YOUR FASCINATION ADVANTAGE® REPORT

DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE ROCKSTAR

INNOVATION + PASSION

CUSTOM REPORT FOR

RUSSELL KHAIMOV

HOWTOFASCINATE
DISCOVER YOURSELF THROUGH THE SCIENCE OF FASCINATION

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GETTING STARTED

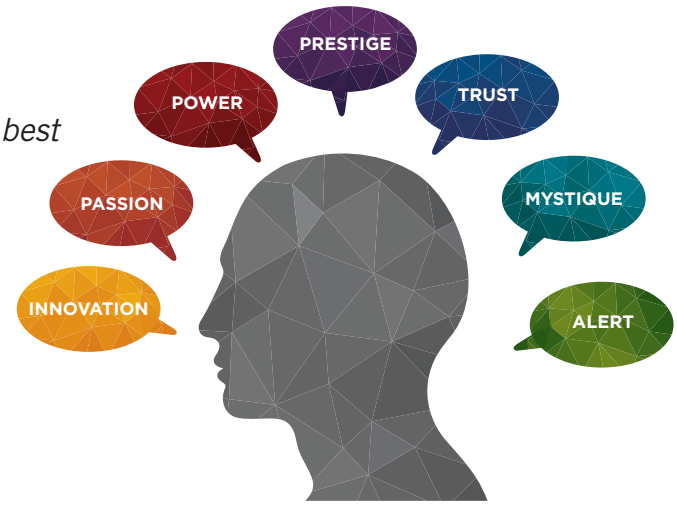
WHAT'S INSIDE YOUR FASCINATION ADVANTAGE REPORT?

If you don't know your Advantages, no one else will either. This report will describe how you are most likely to impress and influence others, so that you can focus on what you're already doing right.

FIRST LOOK:

A quick summary of how the world sees you at your best

- Welcome Letter
- At-a-Glance
- Meet Your Archetype
  - Your Top 5 Speciality Adjectives: words to describe how you add value
- Archetype Matrix



DEEPER UNDERSTANDING:

Increase your perceived value by understanding how you communicate most confidently and authentically

Your Advantages: When you communicate using your natural Advantages, you're more authentic and confident, and that helps you make a positive impression. Find out your most valuable traits, so you can be rewarded for what you're already doing right.

- **Primary and Secondary Advantages:** Your most effective and efficient modes of communication
- **Dormant Advantage:** Your least effective and efficient mode of communication
- **Your Analytics:** The data and detail behind how your personality already stands apart

NEXT STEPS:

- **Create Your Own Anthem**
- **Optimize Your Team's Advantages**
- **Fascinate Your Followers**

HELLO RUSSELL,

You're about to discover the best of yourself through the science of fascination.



Other assessments measure *how you see the world.* This one measures *how the world sees you.*

If you've already done a test such as Myers-Briggs® assessment, DISC or Clifton StrengthsFinder®, you already know how you see the world. This is different. Now you can find out how others perceive your communication, so you can focus on your Advantages.

When you communicate using your natural Advantages, you'll be perceived as more authentic and confident — and this helps you make a positive impression.

How? That's where this report comes in. The **Fascination Advantage** assessment is built upon my two decades of leadership with some of the world's most loved brands, and my team's proprietary research on the science of fascination.

Here's how the world sees you at your best:

YOU ARE

THE ROCKSTAR

Inside this report, you'll learn the cues and signals that you're intentionally or unintentionally sending to the world, and the pros and cons of each. You'll find out what you're already doing right, so you can do more of it. And, you'll find out which situations could put you at a disadvantage.

To be more successful, don't change who you are. Become *more* of who you are.

Read on, and I'll show you how.



Sally Hogshead
Creator of the Fascination Advantage®
CEO and Founder of How to Fascinate
Hello@HowToFascinate.com
Twitter: @SallyHogshead

AT-A-GLANCE

YOUR ARCHETYPE

Your Archetype is a combination of your **PRIMARY** and **SECONDARY** Advantages.



