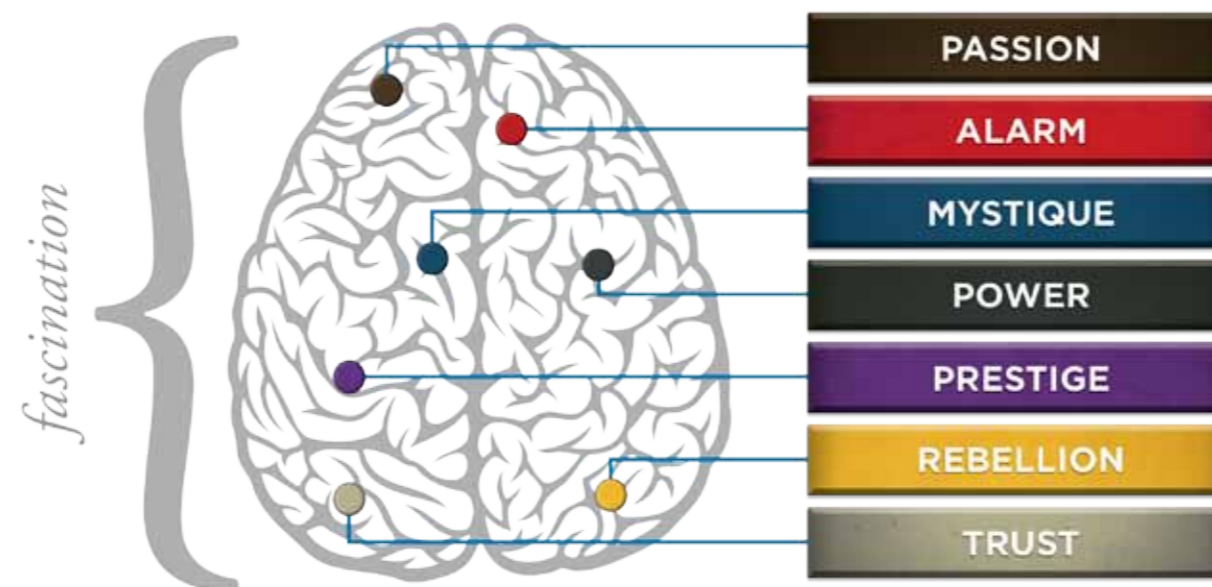


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO CISCO PARTNER VELOCITY ON 02/29/12



*“The groundbreaking Fascinate personality test literally had our room of 500 executives standing up from their chairs to get every detail.”*

- Verne Harnish  
Fortune Growth Summit, CEO Gazelles  
Author of Mastering the Rockefeller Habits

Contents: **CONFIDENTIAL**

## HELLO, MEMBERS OF CISCO PARTNER VELOCITY!

Inside this document, you'll discover our proprietary research on what makes your group most fascinating. If you're ready to begin your customized journey into the science of fascination, please continue.

The following is based on several years of proprietary research, and experience with more than 100,000 participants. Our experts have assembled the key top-line findings about your organization. This is exclusively for you. Please do not post online.

You are already fascinating—and our research proves it. We've measured the individuals in your group to show how your organization earns attention, as a whole. Our goal is to help you unlock the nuances of how you fascinate, and how to hone this natural strength to its greatest potential.

Now, invite your team and company to take part in the Fascination Advantage Test. With our preferred pricing, you'll get a discount for groups sized between 50 and 50,000 employees. Once you discover each person's fascination triggers, you can apply the Fascinate system to your whole team.

**This is not about how you see the world, but how the world sees you.**

At Fascinate, Inc., we're constantly studying incoming results from our Fascination Advantage Test. Every month, you will find new research available at [HowToFascinate.com](https://www.howtofascinate.com). In the meantime, if you have any questions or comments, please don't hesitate to share them at [hello@howtofascinate.com](mailto:hello@howtofascinate.com). One of our experts will be happy to help.

Warm regards,

Fascinate, Inc.



