

# AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO  
ASSOCIATION OF CHANGE MANAGEMENT PROFESSIONALS ON 03/28/18



## 7 WAYS HIGH PERFORMERS ADD VALUE

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**INNOVATION**

CREATIVE PROBLEM-SOLVER

**PASSION**

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

**POWER**

A LEADER WHO MAKES DECISIONS

**PRESTIGE**

OVERACHIEVER WITH  
HIGH STANDARDS

**TRUST**

STABLE, RELIABLE PARTNER

**MYSTIQUE**

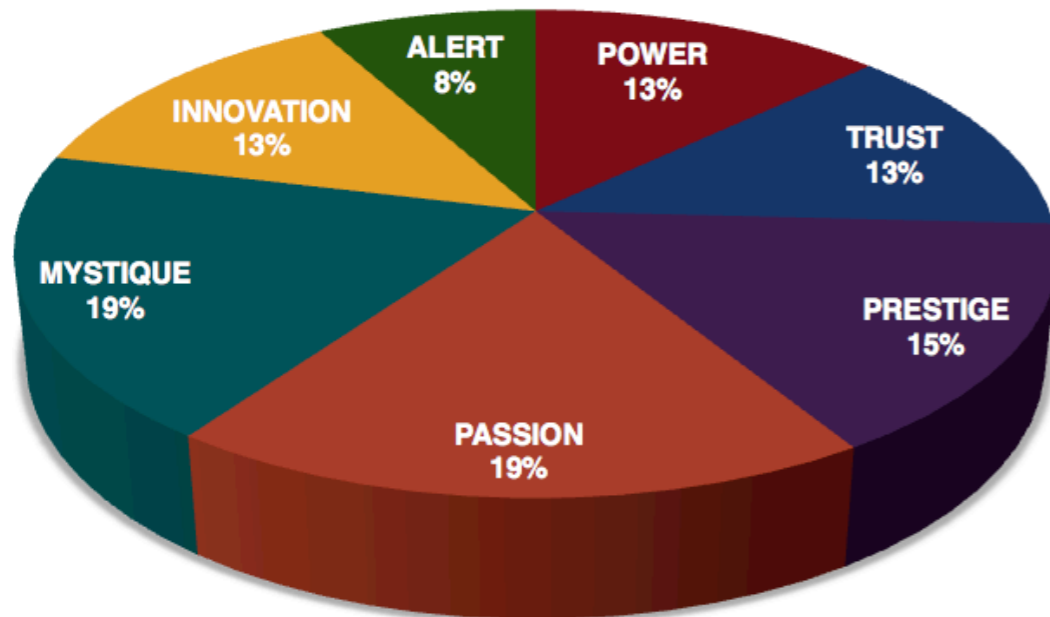
SOLO INTELLECT  
BEHIND THE SCENES

**ALERT**

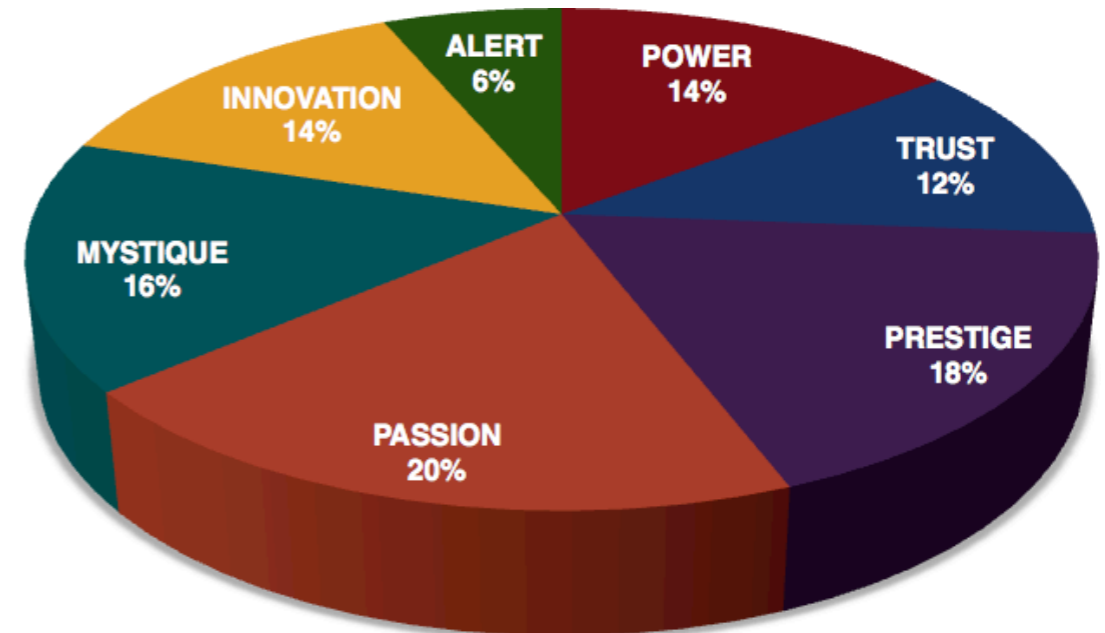
PRECISE DETAIL MANAGER

# ASSOCIATION OF CHANGE MANAGEMENT PROFESSIONALS' PRIMARY ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



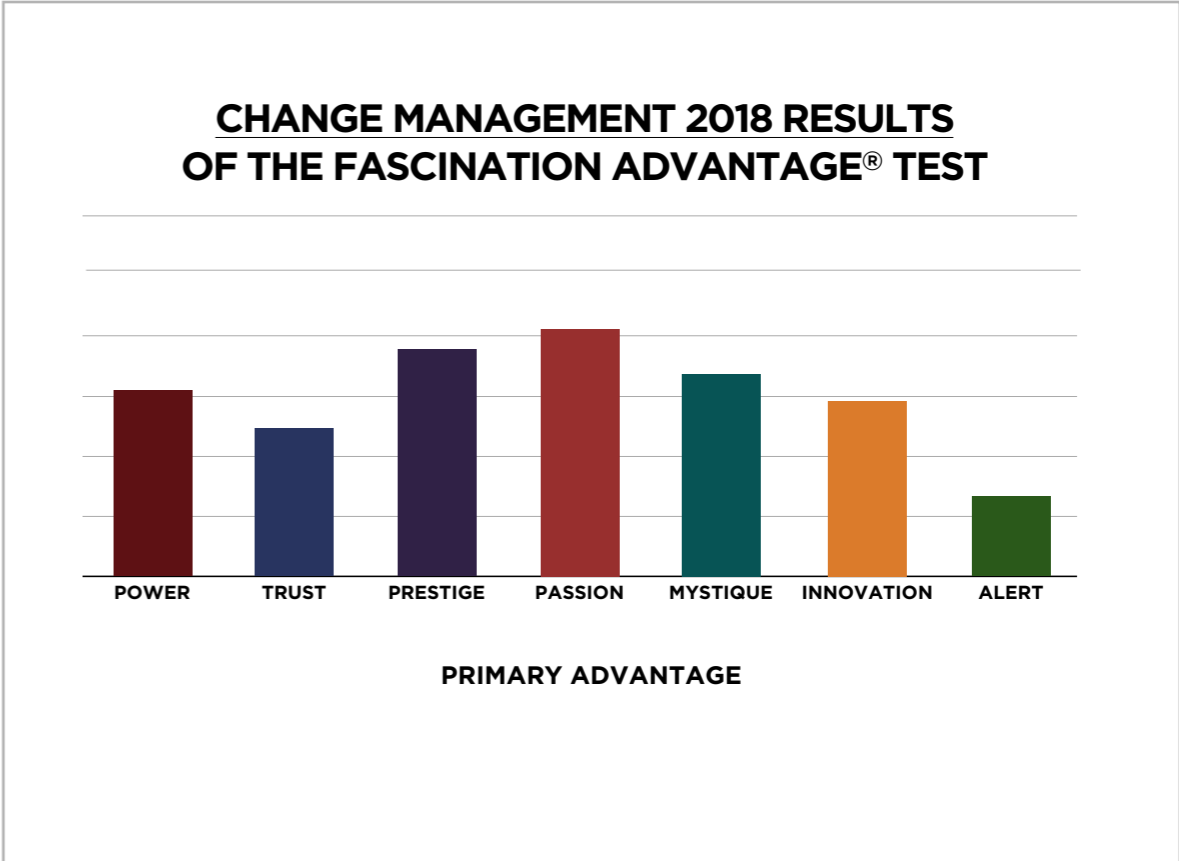
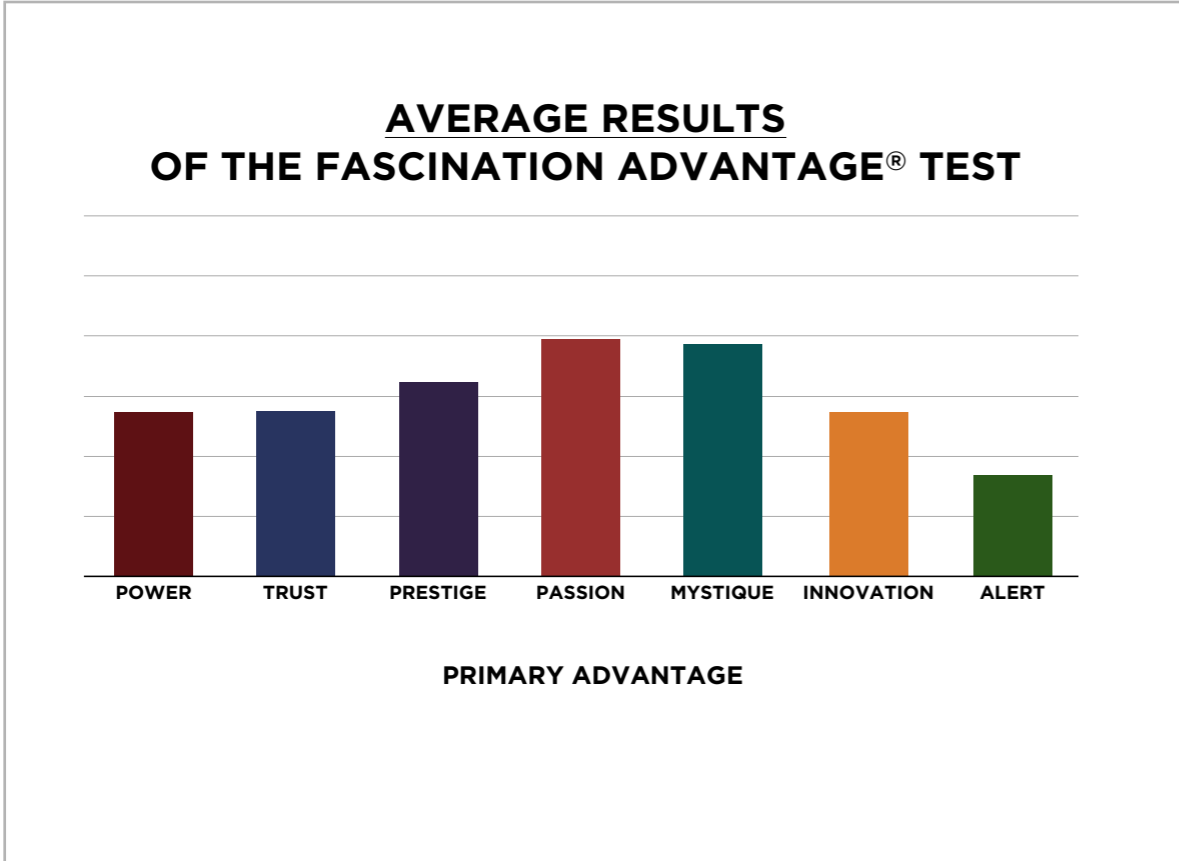
RESULTS FROM ASSOCIATION OF CHANGE MANAGEMENT PROFESSIONALS FOR THE FASCINATION ADVANTAGE® TEST