THREE ADJECTIVES THAT DESCRIBE HOW THE WORLD SEES YOU

1. **BOLD**
2. **ARTISTIC**
3. **UNORTHODOX**

YOUR FASCINATION ADVANTAGES

YOUR PRIMARY ADVANTAGE **INNOVATION** **01**

Your **PRIMARY** Advantage is your most effective mode of communication. When you communicate with this Advantage, you are your most fascinating and influential.

YOUR SECONDARY ADVANTAGE **PASSION** **02**

Your **SECONDARY** Advantage describes your second-highest mode of communication. Like your **PRIMARY** Advantage, it describes how your personality is most likely to add value.

When you communicate with your primary and secondary Advantages, you come across as more confident and authentic.

Your **PRIMARY** and **SECONDARY** Advantages combine to form your **Archetype**. Your Archetype indicates *how the world sees you*.

YOUR DORMANT ADVANTAGE **TRUST**

Your **DORMANT** Advantage is the one that holds the least potential for you in fascinating others. It's how you are least likely to influence and impress others.

Want to learn more about your Archetype, and how it helps you stand out? Read on to find out more about your personality's most valuable differences.

SALLY EXPLAINS YOUR ARCHETYPE



VIEW MY REPORT

Russell, you're about to find out how your personality is uniquely hardwired to fascinate customers, co-workers, and colleagues. You'll also find out how your score compares to our studies of hundreds of thousands of participants.

Log into your account to watch the video on the left, in which Sally describes your unique personality advantage. Turn the page to view your Fascination Advantage Report.

Your **Fascination Advantage** is the way in which your personality is most likely to add distinct value.

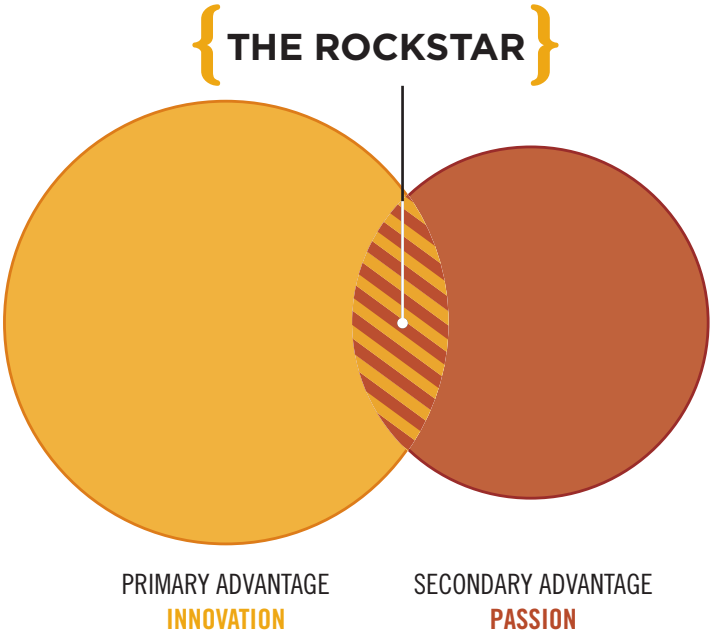
When you communicate using your **Fascination Advantage**, you're operating at your peak performance — and you're doing it effortlessly.

CONTINUE

MEET YOUR ARCHETYPE

THE ROCKSTAR

BOLD | ARTISTIC | UNORTHODOX | REVOLUTIONARY | SENSATIONAL



HOW THE WORLD SEES YOU

- You create new ideas with enthusiasm
- You'll find that all eyes turn to you when you enter a meeting room
- You're quick-witted and energetic and you enjoy making the mundane funny
- You're a risk-taker who has a knack for disrupting the status quo. When everyone is thinking about how to improve an existing product, you will propose something radically new

"HIGHEST AND BEST VALUE" OF THE ROCKSTAR

» You are an influential leader that breaks the mold.

