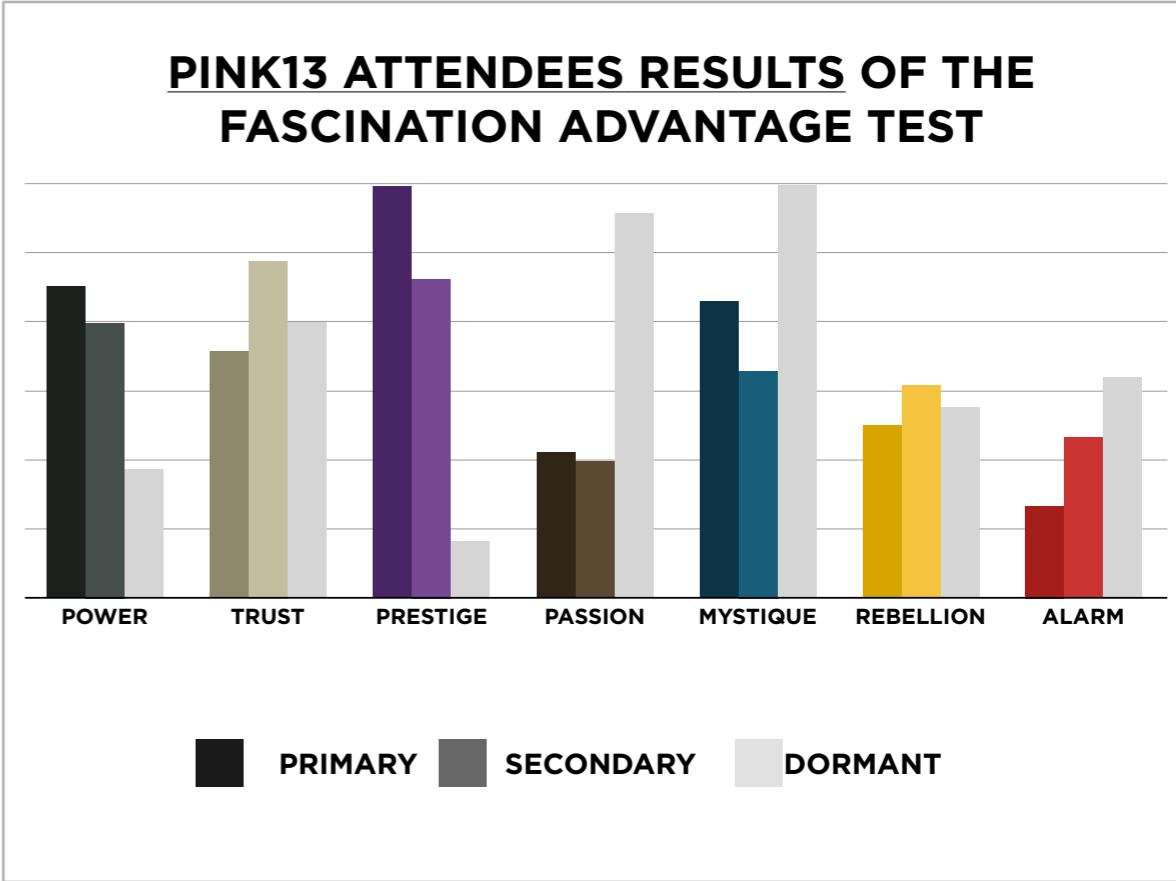
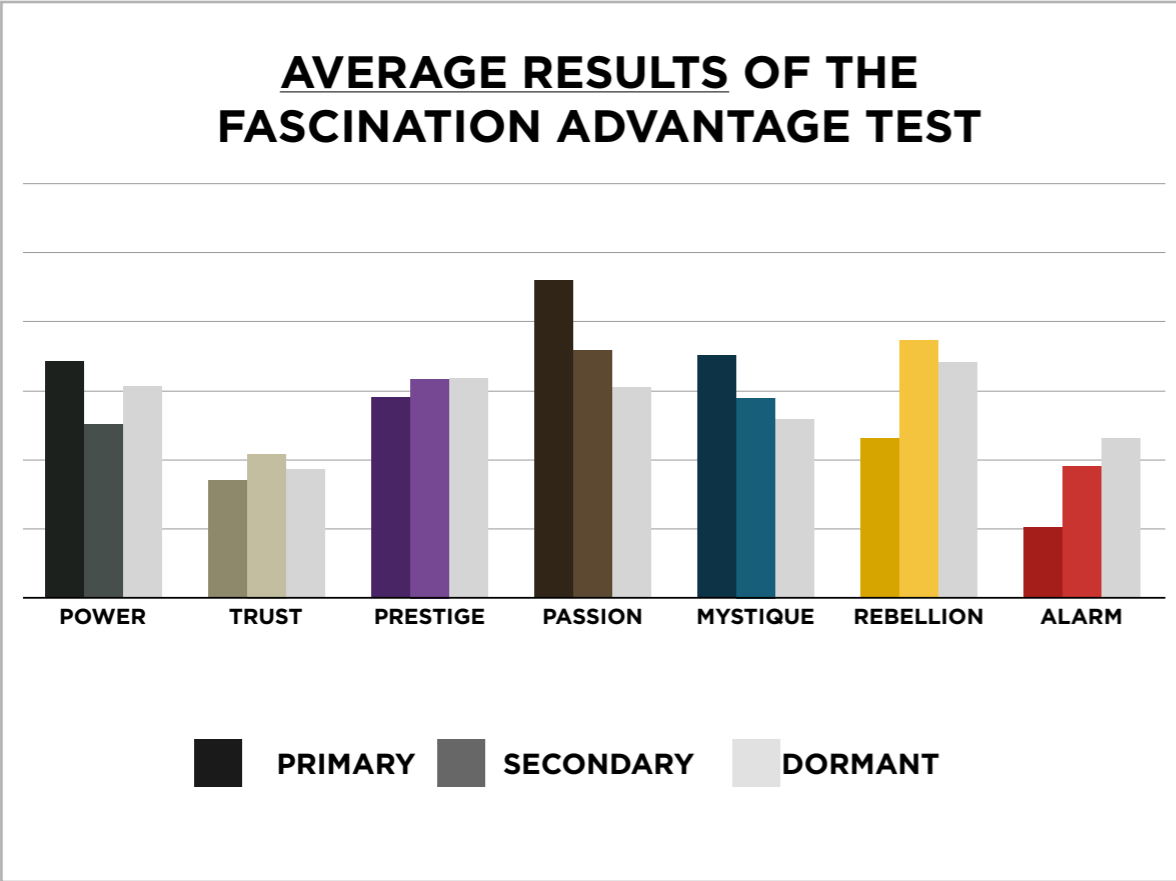