# 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 100,000 PEOPLE.

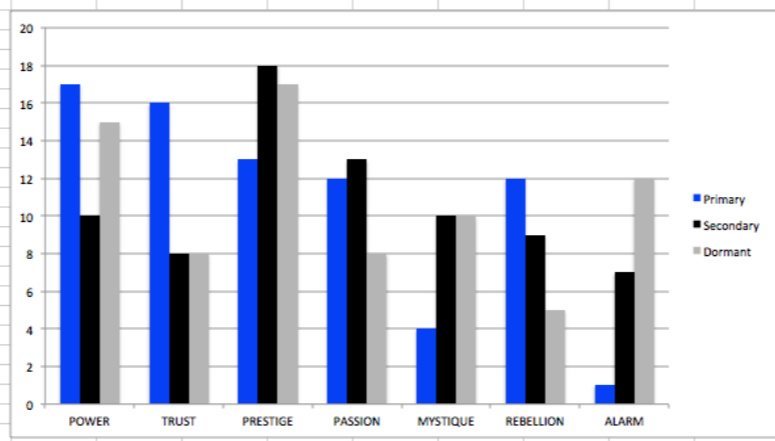
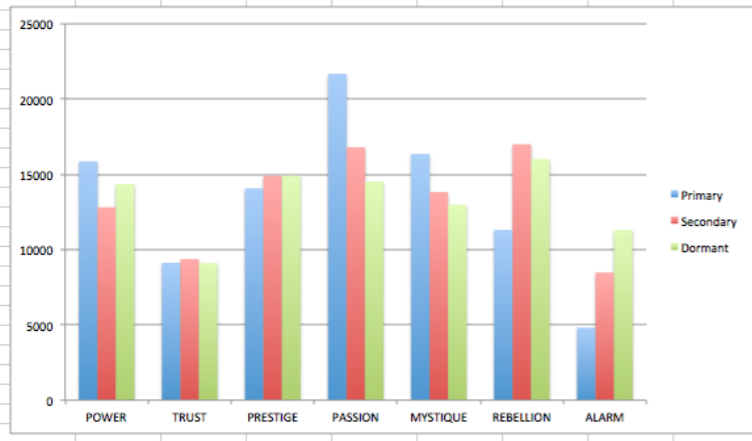
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

Primary	Secondary	Archetype	Total Archetype	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
POWER	PRESTIGE	The Maestro	8	10.7%	PASSION		1	1	4	1	1	4
POWER	TRUST	The Guardian	5	6.7%	TRUST	3		5	4	3	1	
TRUST	MYSTIQUE	The Vault	5	6.7%	MYSTIQUE				1		1	2
PASSION	PRESTIGE	The Talent	4	5.3%	PRESTIGE	3	2	2		2	3	1
PASSION	REBELLION	The Catalyst	4	5.3%	POWER	3	5		8			1
REBELLION	PASSION	The Rockstar	4	5.3%	ALARM							1
REBELLION	POWER	The Maverick Leader	4	5.3%	REBELLION	4		2	1	4	1	
TRUST	PRESTIGE	The Diplomat	4	5.3%								
POWER	PASSION	The Ringleader	3	4.0%								
PRESTIGE	ALARM	The Perfectionist	3	4.0%								
PRESTIGE	PASSION	The Connoisseur	3	4.0%								
TRUST	PASSION	The Authentic	3	4.0%								
TRUST	POWER	The Gravitas	3	4.0%	PASSION		1.3%	1.3%	5.3%	1.3%	1.3%	5.3%
MYSTIQUE	REBELLION	The Secret Weapon	2	2.7%	TRUST	4.0%		6.7%	5.3%	4.0%	1.3%	
PRESTIGE	MYSTIQUE	The Architect	2	2.7%	MYSTIQUE				1.3%		1.3%	2.7%
PRESTIGE	POWER	The Victor	2	2.7%	PRESTIGE	4.0%	2.7%	2.7%		2.7%	4.0%	1.3%
PRESTIGE	TRUST	The Blue Chip	2	2.7%	POWER	4.0%	6.7%		10.7%			1.3%
REBELLION	MYSTIQUE	The Provocateur	2	2.7%	ALARM							1.3%
ALARM	REBELLION	The Careful Creative	1	1.3%	REBELLION	5.3%		2.7%	1.3%	5.3%	1.3%	
MYSTIQUE	ALARM	The Bullseye	1	1.3%								
MYSTIQUE	PRESTIGE	The Velvet Rope	1	1.3%								
PASSION	ALARM	The Accelerator	1	1.3%								
PASSION	MYSTIQUE	The Intrigue	1	1.3%								
PASSION	POWER	The Advocate	1	1.3%								
PASSION	TRUST	The Beloved	1	1.3%								
POWER	REBELLION	The Change Agent	1	1.3%								
PRESTIGE	REBELLION	The Avant-Garde	1	1.3%								
REBELLION	ALARM	The Quick-Start	1	1.3%								

