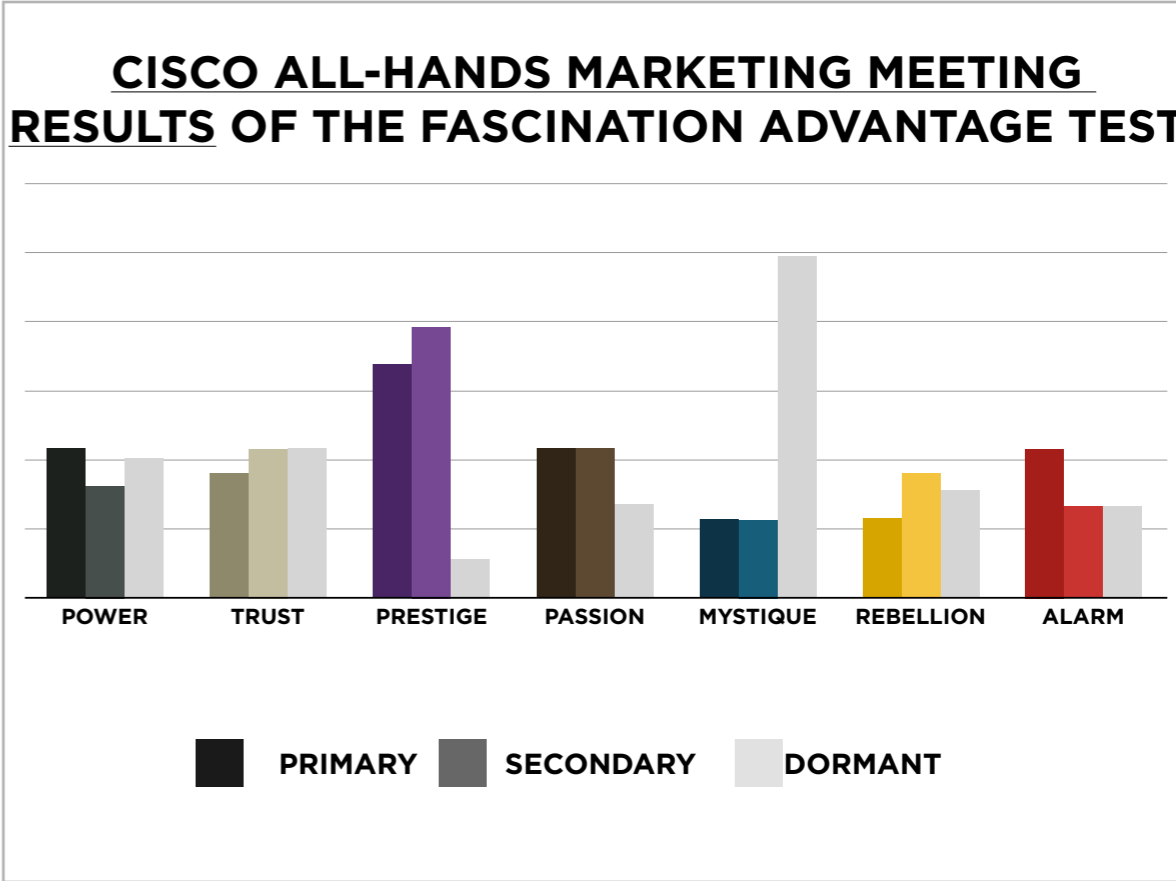
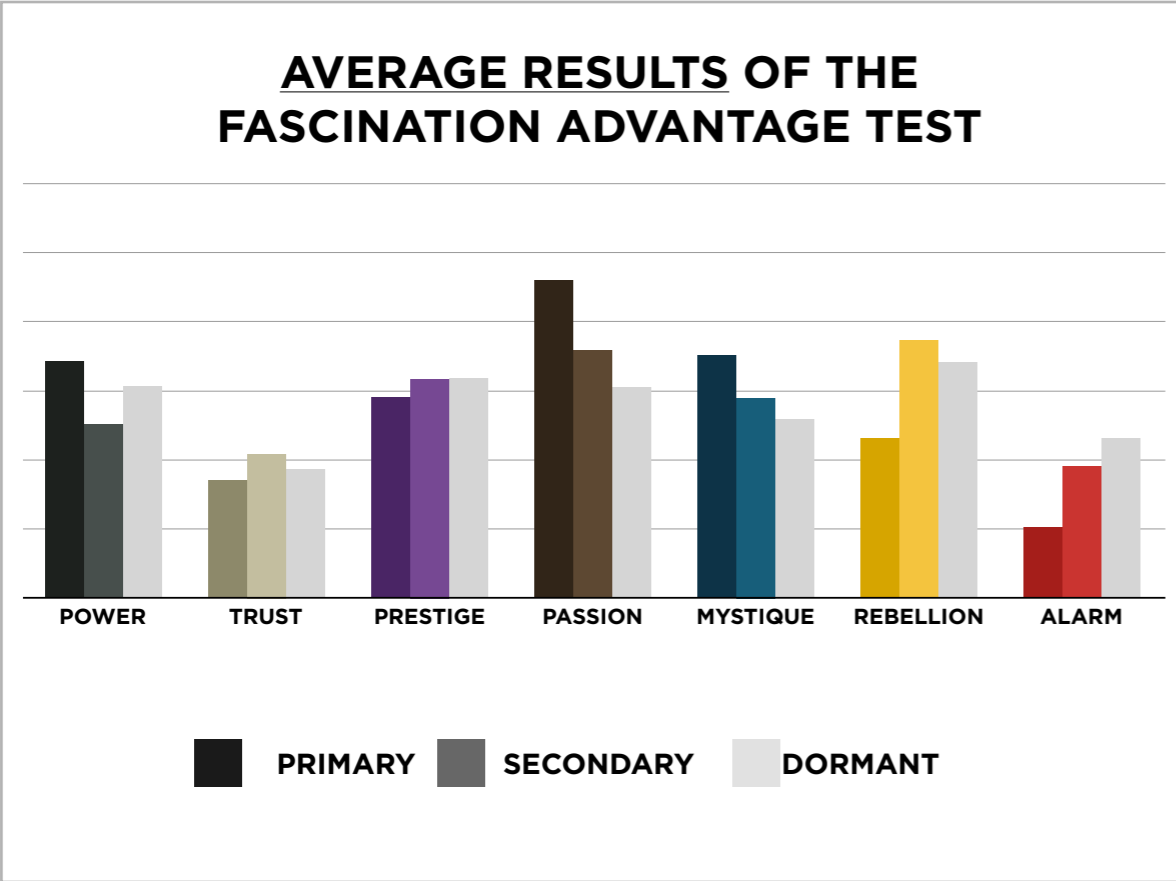


