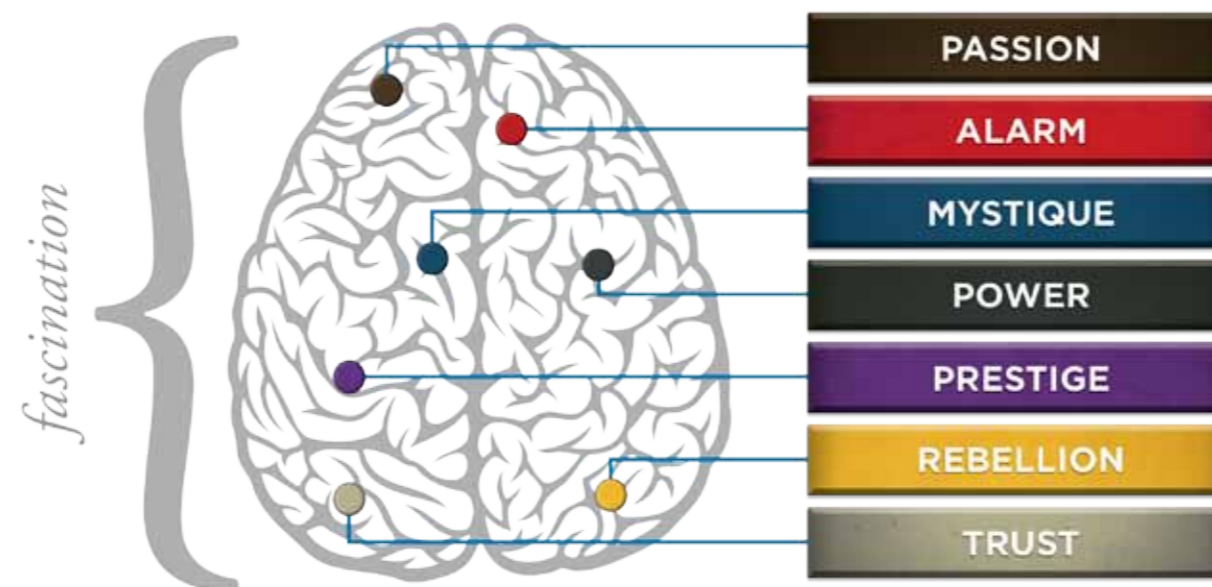


# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO GE ON 06/06/12



*“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 GE:

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.

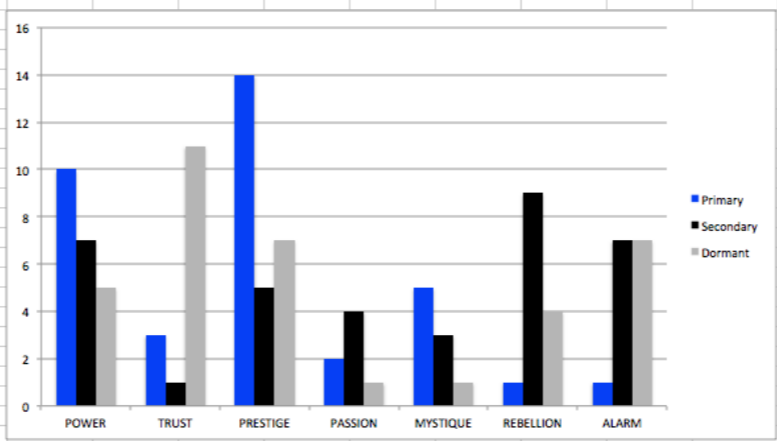
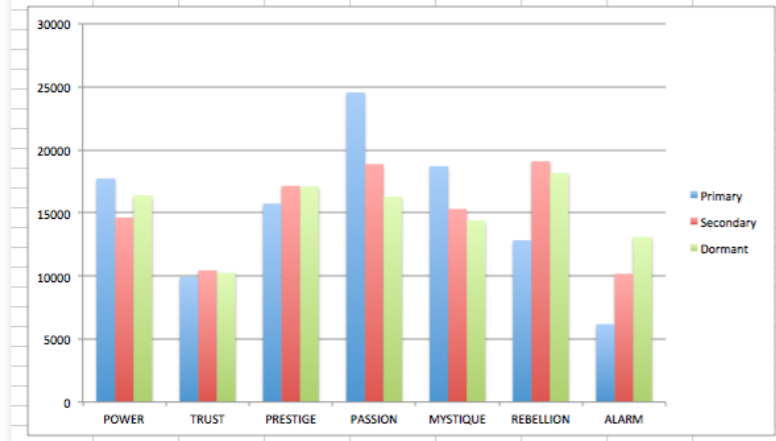


# THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

Primary	Secondary	Dormant	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
prestige	power	trust	The Victor	5	13.89%	PASSION						2	
prestige	rebellion	power	The Avant-Garde	5	13.89%	TRUST				1	1		1
mystique	rebellion	prestige	The Secret Weapon	2	5.56%	MYSTIQUE				1	1	1	2
passion	alarm	rebellion	The Accelerator	2	5.56%	PRESTIGE	1		1			2	5
power	alarm	prestige	The Watchdog	2	5.56%	POWER	2	1	2	2		2	1
power	mystique	trust	The Mastermind	2	5.56%	ALARM				1			
power	passion	alarm	The Ringleader	2	5.56%	REBELLION	1						
power	prestige	trust	The Maestro	2	5.56%								
prestige	alarm	trust	The Perfectionist	2	5.56%								
alarm	prestige	trust	The Editor	1	2.78%								
mystique	alarm	trust	The Bullseye	1	2.78%								
mystique	power	prestige	The Veiled Strength	1	2.78%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
mystique	prestige	trust	The Velvet Rope	1	2.78%	PASSION	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%
power	rebellion	prestige	The Change Agent	1	2.78%	TRUST	0.0%	0.0%	0.0%	2.8%	2.8%	0.0%	2.8%
power	trust	mystique	The Guardian	1	2.78%	MYSTIQUE	0.0%	0.0%	0.0%	2.8%	2.8%	2.8%	5.6%
prestige	mystique	alarm	The Architect	1	2.78%	PRESTIGE	2.8%	0.0%	2.8%	0.0%	13.9%	5.6%	13.9%
prestige	passion	rebellion	The Connoisseur	1	2.78%	POWER	5.6%	2.8%	5.6%	5.6%	0.0%	5.6%	2.8%
rebellion	passion	alarm	The Rockstar	1	2.78%	ALARM	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%
trust	power	prestige	The Gravitas	1	2.78%	REBELLION	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
trust	prestige	alarm	The Diplomat	1	2.78%								
trust	rebellion	power	The Iconoclast	1	2.78%								
				36									

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

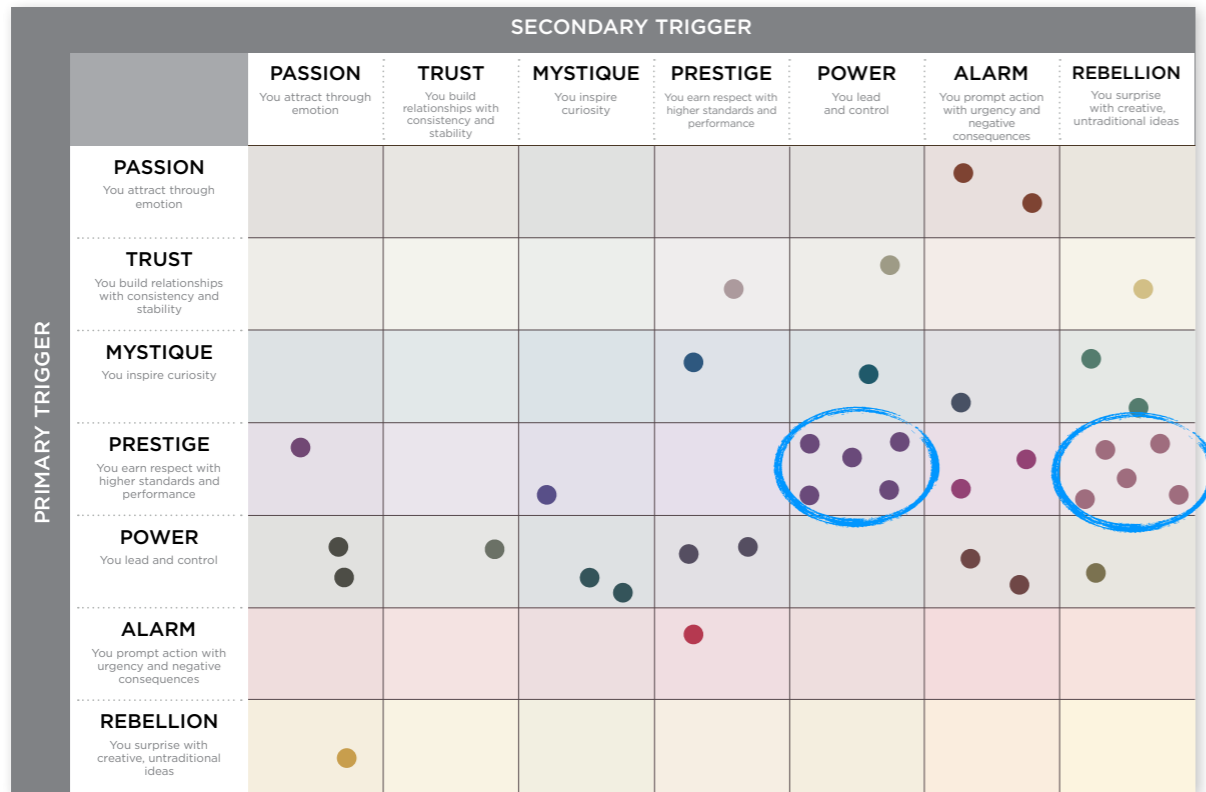
AVERAGE POPULATION									GE								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	17729	9931	15736	24547	18706	12824	6176	105649	Primary	10	3	14	2	5	1	1	36
Secondary	14627	10439	17147	18867	15306	19090	10173	105649	Secondary	7	1	5	4	3	9	7	36
Dormant	16389	10242	17096	16282	14396	18151	13093	105649	Dormant	5	11	7	1	1	4	7	36