AVERAGE POPULATION									Cisco Partner Velocity								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	15858	9125	14075	21677	16352	11315	4819	93221	Primary	17	16	13	12	4	12	1	75
Secondary	12817	9373	14909	16806	13827	17004	8485	93221	Secondary	10	8	18	13	10	9	7	75
Dormant	14361	9109	14910	14528	12982	16031	11300	93221	Dormant	15	8	17	8	10	5	12	75

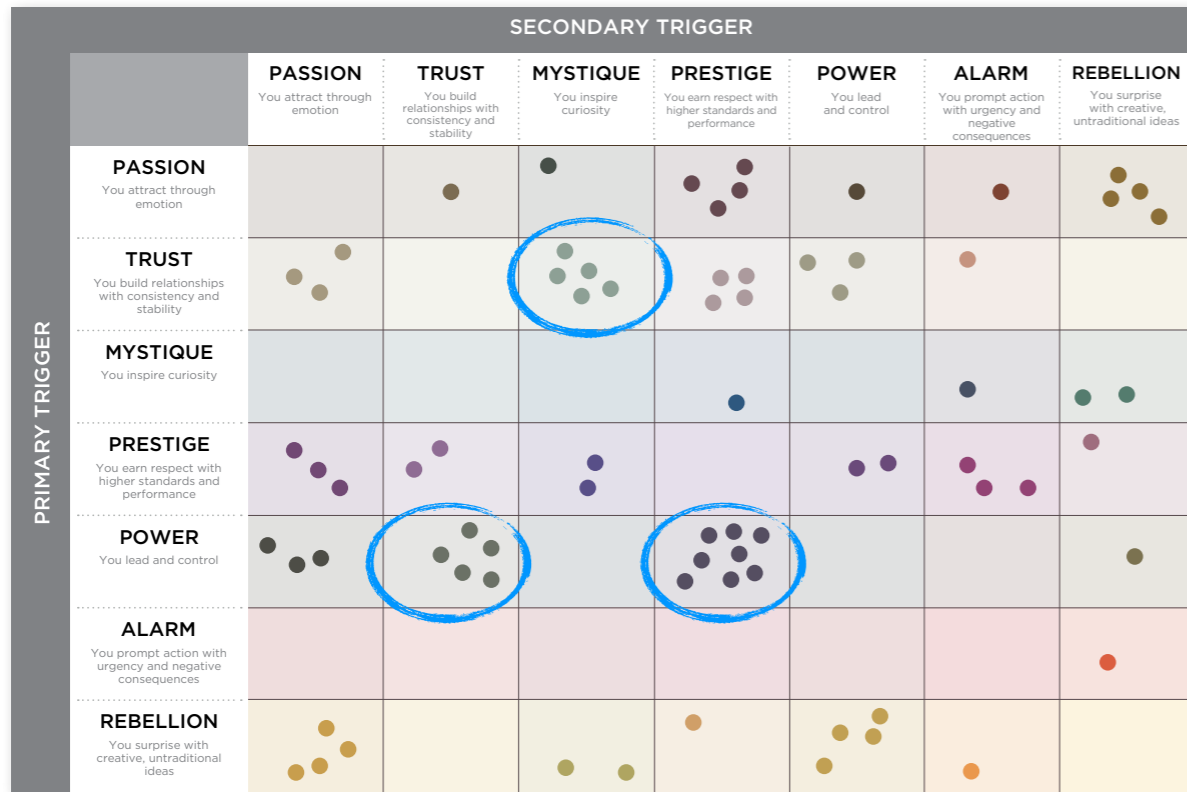
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	17.0%	9.8%	15.1%	23.3%	17.5%	12.1%	5.2%	100.0%
Secondary	13.7%	10.1%	16.0%	18.0%	14.8%	18.2%	9.1%	100.0%
Dormant	15.4%	9.8%	16.0%	15.6%	13.9%	17.2%	12.1%	100.0%