» You are an unconventional thinker. You don't think in a linear way. That's why you can come up with creative ideas and inventions.

» You thrive in challenging environments. You reinvigorate the team with your energy and passion.

» You are an active contributor to brainstorming sessions. You surprise everyone with your big ideas.

WHAT IS NOT THE "HIGHEST AND BEST VALUE" OF THE ROCKSTAR?

» You might toe the corporate line for a while, but that's not your distinct value.

» Others shouldn't expect you to follow set procedures. You don't like to hear "that's how we do things here."

» You excel when given opportunities to give fresh ideas to the table. You get the most out of freedom to experiment and to change things around.

WELLSPRING

THE ROCKSTAR'S TOP 5 SPECIALTY ADJECTIVES

1. BOLD	When everyone gets nervous about the unexpected that lies ahead, Rockstars drive a team forward. Rockstars think BIG, thrive on uncertainty, and are unafraid to take risks.
2. ARTISTIC	Rockstars are creative, out-of-the box thinkers. They associate freely to come up with amazing ideas.
3. UNORTHODOX	Rockstars enjoy the uncertainty of trying something new. They look for fresh approaches and innovative ideas. You can count on them to turn standard formulas into a surprising new twist.
4. REVOLUTIONARY	They challenge the status quo, see opportunities everywhere, and enjoy working against the grain. Rockstars stand out. They bring a dash of unexpected humor to liven up company meetings.
5. SENSATIONAL	They present ideas with genuine excitement and engage listeners with emotion and enthusiasm rather than rational arguments.

APPLY YOUR TOP 5 ADJECTIVES

You can use these adjectives to create your Anthem. Your Anthem is the tagline for your personality. An Anthem is a very short phrase, only two or three words. Just like an advertising tagline, your Anthem pinpoints what makes you most valuable.

SAMPLE ANTHEM FOR THE ROCKSTAR: UNORTHODOX TEAMWORK

HERE'S AN EXAMPLE: MEET ANTONIO

Antonio is a VP within a large sales-based organization. Sales have been plummeting, and the culprit seems to be the team's inability to get along. Processes are breaking down. There's an increasing failure to communicate and collaborate effectively.

As The Rockstar, Antonio approaches this challenge with a fresh perspective that fosters emotional connection. He searches for a way to bring connection in an innovative way.

Antonio applies his Advantages by finding a bold solution: One afternoon, he surprises his team with an afternoon to a mini golf course, where he pairs team members in creative ways. (Hey, when everyone is chasing little white balls around a course, it's easy to stop worrying about job titles for a while.) The burst of energy helps people return to the office with a jolt of shared excitement.



Learn more about creating your own Anthem on page 14 of your report.

ONE-MINUTE COACHING TO THE ROCKSTAR

You present big ideas with fanfare. You are a performer, but sometimes you may forget that others need rational arguments to get on board.

Slow down to allow others to keep up. Present facts, specific details, and statistics to persuade those who are more rationally inclined.

THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
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SECONDARY FASCINATION ADVANTAGE®

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

THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
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SECONDARY FASCINATION ADVANTAGE®

PRIMARY FASCINATION ADVANTAGE®

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PRIMARY PERSONALITY DESCRIPTORS:

- Embraces opportunities for change and exploration
- Driven by a profound sense of adventure and creativity
- Captivates with spontaneity and a quick wit
- Values creativity and cutting-edge thinking
- Attracts attention because of changing the game

WHO YOU ARE:

- Creative
- Visionary
- Entrepreneurial

HOW YOU ADD VALUE:

» You quickly solve problems with fresh solutions.

» You're able to generate ideas that surprise people with a new perspective.

» People watch to see what you'll do next, because you thwart tradition.