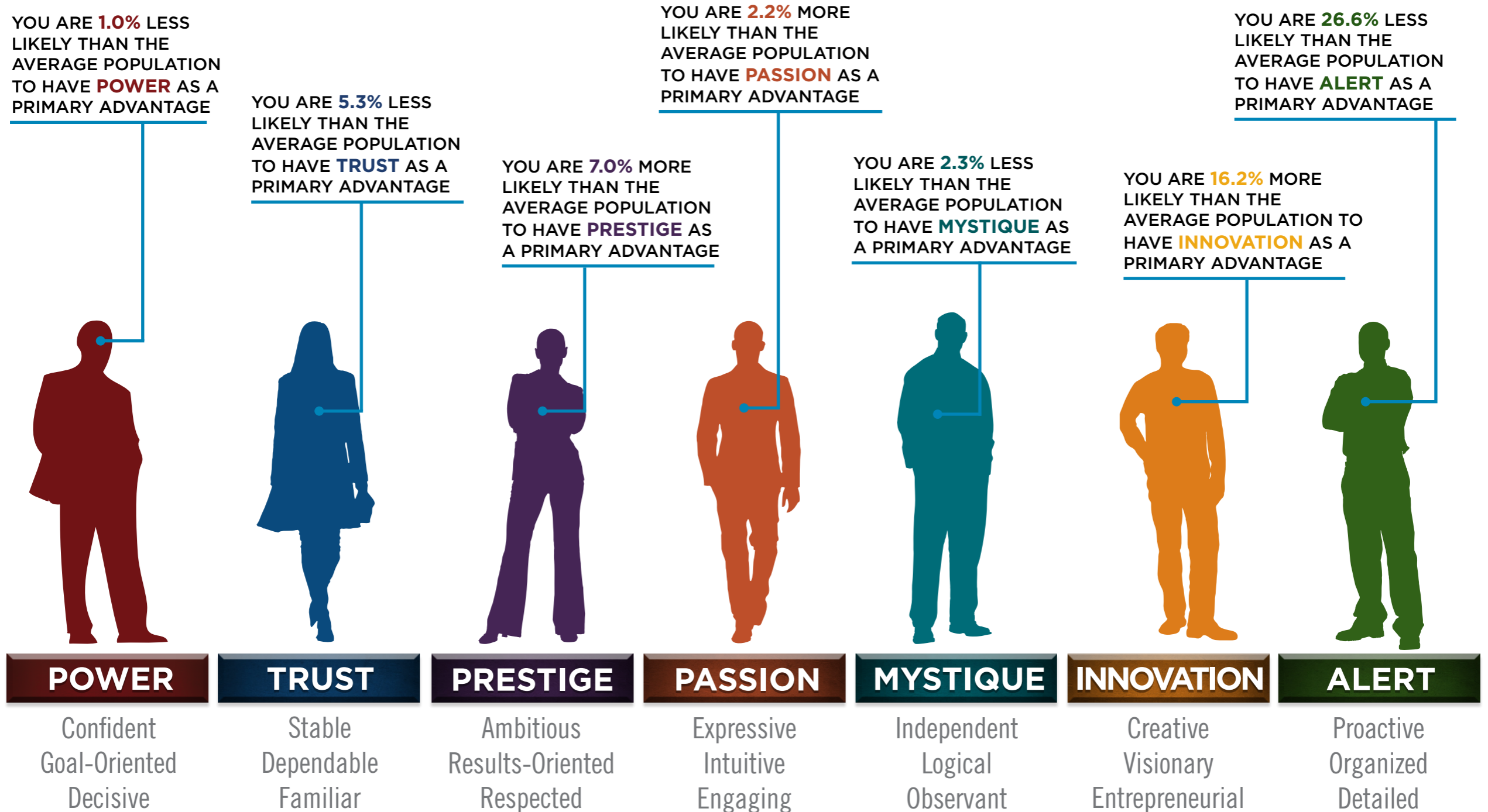
Above charts represent average Primary Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

**THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.**

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# CUSTOMIZED INSIGHT: ASSOCIATION OF CHANGE MANAGEMENT PROFESSIONALS' UNIQUE PERSONALITY ADVANTAGES COMPARED WITH THE GENERAL POPULATION



## TRAITS FOR DORMANT ADVANTAGES

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**INNOVATION**

FRUSTRATED BY CHAOS  
OR AMBIGUITY

**PASSION**

PERSUADED BY FACTS, NOT EMOTION

**POWER**

UNLIKELY TO FORCE OPINIONS OR  
“BULLY” TEAMS

**PRESTIGE**

BUILDS CONSENSUS IN GROUPS  
RATHER THAN COMPETITION

**TRUST**

SEEKS TO EXPLORE AND EXPERIMENT,  
DISLIKES RIDGID STRUCTURES

**MYSTIQUE**

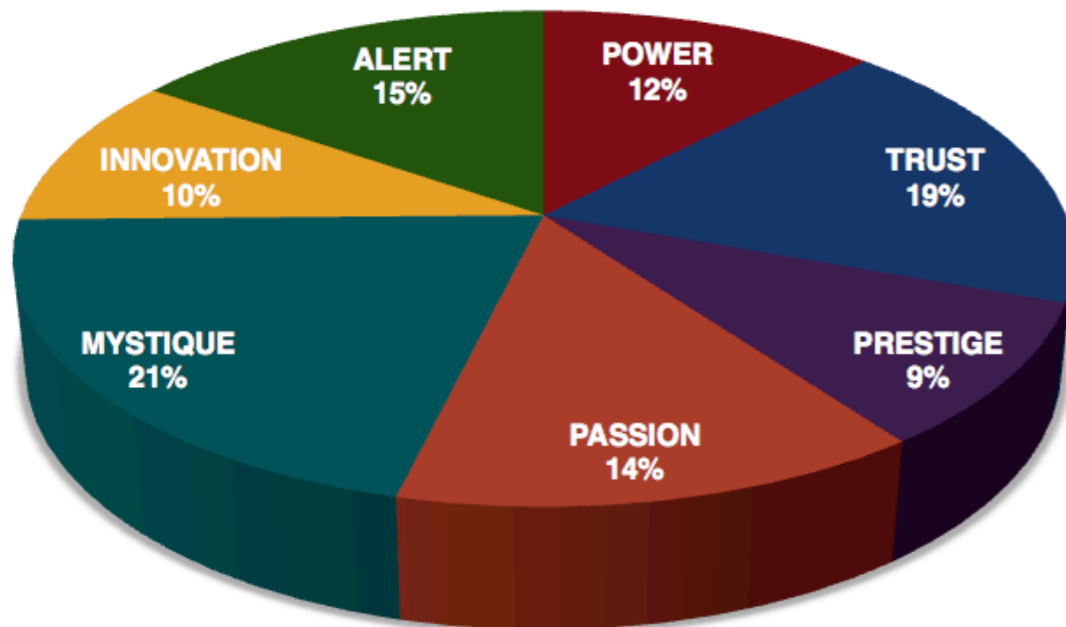
WANTS CLEAR, OPEN,  
CANDID DISCUSSION

**ALERT**

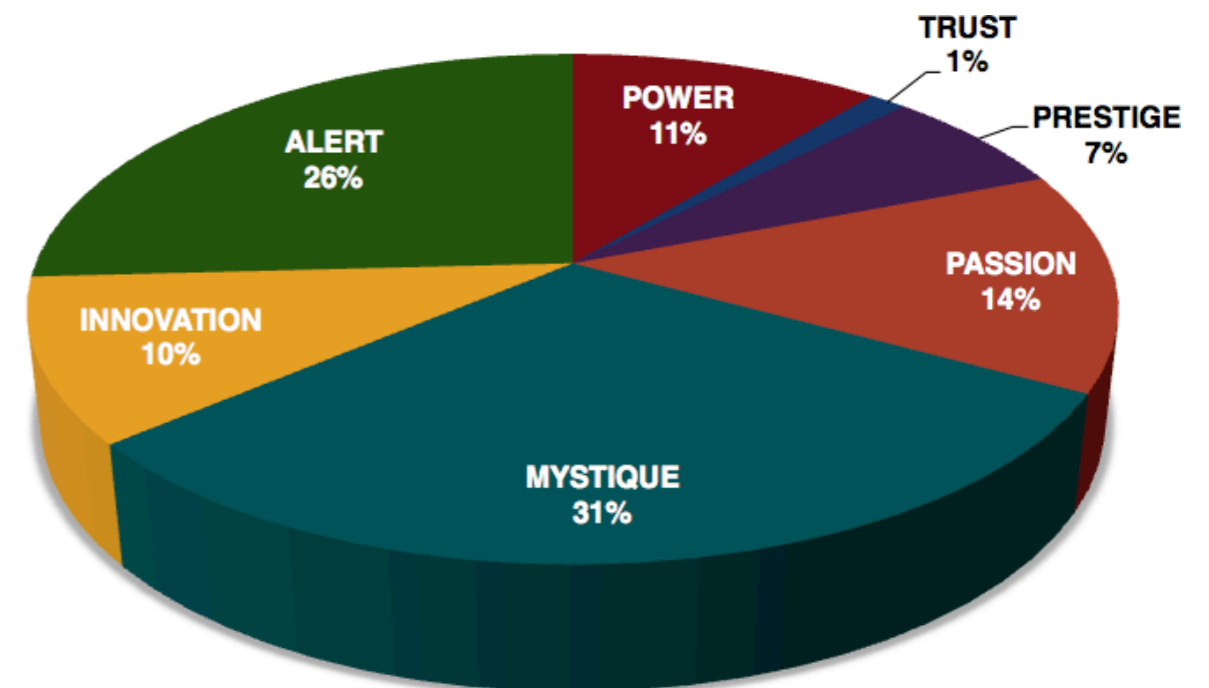
EXHAUSTED BY DETAILS; THRIVES WHEN  
LOOKING AT THE BIGGER PICTURE

# ASSOCIATION OF CHANGE MANAGEMENT PROFESSIONALS' DORMANT ADVANTAGE BREAKDOWN COMPARED TO THE GENERAL POPULATION

DORMANT ADVANTAGE RESULTS FROM THE GENERAL POPULATION FOR THE FASCINATION ADVANTAGE® TEST



DORMANT ADVANTAGE RESULTS FROM ASSOCIATION OF CHANGE MANAGEMENT PROFESSIONALS FOR THE FASCINATION ADVANTAGE® TEST



Above charts represent average Dormant Advantage breakdowns for individuals who took the Fascination Advantage® Assessment. General Test Population is over one million individuals who took the Fascination Advantage® Assessment.

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

## THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

HOWTOFASCINATE.COM

		SECONDARY 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
PRIMARY ADVANTAGE	INNOVATION You change the game with creativity	<b>THE ANARCHY</b> Volatile • Startling Chaotic	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> Cutting-Edge • Elite Progressive	<b>THE ARTISAN</b> Deliberate • Thoughtful Flexible	<b>THE PROVOCATEUR</b> Clever • Adept Contemporary	<b>THE QUICK-START</b> Prolific • Thorough Diligent
	PASSION You connect with emotion	<b>THE CATALYST</b> Out-of-the-Box • Social Energizing	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE PEOPLE'S CHAMPION</b> Dynamic • Inclusive Engaging	<b>THE TALENT</b> Expressive • Stylish Emotionally-Intelligent	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Discerning • Perceptive Considerate	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Efficient