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
CISCO ALL-HANDS MARKETING MEETING ATTENDEES



**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 130,000 PEOPLE.**

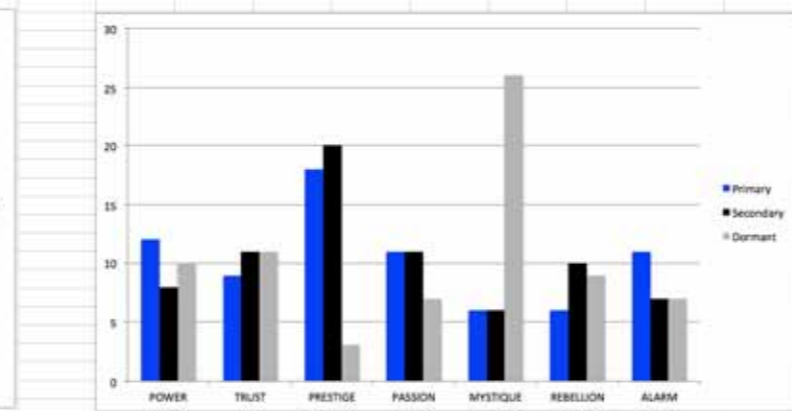
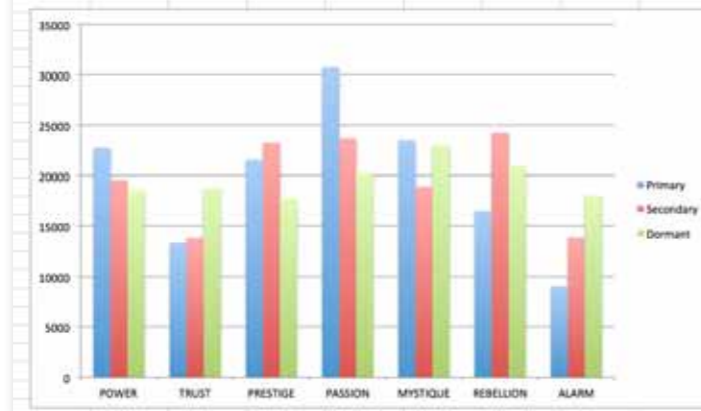