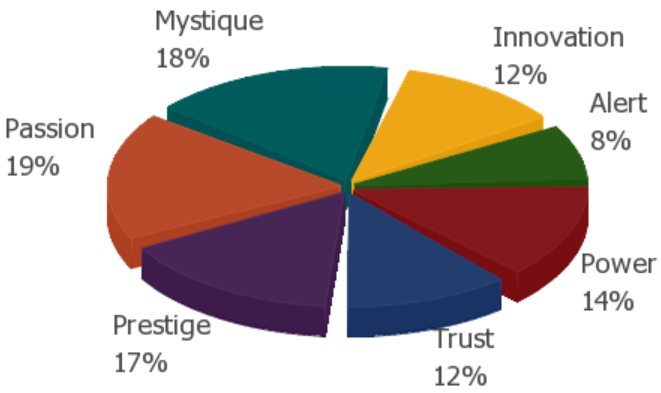
EXAMPLES OF LEADERS WHO USE INNOVATION:

Madonna, Albert Einstein, Amelia Earhart, Frank Lloyd Wright, Betty White

HOW TO APPLY INNOVATION AT WORK:

You are curious, unconventional, and seek new options. Want to channel these uncommon talents to reach your ultimate career potential? Once you tap into your natural INNOVATION, you can better persuade and captivate your co-workers, your boss, and your customers.

INNOVATION IN THE POPULATION



My primary Advantage is INNOVATION.
12% of the people who took the Fascination Advantage test also use INNOVATION as their primary Advantage.

PRIMARY	SECONDARY	ARCHETYPE
INNOVATION	INNOVATION	THE ANARCHY
INNOVATION	PASSION	THE ROCKSTAR
INNOVATION	POWER	THE MAVERICK LEADER
INNOVATION	PRESTIGE	THE TRENDSETTER
INNOVATION	TRUST	THE ARTISAN
INNOVATION	MYSTIQUE	THE PROVOCATEUR
INNOVATION	ALERT	THE QUICK-START

MY PRIMARY ADVANTAGE: INNOVATION

THE
INNOVATION
PERSONALITY

CREATIVE · VISIONARY · ENTREPRENEURIAL

VIEW THIS VIDEO ONLINE.

SECONDARY PERSONALITY DESCRIPTORS:

- Creates strong and immediate emotional connections
- Communicates expressively (such as colorful language and humor)
- Attractive personal and professional style of interaction
- Inspires people to become involved advocates
- Attuned to the 5 senses: taste, touch, scent, sound and sight
- Quickly creates warm emotional connections

WHO YOU ARE:

- Expressive
- Intuitive
- Engaging

HOW YOU ADD VALUE:

» You captivate others with your vibrant and attractive style of communication.

» Your approachable and transparent style makes you an "open book."

» You intuitively understand ideas and feelings of others.

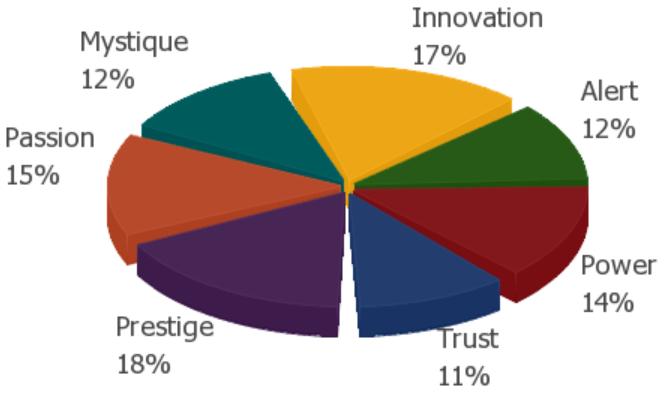
EXAMPLES OF LEADERS WHO USE PASSION:

Leonardo Da Vinci, Ronald Reagan, Audrey Hepburn, Oprah Winfrey, George Lucas

HOW TO APPLY PASSION AT WORK:

PASSION is one of the most immediately fascinating Advantages. With PASSION as your secondary Advantage, you capture widespread attention through colorful words, ideas, and actions. Now it's time to understand how to develop and apply that style of communication, so that you can more strategically persuade and inspire people throughout your job and career.