	POWER You lead with command	<b>THE CHANGE AGENT</b> Inventive • Untraditional Self-Propelled	<b>THE RINGLEADER</b> Motivating • Spirited Compelling	<b>THE AGGRESSOR</b> Dominant • Overbearing Dogmatic	<b>THE MAESTRO</b> Ambitious • Focused Confident	<b>THE GUARDIAN</b> Prominent • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE DEFENDER</b> Proactive • Cautionary Strong-Willed
	PRESTIGE You earn respect with higher standards	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> Insightful • Distinguished In-the-Know	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE IMPERIAL</b> Arrogant • Cold Superior	<b>THE BLUE CHIP</b> Classic • Established Best-In-Class	<b>THE ARCHITECT</b> Skillful • Restrained Polished	<b>THE SCHOLAR</b> Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	<b>THE EVOLUTIONARY</b> Curious • Adaptable Open-Minded	<b>THE AUTHENTIC</b> Approachable • Dependable Trustworthy	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE DIPLOMAT</b> Levelheaded • Subtle Capable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE ANCHOR</b> Protective • Purposeful Analytical	<b>THE GOOD CITIZEN</b> Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	<b>THE SECRET WEAPON</b> Nimble • Unassuming Independent	<b>THE SUBTLE TOUCH</b> Tactful • Self-Sufficient Mindful	<b>THE VEILED STRENGTH</b> Realistic • Intentional To-the-Point	<b>THE ROYAL GUARD</b> Elegant • Astute Discreet	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Unemotional • Introverted Concentrated	<b>THE ARCHER</b> On-Target • Reasoned Pragmatic
	ALERT You prevent problems with care	<b>THE COMPOSER</b> Strategic • Fine-Tuned Judicious	<b>THE COORDINATOR</b> Constructive • Organized Practical	<b>THE ACE</b> Decisive • Tireless Forthright	<b>THE EDITOR-IN-CHIEF</b> Productive • Skilled Detailed	<b>THE MEDIATOR</b> Steadfast • Composed Structured	<b>THE DETECTIVE</b> Clear-Cut • Accurate Meticulous	<b>THE CONTROL FREAK</b> Compulsive • Driven Exacting