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO PINK13 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.

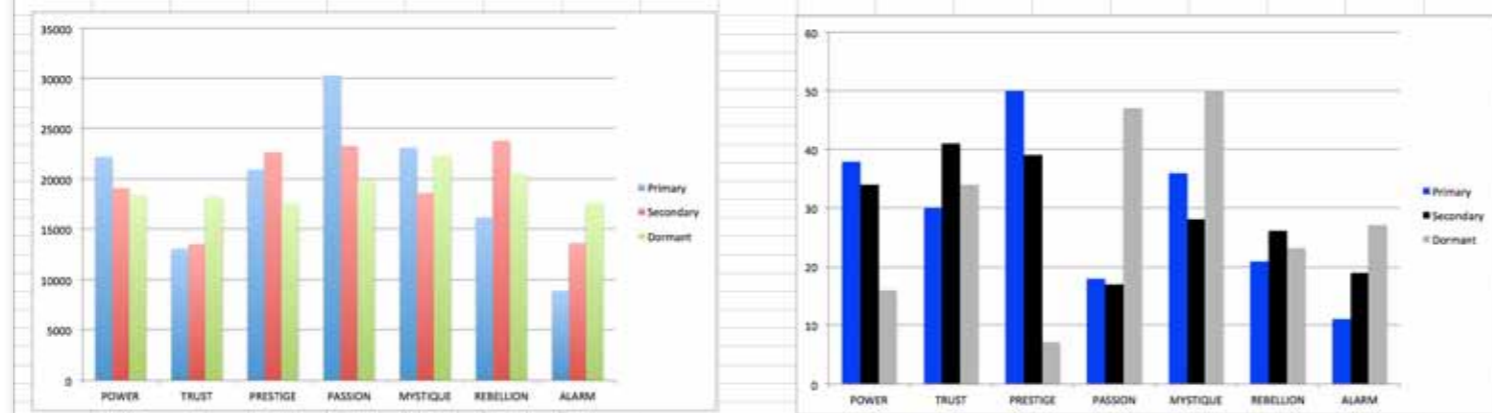


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
Power	Prestige	The Maestro	19	9.31%	PASSION		1	5	2	5		5	
Mystique	Trust	The Wise Owl	18	8.82%	TRUST	1		9	6	6	5	3	
Prestige	Power	The Victor	13	6.37%	MYSTIQUE		18		6	4	5	3	
Power	Trust	The Guardian	10	4.90%	PRESTIGE	8	6	8		13	5	10	
Prestige	Rebellion	The Avant-Garde	10	4.90%	POWER	2	10	3	19			4	
Trust	Mystique	The Vault	9	4.41%	ALARM	1	5		3	1		1	
Prestige	Mystique	The Architect	8	3.92%	REBELLION	5	1	3	3	5	4		
Prestige	Passion	The Connoisseur	8	3.92%									
Mystique	Prestige	The Royal Guard	6	2.94%		PASSION		TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Prestige	Trust	The Blue Chip	6	2.94%	PASSION		0.5%	2.5%	1.0%	2.5%		2.5%	
Trust	Power	The Gravitas	6	2.94%	TRUST	0.5%		4.4%	2.9%	2.9%	2.5%	1.5%	
Trust	Prestige	The Diplomat	6	2.94%	MYSTIQUE		8.8%		2.9%	2.0%	2.5%	1.5%	
Alarm	Trust	The Sustainer	5	2.45%	PRESTIGE	3.9%	2.9%	3.9%		6.4%	2.5%	4.9%	
Mystique	Alarm	The Bullseye	5	2.45%	POWER	1.0%	4.9%	1.5%	9.3%			2.0%	
Passion	Mystique	The Intrigue	5	2.45%	ALARM	0.5%	2.5%		1.5%	0.5%		0.5%	
Passion	Power	The Advocate	5	2.45%	REBELLION	2.5%	0.5%	1.5%	1.5%	2.5%	2.0%		
Passion	Rebellion	The Catalyst	5	2.45%									
Prestige	Alarm	The Perfectionist	5	2.45%									
