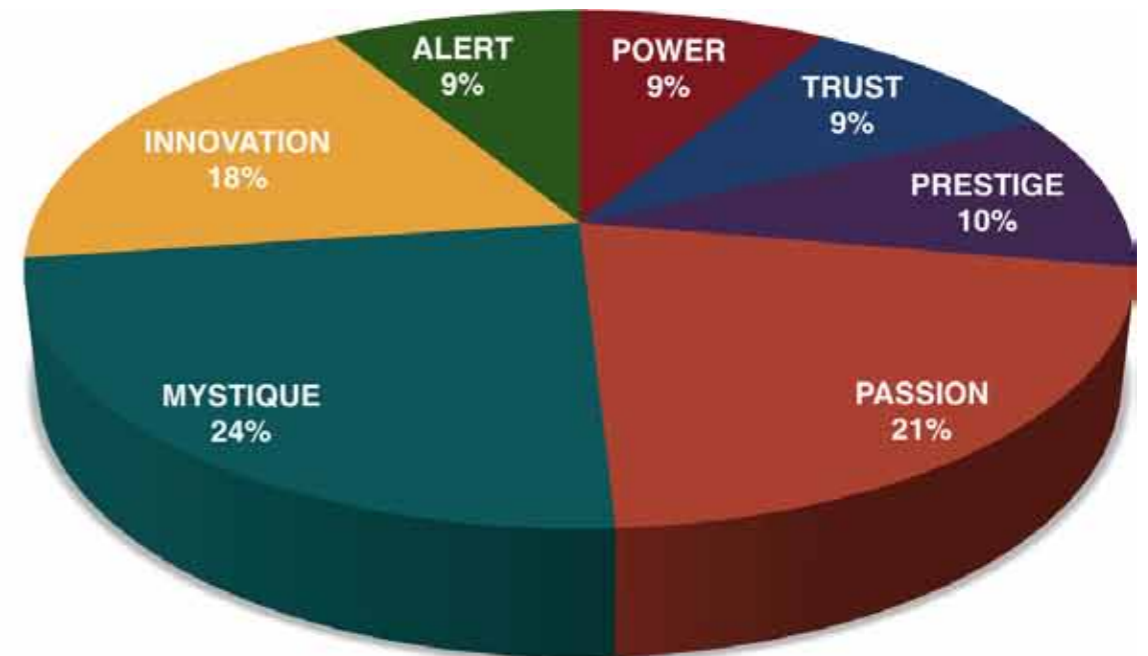


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



YELLOW SHOES RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

THE 49 PERSONALITY ARCHETYPES

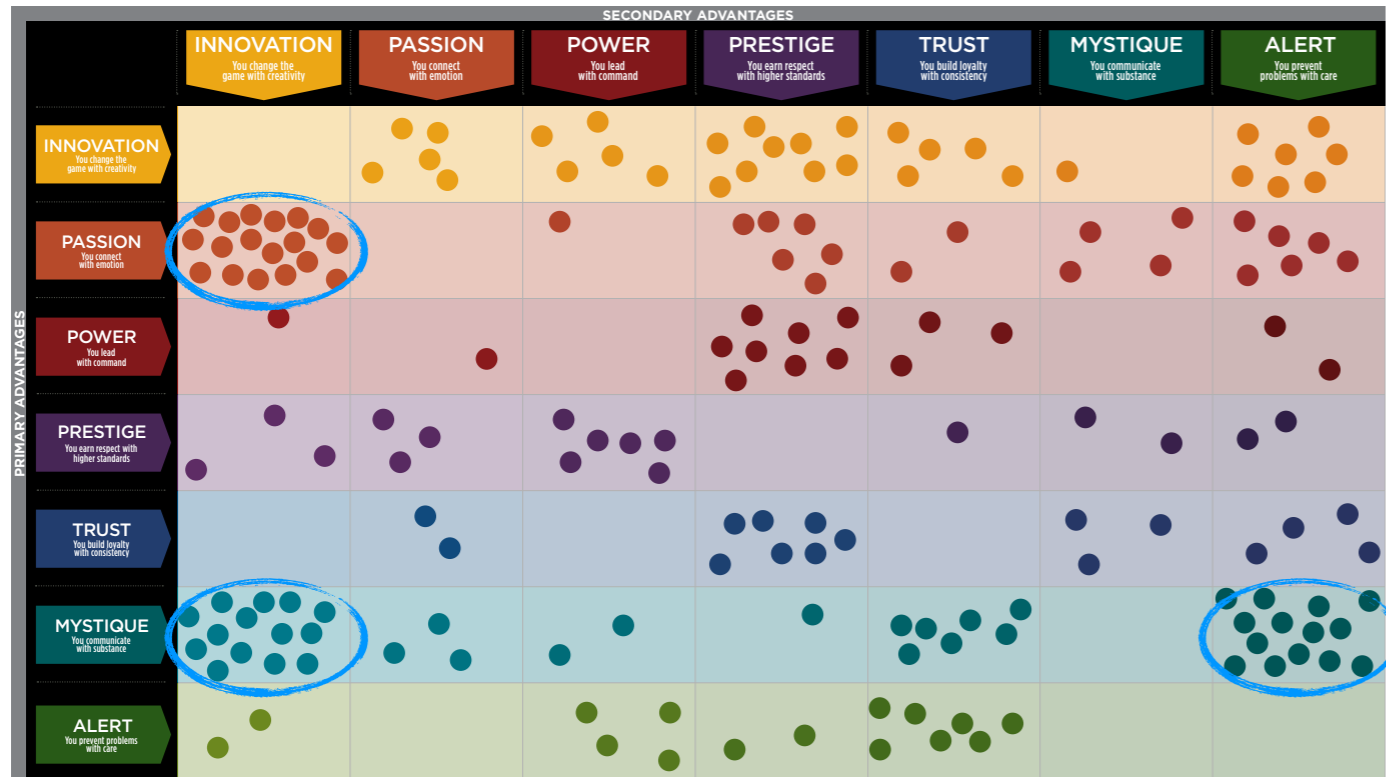
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