⋮ DOTTED STROKE = DOUBLE TROUBLE

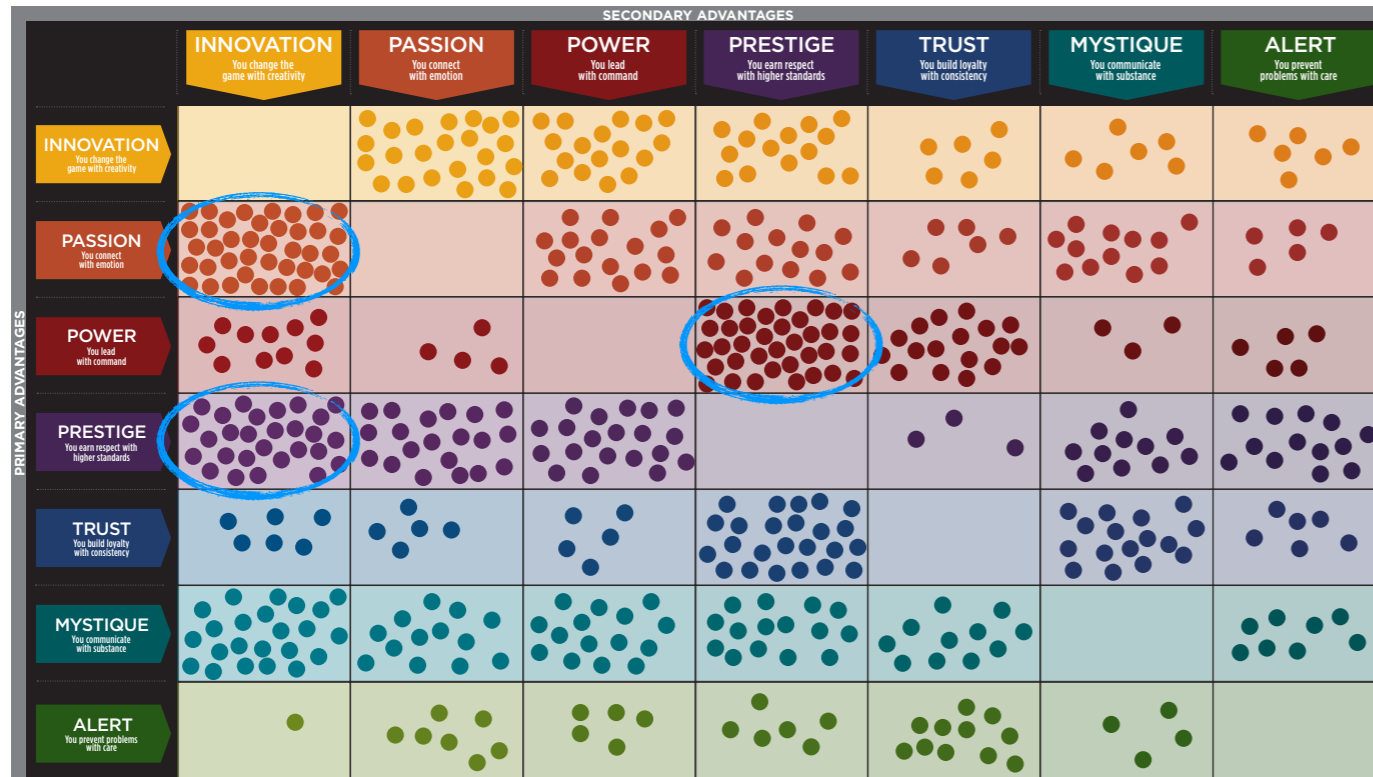
WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT [HELLO@HOWTOFASCINATE.COM](mailto:HELLO@HOWTOFASCINATE.COM)