PASSION IN THE POPULATION



My secondary Advantage is PASSION.
15% of the people who took the Fascination Advantage test also use PASSION as their secondary Advantage.

MY SECONDARY ADVANTAGE: PASSION

THE PASSION PERSONALITY

EXPRESSIVE · INTUITIVE · ENGAGING

VIEW THIS VIDEO ONLINE.

INNOVATION	is the language of CREATIVITY
PASSION	is the language of RELATIONSHIPS
POWER	is the language of CONFIDENCE
PRESTIGE	is the language of EXCELLENCE
TRUST	is the language of STABILITY
MYSTIQUE	is the language of LISTENING
ALERT	is the language of DETAILS

WHAT IT MEANS TO HAVE A DORMANT TRUST ADVANTAGE:

This is your most exhausting form of communication. It's how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and it's unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

It's important to recognize these types of interactions, because they can prevent you from making progress and momentum.

SHOULD YOU LEARN HOW TO ACTIVATE THE TRUST ADVANTAGE?

There are many ways to become a trusted and valued partner. The TRUST Advantage is one way, but there are other ways. If you do not naturally enjoy repeating the same process over and over, you will never reach your full potential in a job that forces you to follow a rigid path.

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your *least* natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

Here's your goal: Find *more* opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

WHY USING TRUST FEELS LIKE QUICKSAND:

- You have an entrepreneurial approach to your career. At work, you dislike falling into ruts, or performing the same duties every day. You appreciate variety and actively seek new ways to accomplish a problem. When co-workers or clients bring you challenges, they know you'll help them find new opportunities.
- You intuitively know how to persuade others through your self-expression and enthusiasm. You typically find it easy to brainstorm ideas.
- You love to explore. As a result, people are attracted to your expressive and curious nature. You are unlikely to be seen as boring.
- Once you know your personality's dormant Advantage, you'll understand why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.

KNOW YOUR OWN VALUE SO OTHERS CAN TOO

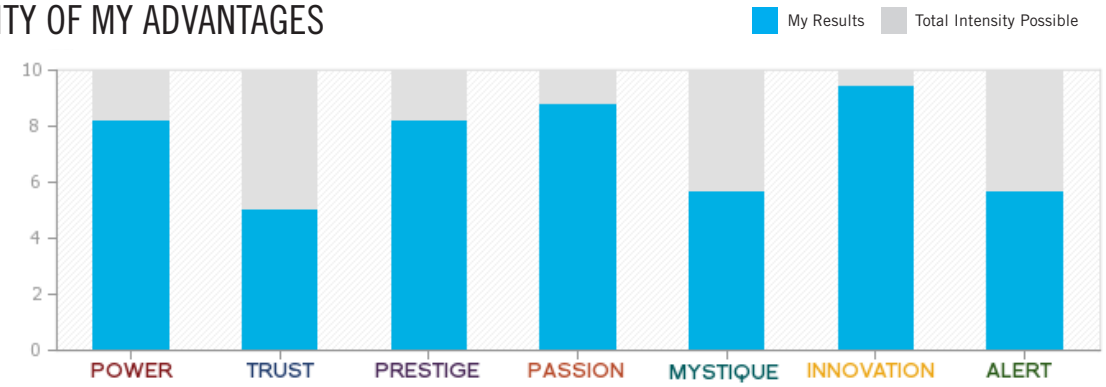
CREATE THE TAGLINE FOR YOUR PERSONALITY

Focus on your Anthem and you can stop worrying about having to tap into your dormant Advantage. To learn more about how to apply your Advantages visit **HowToFascinate.com**

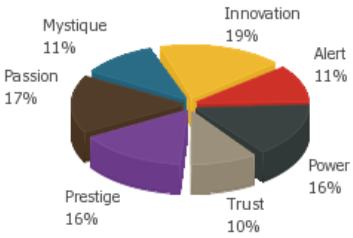


ANALYTICS

INTENSITY OF MY ADVANTAGES



How intense is your use of each Advantage? This graph shows the intensity of each Advantage in your personality. The scores have been normalized to a 10-point scale. The higher the score the more intense your use of that Advantage. You use all the Advantages, but your top two Advantages, your primary and secondary, are the ones that shape your personality brand the most.