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

| Primary   | Secondary | Archetype           | Sum | Percentage |           | PASSION | TRUST | MYSTIQUE | PRESTIGE | POWER | ALARM | REBELLION |
|-----------|-----------|---------------------|-----|------------|-----------|---------|-------|----------|----------|-------|-------|-----------|
| Power     | Prestige  | The Maestro         | 6   | 8.22%      | PASSION   |         |       | 2        | 3        | 1     | 2     | 3         |
| Prestige  | Passion   | The Connoisseur     | 5   | 6.85%      | TRUST     | 2       |       | 1        | 2        |       | 2     | 2         |
| Alarm     | Trust     | The Sustainer       | 5   | 6.85%      | MYSTIQUE  |         | 1     |          | 3        |       | 2     |           |
| Rebellion | Prestige  | The Trendsetter     | 5   | 6.85%      | PRESTIGE  | 5       | 2     | 2        |          | 5     | 1     | 3         |
| Prestige  | Power     | The Victor          | 5   | 6.85%      | POWER     | 2       | 3     |          | 6        |       |       | 1         |
| Passion   | Rebellion | The Catalyst        | 3   | 4.11%      | ALARM     | 1       | 5     | 1        | 1        | 2     |       | 1         |
| Power     | Trust     | The Guardian        | 3   | 4.11%      | REBELLION | 1       |       |          | 5        |       |       |           |
| Mystique  | Prestige  | The Royal Guard     | 3   | 4.11%      |           |         |       |          |          |       |       |           |
| Passion   | Prestige  | The Talent          | 3   | 4.11%      |           |         |       |          |          |       |       |           |
| Prestige  | Rebellion | The Avant-Garde     | 3   | 4.11%      |           | PASSION | TRUST | MYSTIQUE | PRESTIGE | POWER | ALARM | REBELLION |
| Prestige  | Mystique  | The Architect       | 2   | 2.74%      | PASSION   |         |       | 2.7%     | 4.1%     | 1.4%  | 2.7%  | 4.1%      |
| Trust     | Passion   | The Authentic       | 2   | 2.74%      | TRUST     | 2.7%    |       | 1.4%     | 2.7%     |       | 2.7%  | 2.7%      |
| Prestige  | Trust     | The Blue Chip       | 2   | 2.74%      | MYSTIQUE  |         | 1.4%  |          | 4.1%     |       | 2.7%  |           |
| Mystique  | Alarm     | The Bullseye        | 2   | 2.74%      | PRESTIGE  | 6.8%    | 2.7%  | 2.7%     |          | 6.8%  | 1.4%  | 4.1%      |
| Trust     | Prestige  | The Diplomat        | 2   | 2.74%      | POWER     | 2.7%    | 4.1%  |          | 8.2%     |       |       | 1.4%      |
| Trust     | Rebellion | The Evolutionary    | 2   | 2.74%      | ALARM     | 1.4%    | 6.8%  | 1.4%     | 1.4%     | 2.7%  |       | 1.4%      |
| Trust     | Alarm     | The Good Citizen    | 2   | 2.74%      | REBELLION | 1.4%    |       |          | 6.8%     |       |       |           |
| Passion   | Mystique  | The Intrigue        | 2   | 2.74%      |           |         |       |          |          |       |       |           |
| Passion   | Alarm     | The Orchestrator    | 2   | 2.74%      |           |         |       |          |          |       |       |           |
| Alarm     | Power     | The Sheriff         | 2   | 2.74%      |           |         |       |          |          |       |       |           |
| Power     | Passion   | The Ringleader      | 2   | 2.74%      |           |         |       |          |          |       |       |           |
| Passion   | Power     | The Advocate        | 1   | 1.37%      |           |         |       |          |          |       |       |           |
| Power     | Rebellion | The Change Agent    | 1   | 1.37%      |           |         |       |          |          |       |       |           |
| Alarm     | Passion   | The Coordinator     | 1   | 1.37%      |           |         |       |          |          |       |       |           |
| Alarm     | Rebellion | The Craftsman       | 1   | 1.37%      |           |         |       |          |          |       |       |           |
| Alarm     | Prestige  | The Editor-in-Chief | 1   | 1.37%      |           |         |       |          |          |       |       |           |
| Alarm     | Mystique  | The Inspector       | 1   | 1.37%      |           |         |       |          |          |       |       |           |
| Prestige  | Alarm     | The Perfectionist   | 1   | 1.37%      |           |         |       |          |          |       |       |           |
| Rebellion | Passion   | The Rockstar        | 1   | 1.37%      |           |         |       |          |          |       |       |           |
| Trust     | Mystique  | The Vault           | 1   | 1.37%      |           |         |       |          |          |       |       |           |