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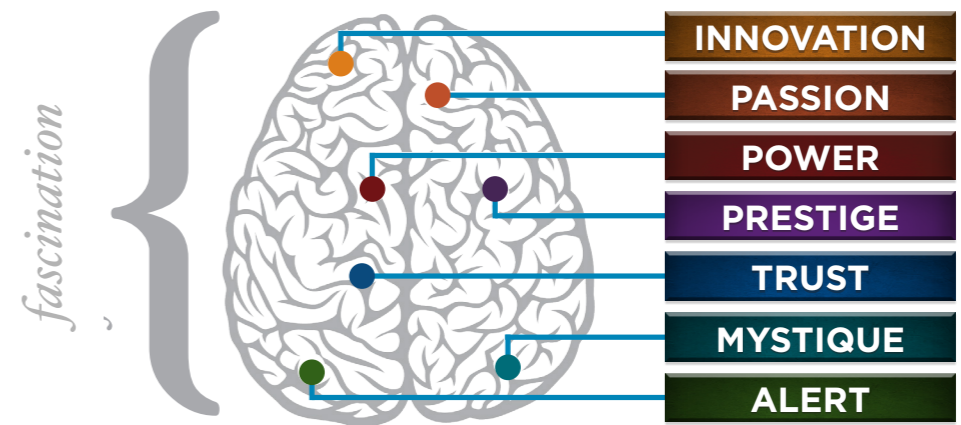
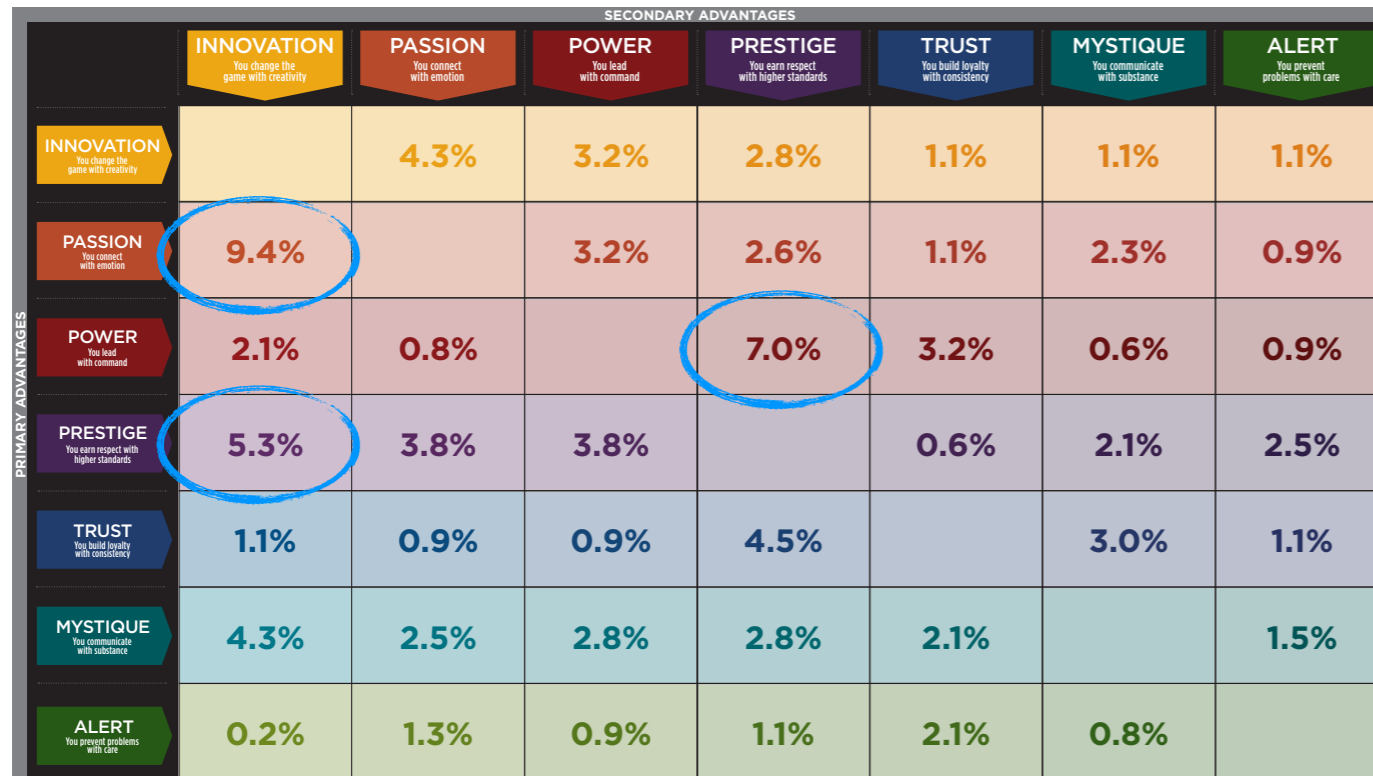


# ASSOCIATION OF CHANGE MANAGEMENT PROFESSIONALS' "FASCINATION FINGERPRINT"

This diagram shows the concentration of personal brand Archetypes of your organization.



This is your custom measurement of Fascination Scores. The diagram to the left shows the actual percentages of each personal brand Archetype within your organization.



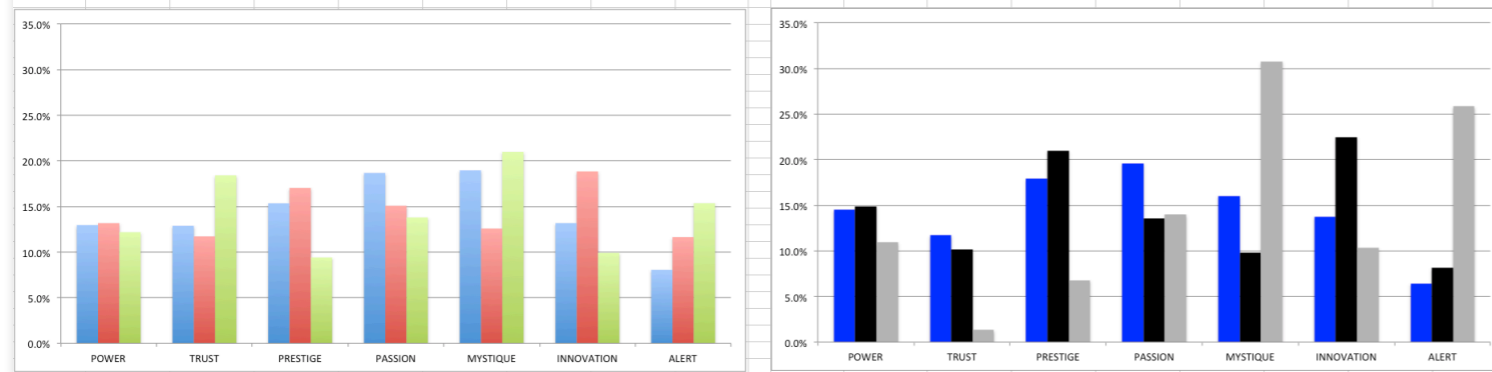
# THIS IS WHAT THE DATA LOOKED LIKE WHEN WE COMPARED YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER ONE MILLION PEOPLE.