# 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.”



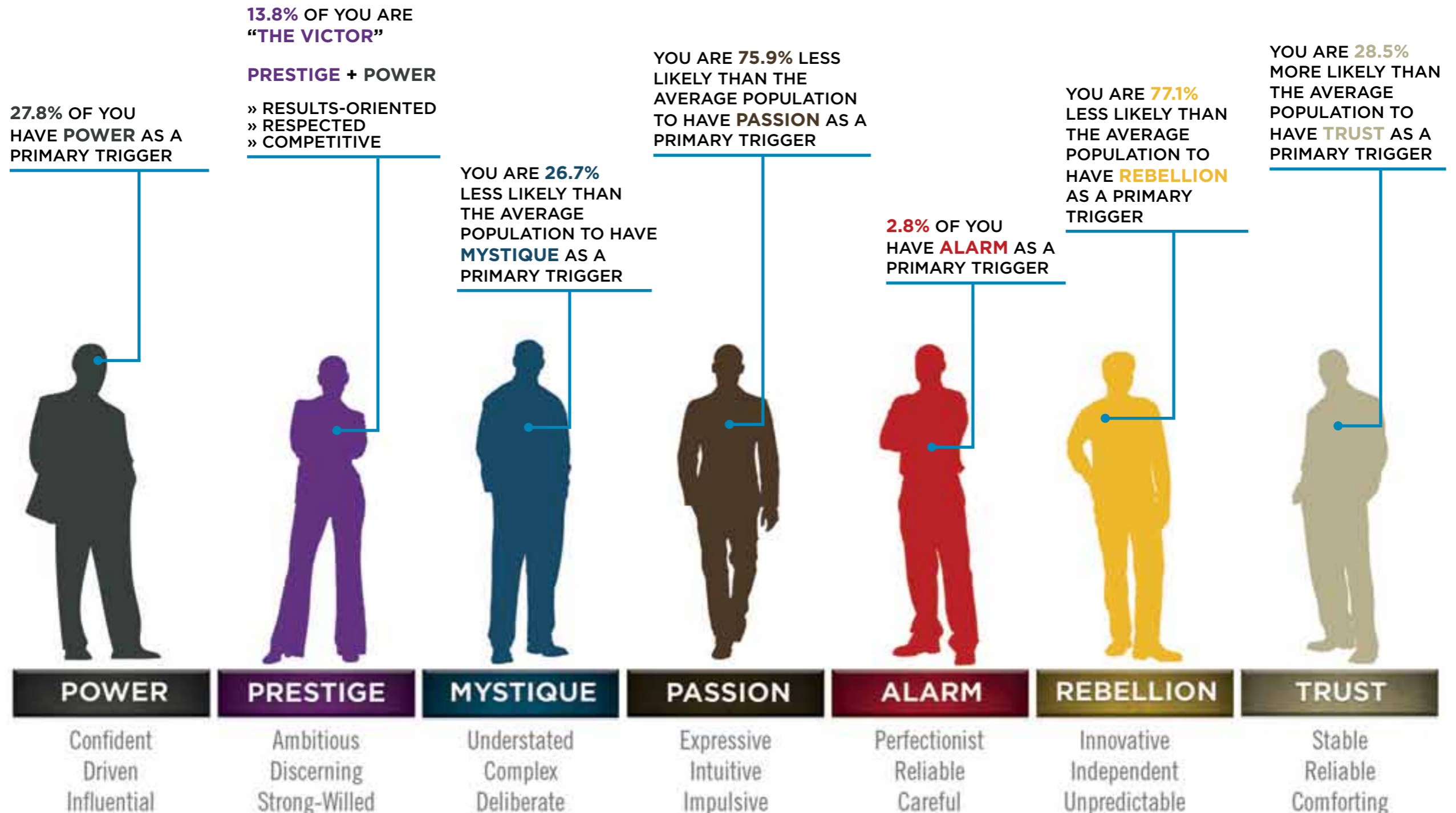
Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		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						5.6%	
	TRUST You build relationships with consistency and stability				2.8%	2.8%		2.8%
	MYSTIQUE You inspire curiosity				2.8%	2.8%	2.8%	5.6%
	PRESTIGE You earn respect with higher standards and performance	2.8%		2.8%		13.9%	5.6%	13.9%
	POWER You lead and control	5.6%	2.8%	5.6%	5.6%		5.6%	2.8%
	ALARM You prompt action with urgency and negative consequences				2.8%			
	REBELLION You surprise with creative, untraditional ideas	2.8%						

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.



## THE 9-SECOND FASCINATION STATEMENT

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**STEP 1**

**LOGIN AT [HowToFASCINATE.COM](https://www.howtofascinate.com)**

**STEP 2**

**DOWNLOAD DIGITAL VOLUME**

**STEP 3**

**CREATE YOUR APPROACH**

# 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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