| | 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 |

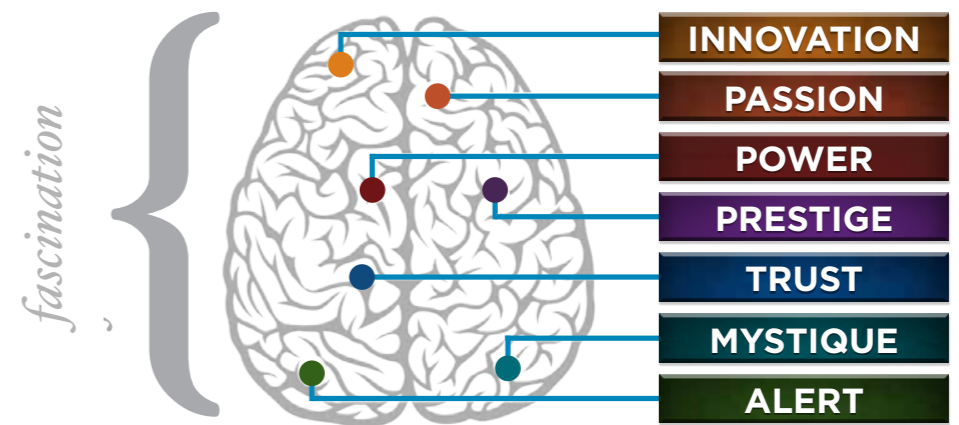
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

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.

| | 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> | | 2.9% | 2.9% | 5.2% | 2.9% | 0.6% | 4.0% |
| PASSION <small>You connect with emotion</small> | 10.4% | | 0.6% | 3.5% | 1.2% | 2.3% | 3.5% |
| POWER <small>You lead with command</small> | 0.6% | 0.6% | | 4.6% | 1.7% | | 1.2% |
| PRESTIGE <small>You earn respect with higher standards</small> | 1.7% | 1.7% | 3.5% | | 0.6% | 1.2% | 1.2% |
| TRUST <small>You build loyalty with consistency</small> | | 1.2% | | 4.0% | | 1.7% | 2.3% |
| MYSTIQUE <small>You communicate with substance</small> | 8.1% | 1.7% | 1.2% | 0.6% | 4.0% | | 8.1% |
| ALERT <small>You prevent problems with care</small> | 1.2% | | 2.3% | 1.2% | 4.0% | | |



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.

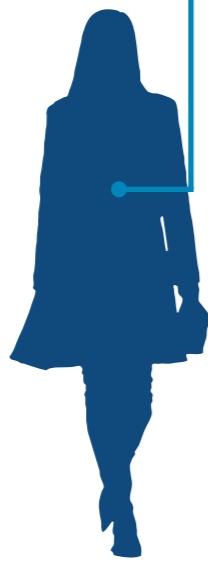
YOU ARE **40.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **25.1%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **41.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **11.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **44.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **56%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **0.8%** 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
HIGHER STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER

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. Builds a better team with the Fascination Advantage®

Online: HowToFascinate.com/Training



Contact us:
HELLO@HOWTOFASCINATE.COM