Primary	Secondary	Archetype	Sum	Percent		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	50	9.43%	INNOVATION		23	17	15	6	6	6
Power	Prestige	The Maestro	37	6.98%	PASSION	50		17	14	6	12	5
Prestige	Innovation	The Avant-Garde	28	5.28%	POWER	11	4		37	17	3	5
Trust	Prestige	The Diplomat	24	4.53%	PRESTIGE	28	20	20		3	11	13
Innovation	Passion	The Rockstar	23	4.34%	TRUST	6	5	5	24		16	6
Mystique	Innovation	The Secret Weapon	23	4.34%	MYSTIQUE	23	13	15	15	11		8
Prestige	Passion	The Connoisseur	20	3.77%	ALERT	1	7	5	6	11	4	
Prestige	Power	The Victor	20	3.77%								
Innovation	Power	The Maverick Leader	17	3.21%		INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Power	The Peoples Champion	17	3.21%	INNOVATION		4.3%	3.2%	2.8%	1.1%	1.1%	1.1%
Power	Trust	The Guardian	17	3.21%	PASSION	9.4%		3.2%	2.6%	1.1%	2.3%	0.9%
Trust	Mystique	The Anchor	16	3.02%	POWER	2.1%	0.8%		7.0%	3.2%	0.6%	0.9%
Innovation	Prestige	The Trendsetter	15	2.83%	PRESTIGE	5.3%	3.8%	3.8%		0.6%	2.1%	2.5%
Mystique	Power	The Veiled Strength	15	2.83%	TRUST	1.1%	0.9%	0.9%	4.5%		3.0%	1.1%
Mystique	Prestige	The Royal Guard	15	2.83%	MYSTIQUE	4.3%	2.5%	2.8%	2.8%	2.1%		1.5%
Passion	Prestige	The Talent	14	2.64%	ALERT	0.2%	1.3%	0.9%	1.1%	2.1%	0.8%	
Mystique	Passion	The Subtle Touch	13	2.45%								
Prestige	Alert	The Scholar	13	2.45%								
Passion	Mystique	The Intrigue	12	2.26%								
Alert	Trust	The Mediator	11	2.08%								
Mystique	Trust	The Wise Owl	11	2.08%								
Power	Innovation	The Change Agent	11	2.08%								
Prestige	Mystique	The Architect	11	2.08%								
Mystique	Alert	The Archer	8	1.51%								
Alert	Passion	The Coordinator	7	1.32%								
Alert	Prestige	The Editor-In-Chief	6	1.13%								

This spreadsheet includes data on Archetype and Primary and Secondary Advantages.

AVERAGE POPULATION									Change Management 2018								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	95459	94909	113020	137540	139664	97008	59266	736866	Primary	77	62	95	104	85	73	34	530
Secondary	96998	86301	125423	111067	92613	138740	85724	736866	Secondary	79	54	111	72	52	119	43	530
Dormant	89727	135591	69272	101571	154566	73063	113076	736866	Dormant	58	7	36	74	163	55	137	530
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	13.0%	12.9%	15.3%	18.7%	19.0%	13.2%	8.0%	100.0%	Primary	14.5%	11.7%	17.9%	19.6%	16.0%	13.8%	6.4%	100.0%
Secondary	13.2%	11.7%	17.0%	15.1%	12.6%	18.8%	11.6%	100.0%	Secondary	14.9%	10.2%	20.9%	13.6%	9.8%	22.5%	8.1%	100.0%
Dormant	12.2%	18.4%	9.4%	13.8%	21.0%	9.9%	15.3%	100.0%	Dormant	10.9%	1.3%	6.8%	14.0%	30.8%	10.4%	25.8%	100.0%

These graphs include data on Primary, Secondary and Dormant Advantages.



I WANT TO...

# BUILD A MORE ENGAGED TEAM

## 4 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. **Click here** or send this link [HowToFascinate.com/you](https://HowToFascinate.com/you) to have your team take the Fascination Advantage® assessment.
- 2 ANTHEM EXERCISE:**  
Have your team use the **One-Hour Personal Brand™ Kit** so each member can create an Anthem to immediately identify how they are most likely to add value. Schedule a meeting to share results.
- 3 ONLINE TRAINING:**  
Get started today! Find out how each person in your organization can immediately add their highest value using the science of fascination. With motivating and interactive online training, you will discover how each person is uniquely suited to contribute and get results. Build a better team with the Fascination Academy™ Online: [FascinationAcademy.com](https://FascinationAcademy.com)
- 4 ONSITE TRAINING:**  
Create a deeper understanding of core Fascinate principles in an interactive onsite environment with one of our **Fascinate Certified Advisors**. Build better teams, center your communication around your Anthem and discover the best of how the world sees you.