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

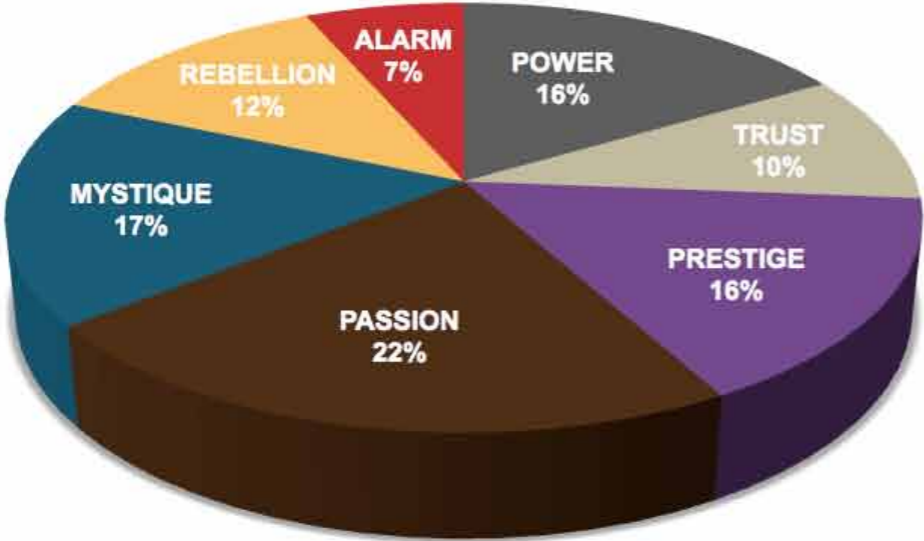
| AVERAGE POPULATION |       |       |          |         |          |           |       |        | Cisco All-Hands Marketing Meeting |       |       |          |         |          |           |       |       |
|--------------------|-------|-------|----------|---------|----------|-----------|-------|--------|-----------------------------------|-------|-------|----------|---------|----------|-----------|-------|-------|
|                    | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | REBELLION | ALARM | Total  |                                   | POWER | TRUST | PRESTIGE | PASSION | MYSTIQUE | REBELLION | ALARM | Total |
| Primary            | 22751 | 13339 | 21538    | 30735   | 23498    | 16500     | 9064  | 137425 | Primary                           | 12    | 9     | 18       | 11      | 6        | 6         | 11    | 73    |
| Secondary          | 19609 | 13815 | 23275    | 23693   | 18919    | 24260     | 13854 | 137425 | Secondary                         | 8     | 11    | 20       | 11      | 6        | 10        | 7     | 73    |
| Dormant            | 18604 | 18790 | 17754    | 20279   | 23050    | 20870     | 18078 | 137425 | Dormant                           | 10    | 11    | 3        | 7       | 26       | 9         | 7     | 73    |