Rebellion	Passion	The Rockstar	5	2.45%									
Rebellion	Power	The Maverick Leader	5	2.45%									
Trust	Alarm	The Good Citizen	5	2.45%									
Mystique	Power	The Veiled Strength	4	1.96%									
Power	Rebellion	The Change Agent	4	1.96%									
Rebellion	Alarm	The Quick-Start	4	1.96%									
Alarm	Prestige	The Editor-in-Chief	3	1.47%									
Mystique	Rebellion	The Secret Weapon	3	1.47%									
Power	Mystique	The Mastermind	3	1.47%									
Rebellion	Mystique	The Provocateur	3	1.47%									
Rebellion	Prestige	The Trendsetter	3	1.47%									
Trust	Rebellion	The Evolutionary	3	1.47%									

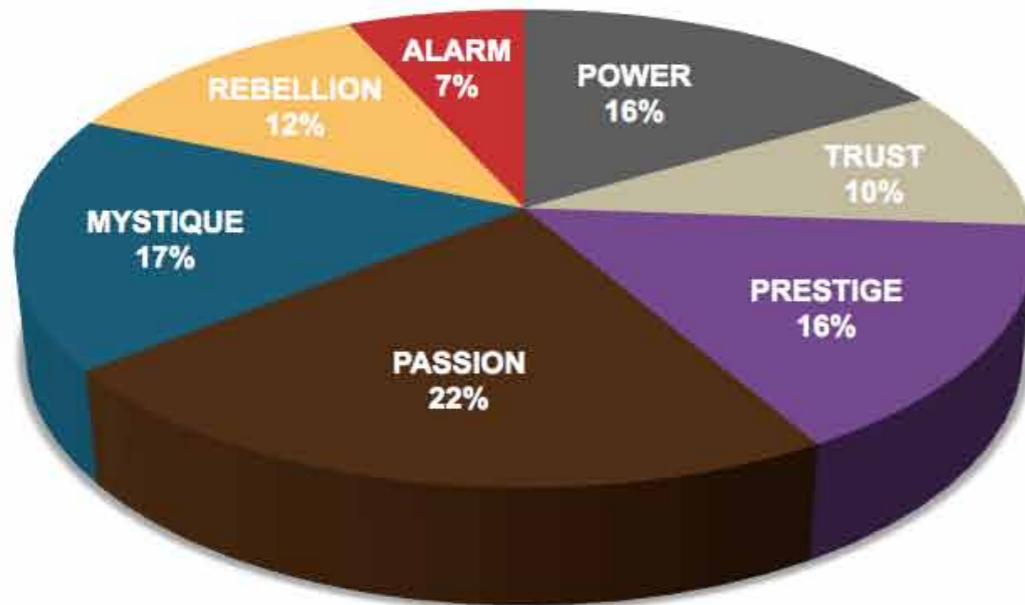
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									PINKLEPHANT								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	22221	13001	20965	30303	23148	16170	8906	134714	Primary	38	30	50	18	36	21	11	204
Secondary	19107	13478	22714	23347	18618	23847	13603	134714	Secondary	34	41	39	17	28	26	19	204
Dormant	18396	18251	17610	19873	22394	20580	17610	134714	Dormant	16	34	7	47	50	23	27	204
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.5%	9.7%	15.6%	22.5%	17.2%	12.0%	6.6%	100.0%	Primary	18.6%	14.7%	24.5%	8.8%	17.6%	10.3%	5.4%	100.0%
Secondary	14.2%	10.0%	16.9%	17.3%	13.8%	17.7%	10.1%	100.0%	Secondary	16.7%	20.1%	19.1%	8.3%	13.7%	12.7%	9.3%	100.0%
Dormant	13.7%	13.5%	13.1%	14.8%	16.6%	15.3%	13.1%	100.0%	Dormant	7.8%	16.7%	3.4%	23.0%	24.5%	11.3%	13.2%	100.0%