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

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion	<b>THE NAKED HEART</b> Sensitive • Effusive Fanatical	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Selective • Subtle Multi-layered	<b>THE TALENT</b> Expressive • Stylish Visually-oriented	<b>THE ADVOCATE</b> Dynamic • Inclusive Engaging	<b>THE ACCELERATOR</b> Attentive • Dedicated Detail-oriented	<b>THE CATALYST</b> Dramatic • Experimental Out-of-the-box
	TRUST You build relationships with consistency and stability	<b>THE AUTHENTIC</b> Genuine • Accessible Dependable	<b>THE OLD GUARD</b> Predictable • Firm Unmovable	<b>THE VAULT</b> Rational • Discreet Understated	<b>THE DIPLOMAT</b> Impeccable • Subtle Respected	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE GOOD CITIZEN</b> Observant • Modest Preventative	<b>THE ICONOCLAST</b> Mellow • Open-minded Nonconformist
	MYSTIQUE You inspire curiosity	<b>THE SUBTLE TOUCH</b> Intriguing • Complex Paradoxical	<b>THE WISE OWL</b> Observant Assured • Unruffled	<b>THE DEADBOLT</b> Steely • Inaccessible Introverted	<b>THE VELVET ROPE</b> Elegant • Astute Unattainable	<b>THE VEILED STRENGTH</b> Rational • Self-reliant Intentional	<b>THE BULLSEYE</b> Precise • Sharp Under-the-radar	<b>THE SECRET WEAPON</b> Unassuming • Ironic Independent
	PRESTIGE You earn respect with higher standards and performance	<b>THE CONNOISSEUR</b> Astute • Envious In-the-know	<b>THE BLUE CHIP</b> Classic • Safe "Best-in-Class"	<b>THE ARCHITECT</b> Exacting • Skillful Restrained	<b>THE LAST WORD</b> Deliberate • Frosty Uncompromising	<b>THE VICTOR</b> Results-Oriented Respected Competitive	<b>THE PERFECTIONIST</b> Driven • Controlled Standard-bearer	<b>THE AVANT-GARDE</b> Original • Distinctive Trendsetter
	POWER You lead and control	<b>THE RINGLEADER</b> Motivating • Vigorous Compelling	<b>THE GUARDIAN</b> Established • Genuine Sure-footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE MAESTRO</b> Ambitious Admired • Focused	<b>THE FINAL AUTHORITY</b> Dominant • Forceful Emphatic	<b>THE WATCHDOG</b> Aggressive • Alert Cautionary	<b>THE CHANGE AGENT</b> Entrepreneurial Vivid • Quick-witted
	ALARM You prompt action with urgency and negative consequences	<b>THE DETECTOR</b> Cautionary Practical • Protective	<b>THE MAINTAINER</b> Steadfast • Composed By-the-book	<b>THE TOP SECRET</b> Private • Alert Elusive	<b>THE EDITOR</b> Discerning • Proficient Controlled	<b>THE SHERIFF</b> Tireless • Determined Conservative	<b>THE NEUROTIC</b> Harsh • Rigid Vigilant	<b>THE CAREFUL CREATIVE</b> Strategic • Fine-tuned Progressive
	REBELLION You surprise with creative, untraditional ideas	<b>THE ROCKSTAR</b> Unique • Artistic Unorthodox	<b>THE ARTISAN</b> Measured • Thoughtful Craftsman-like	<b>THE PROVOCATEUR</b> Surprising • Witty Irreverent	<b>THE TRENDSETTER</b> Niche • Elite Eccentric	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE QUICK-START</b> Thorough • Diligent Imaginative	<b>THE ANARCHIST</b> Intensely Creative Unpredictable Startling

# THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion		1.3%	1.3%	5.3%	1.3%	1.3%	5.3%
	TRUST You build relationships with consistency and stability	4.0%		6.7%	5.3%	4.0%	1.3%	
	MYSTIQUE You inspire curiosity				1.3%		1.3%	2.7%
	PRESTIGE You earn respect with higher standards and performance	4.0%	2.7%	2.7%		2.7%	4.0%	1.3%
	POWER You lead and control	4.0%	6.7%		10.7%			1.3%
	ALARM You prompt action with urgency and negative consequences							1.3%
	REBELLION You surprise with creative, untraditional ideas	5.3%		2.7%	1.3%	5.3%	1.3%	

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.