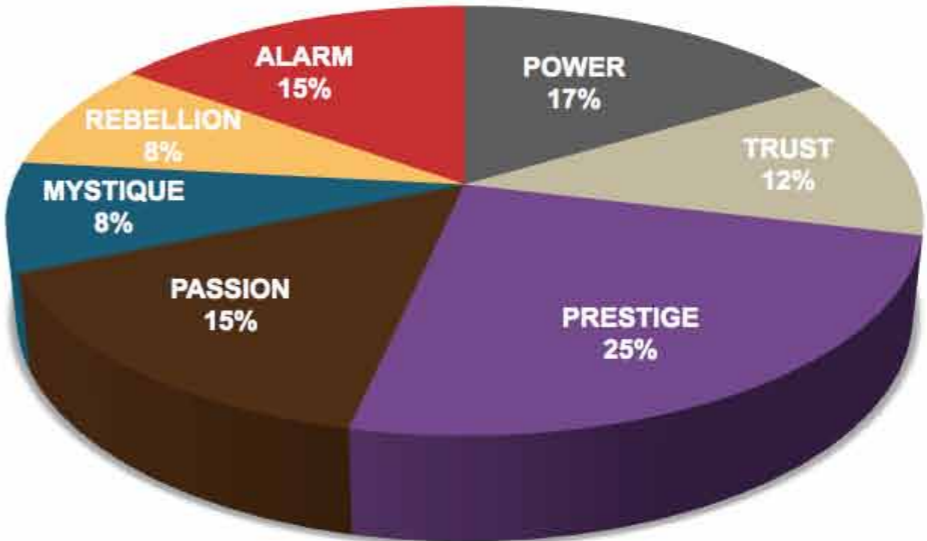
**THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.**

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**AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST**



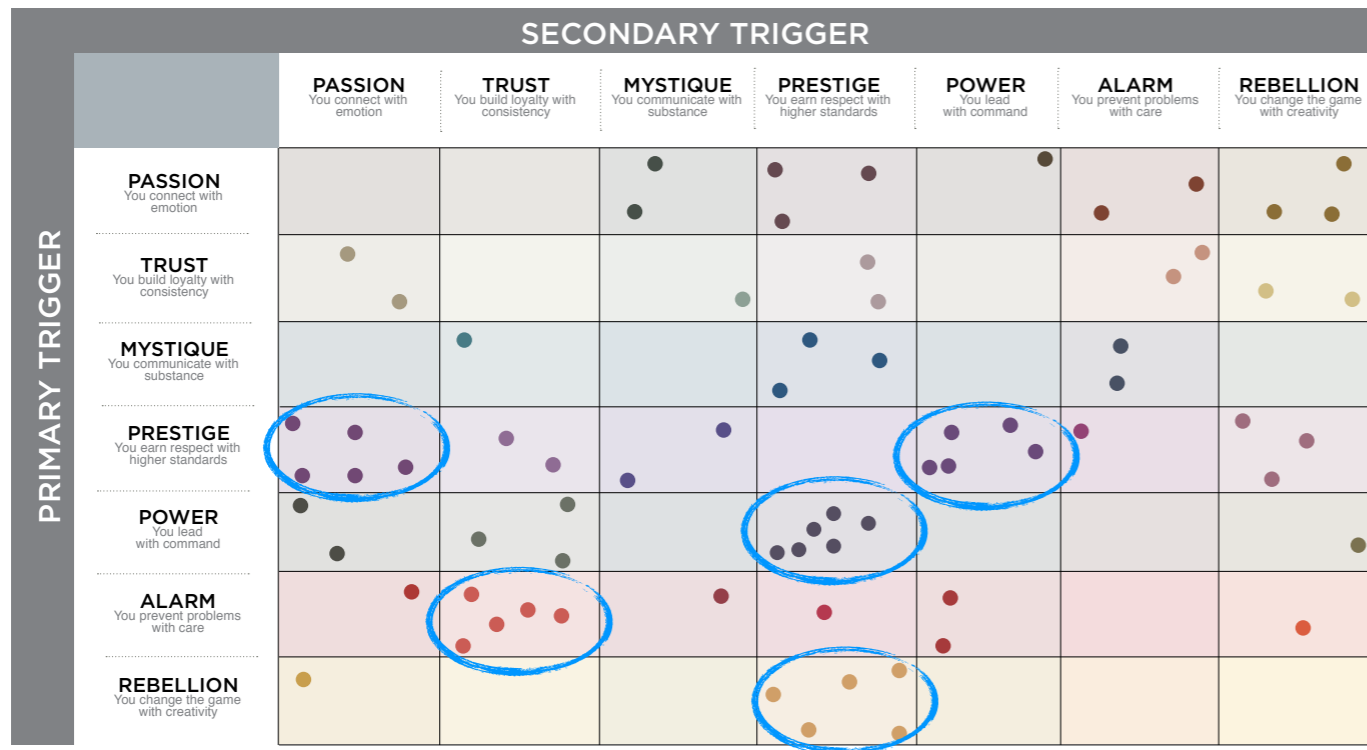
**CISCO ALL-HANDS MARKETING MEETING ATTENDEES RESULTS FROM THE FASCINATION ADVANTAGE TEST**