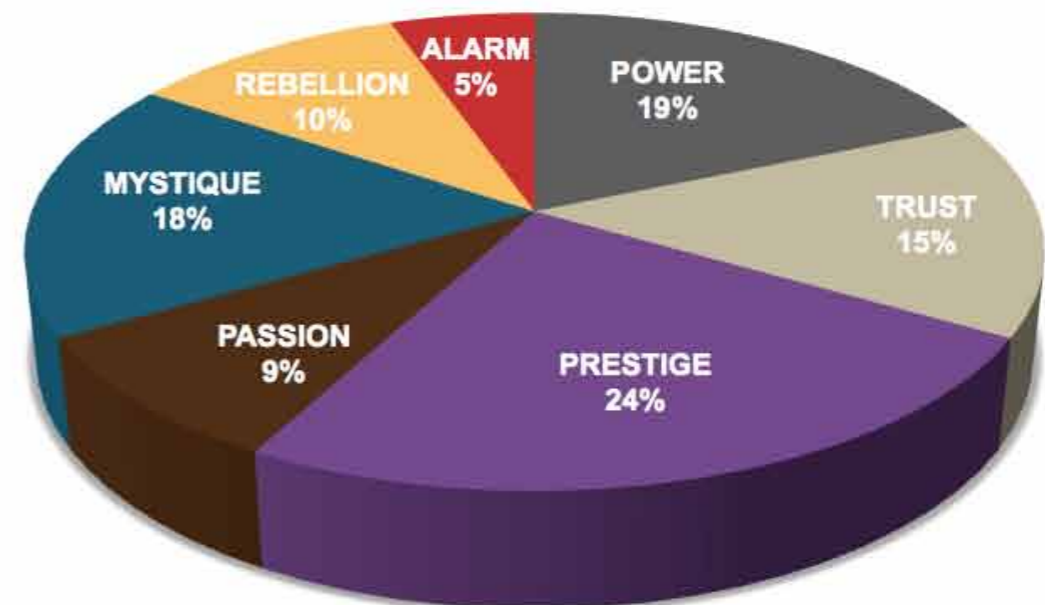


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 130,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