10.7% OF YOU ARE "THE MAESTRO"

## POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

17.3% OF YOU HAVE PRESTIGE AS A PRIMARY TRIGGER

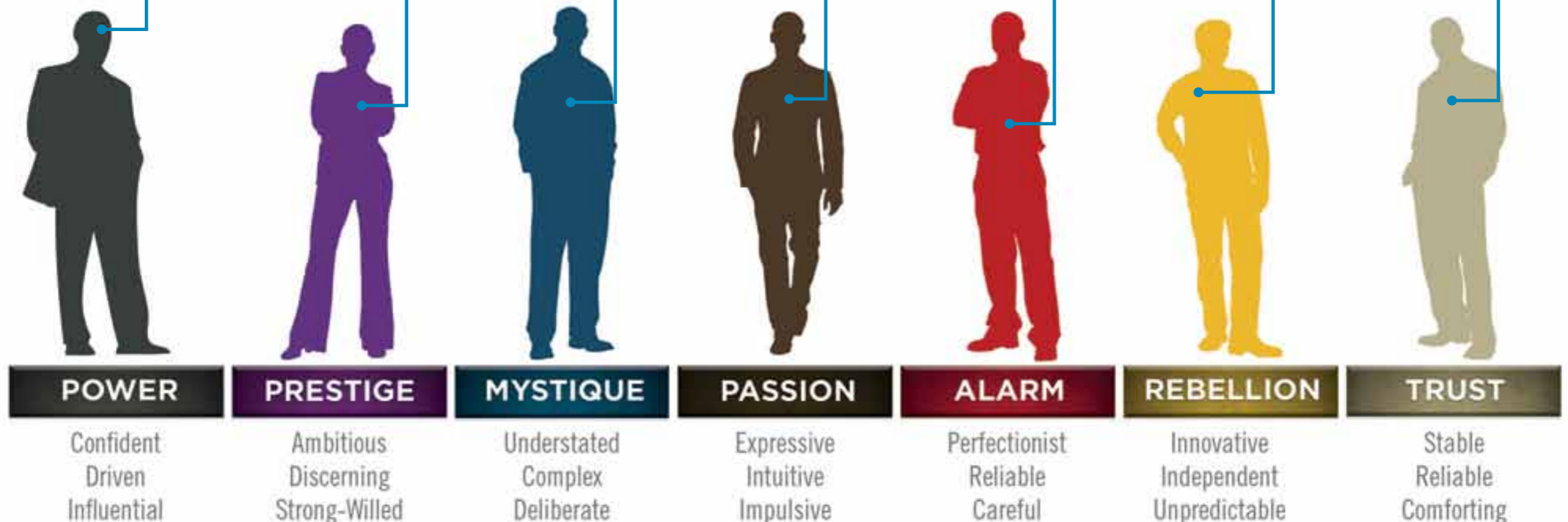
YOU ARE 69.6% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE MYSTIQUE AS A PRIMARY TRIGGER

16% OF YOU HAVE PASSION AS A PRIMARY TRIGGER

YOU ARE 74.2% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE ALARM AS A PRIMARY TRIGGER

YOU ARE 31.8% MORE LIKELY TO HAVE REBELLION AS A PRIMARY TRIGGER THAN THE AVERAGE POPULATION

YOU ARE 117.9% MORE LIKELY TO HAVE TRUST AS A PRIMARY TRIGGER THAN THE AVERAGE POPULATION



# THANK YOU FOR THE OPPORTUNITY TO LEARN MORE ABOUT YOUR GROUP.

SHALL WE CONTINUE THE CONVERSATION?

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This has only been a glimpse into the raw data that reveals what makes this group fascinating. As you continue your education on the Fascination Advantage System, we'll show you how to take these insights and put them into practice in your organization to help your team work more effectively and productively together.

To learn more, simply go to [HowToFascinate.com](http://HowToFascinate.com)

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