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

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

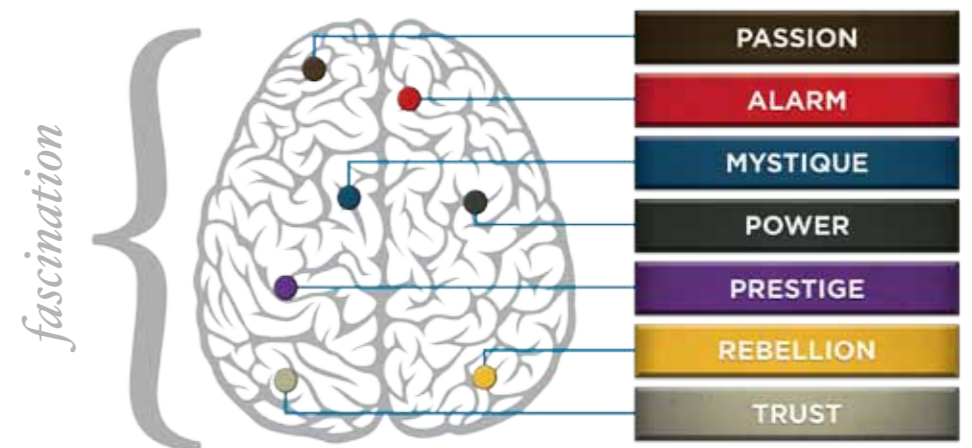
# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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

|                 |  | SECONDARY TRIGGER                   |   |  |  |                                |   |  |
|-----------------|--|-------------------------------------|---|--|--|--------------------------------|---|--|
|                 |  | PASSION<br>You connect with emotion | TRUST<br>You build loyalty with consistency | MYSTIQUE<br>You communicate with substance | PRESTIGE<br>You earn respect with higher standards | POWER<br>You lead with command | ALARM<br>You prevent problems with care | REBELLION<br>You change the game with creativity |
| PRIMARY TRIGGER | PASSION<br>You connect with emotion                |                                     |   | 2.7%                                       | 4.1%   | 1.4%                           | 2.7%                                    | 4.1%   |
|                 | TRUST<br>You build loyalty with consistency        | 2.7%                                |   | 1.4%                                       | 2.7%   |                                | 2.7%                                    | 2.7%   |
|                 | MYSTIQUE<br>You communicate with substance         |                                     | 1.4%  |  | 4.1%   |                                | 2.7%                                    |  |
|                 | PRESTIGE<br>You earn respect with higher standards | 6.8%                                | 2.7%  | 2.7%                                       |  | 6.8%                           | 1.4%                                    | 4.1%   |
|                 | POWER<br>You lead with command                     | 2.7%                                | 4.1%  |  | 8.2%   |                                |   | 1.4%   |
|                 | ALARM<br>You prevent problems with care            | 1.4%                                | 6.8%  | 1.4%                                       | 1.4%   | 2.7%                           |   | 1.4%   |
|                 | REBELLION<br>You change the game with creativity   | 1.4%                                |   |  | 6.8%   |                                |   |  |

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.

8.2% OF YOU ARE "THE MAESTRO"

## POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE **46%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

YOU ARE **49.2%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **26.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **56.9%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **29.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **29.3%** 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

---





# NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

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Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's keynote, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

Just click on the images below, and you'll see full details and pricing.

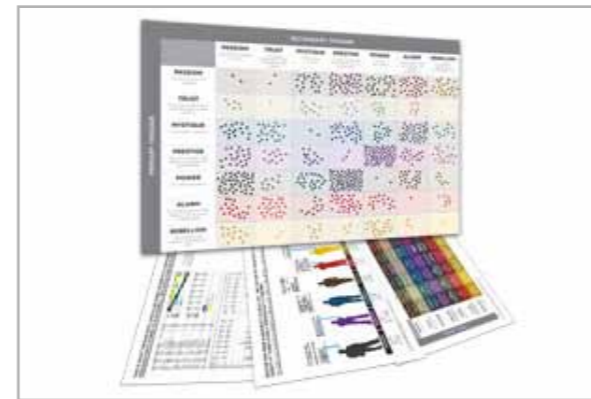
Questions? Don't hesitate to email our friendly team: [Start@howtofascinate.com](mailto:Start@howtofascinate.com)



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