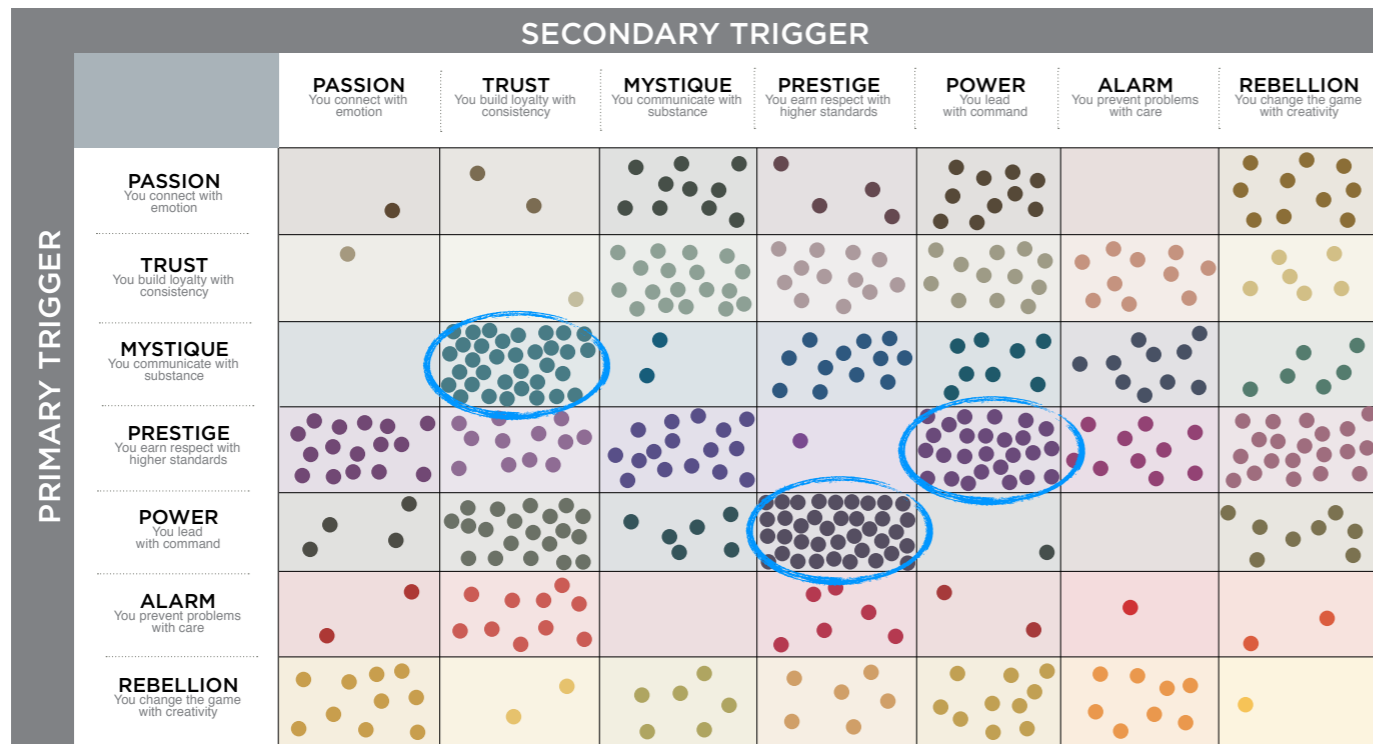
PINK13 ATTENDEES RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

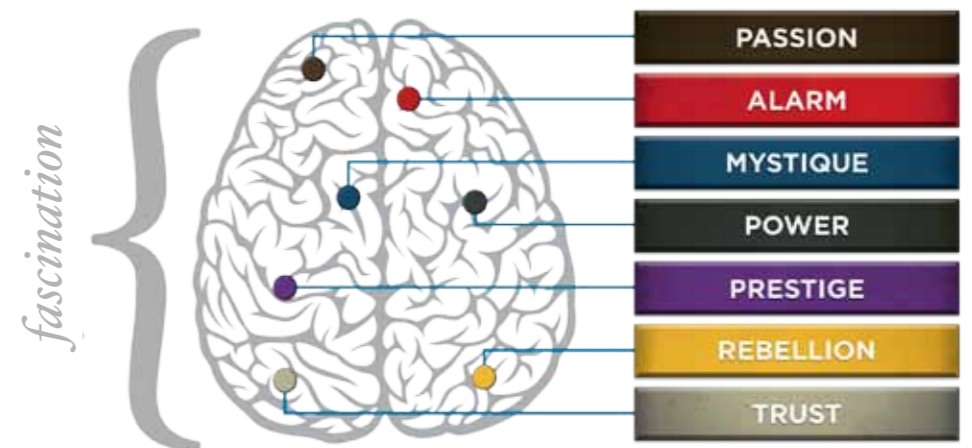
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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>		0.5%	2.5%	1.0%	2.5%		2.5%
	TRUST <small>You build loyalty with consistency</small>	0.5%		4.4%	2.9%	2.9%	2.5%	1.5%
	MYSTIQUE <small>You communicate with substance</small>		8.8%		2.9%	2.0%	2.5%	1.5%
	PRESTIGE <small>You earn respect with higher standards</small>	3.9%	2.9%	3.9%		6.4%	2.5%	4.9%
	POWER <small>You lead with command</small>	1.0%	4.9%	1.5%	9.3%			2.0%
	ALARM <small>You prevent problems with care</small>	0.5%	2.5%		1.5%	0.5%		0.5%
	REBELLION <small>You change the game with creativity</small>	2.5%	0.5%	1.5%	1.5%	2.5%	2.0%	

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.

9.3% OF YOU ARE "THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE **47.6%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

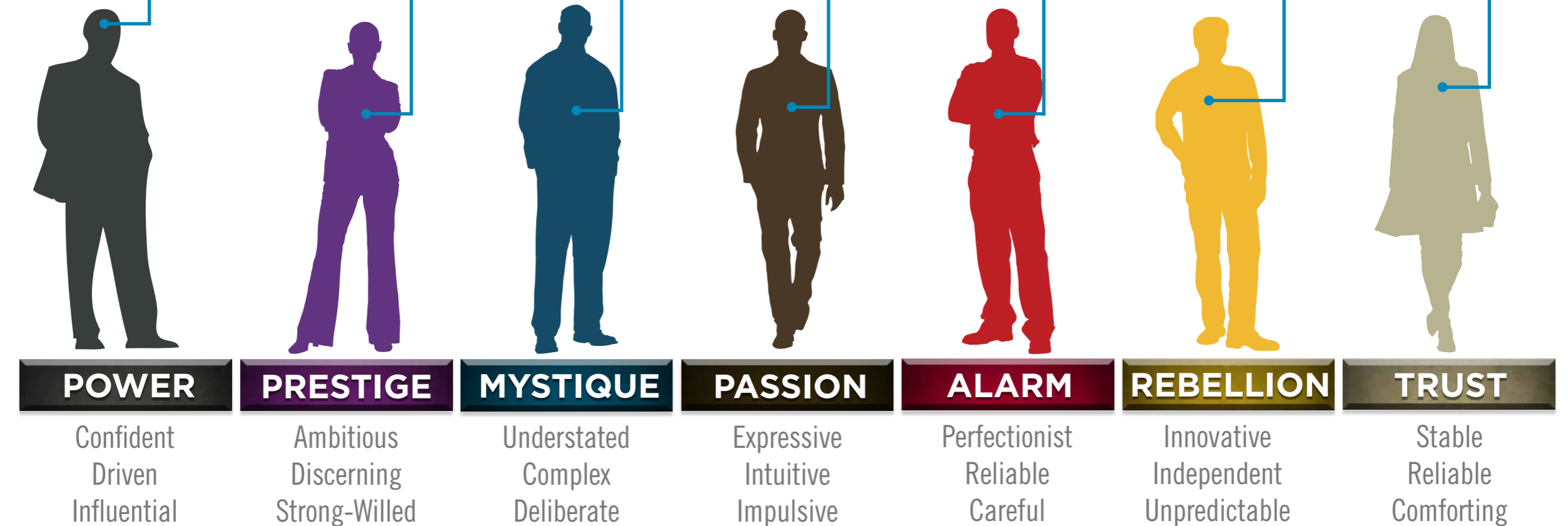
YOU ARE **7.7%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **57.6%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **45.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **12%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **57.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



HOW YOUR CO-WORKERS FASCINATE



“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

“The positive feedback was overwhelming.”

- Cisco

“I’ve never seen our senior leaders so engaged at an event.”

- Diane Ueberle
Intuit

“A brilliant and engaging new approach for entrepreneurs to unlock their unique advantages.”

- Arnie Malham
CEO, Malham Leverage Group

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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.

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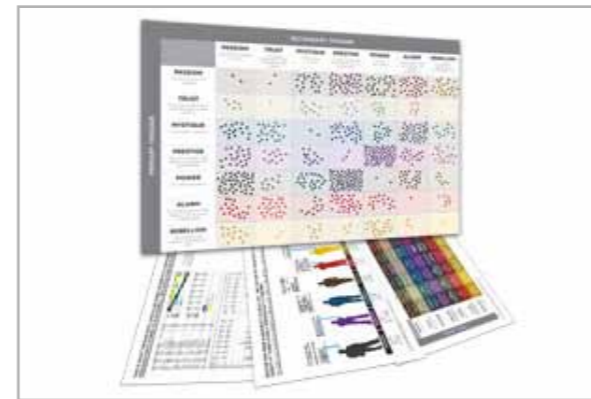
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