A PIE CHART OF MY PERCENTAGES

This chart shows the percentage of each Advantage in your personality.

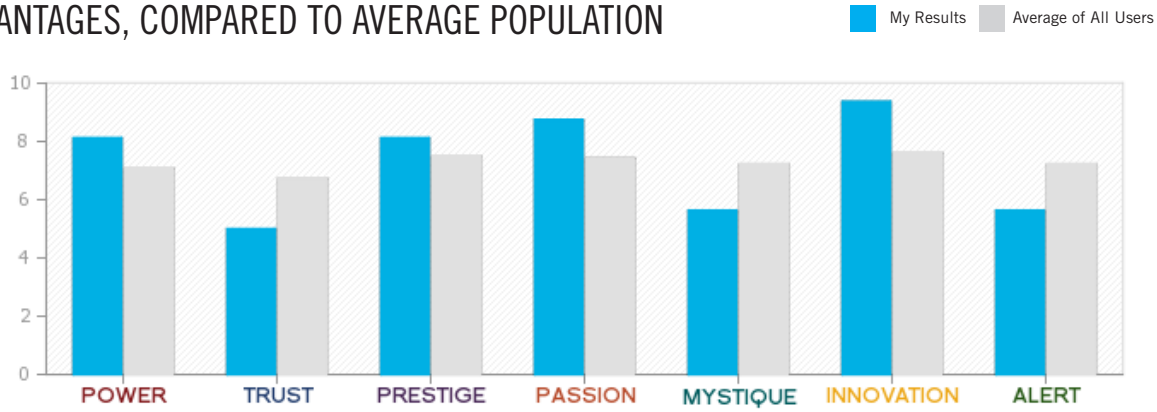
Do you have a very high percentage of one Advantage? A high percentage indicates a more consistent and concentrated use of one certain trait.

A COMMONLY ASKED QUESTION

What if I have the same percentage for multiple advantages?

The Fascination Advantage measures your results to a tenth of a percent. The assessment has "tie-breaker" questions built into the algorithm. Your report reflects your top two scores.

MY ADVANTAGES, COMPARED TO AVERAGE POPULATION



This graph shows how your personality compares with the hundreds of thousands of others who have taken the Fascination Advantage Assessment. (For more in-depth information on your Primary, Secondary, and Dormant Advantages, see the "ADVANTAGES" section of this report.)

OPTIMIZE YOUR TEAM'S ADVANTAGES

EACH PERSON ON YOUR TEAM HAS A CERTAIN WAY OF ADDING VALUE.

Think of your own team. Which of the Advantages do you see?

On a team, *differences* matter more than *strengths*.

Diversity strengthens a team and makes it more multifaceted, as long as each person understands and develops his strong suit. Leaders need to know how to tap into their team's variety of Advantages so that they can help each person develop signature areas of performance.

When you identify the natural communication styles within your group, you'll begin to see the patterns behind how your team is most likely to succeed.

Fail to recognize these patterns, and your group will likely be unproductive or conflicted.

HOW YOUR CO-WORKERS ADD VALUE

INNOVATION	INNOVATIVE PROBLEM-SOLVER
PASSION	RELATIONSHIP-BUILDER WITH STRONG PEOPLE SKILLS
POWER	A LEADER WHO MAKES DECISIONS
PRESTIGE	OVERACHIEVER WITH HIGHER STANDARDS
TRUST	STABLE, RELIABLE PARTNER
MYSTIQUE	SOLO INTELLECT BEHIND-THE-SCENES
ALERT	PRECISE DETAIL MANAGER

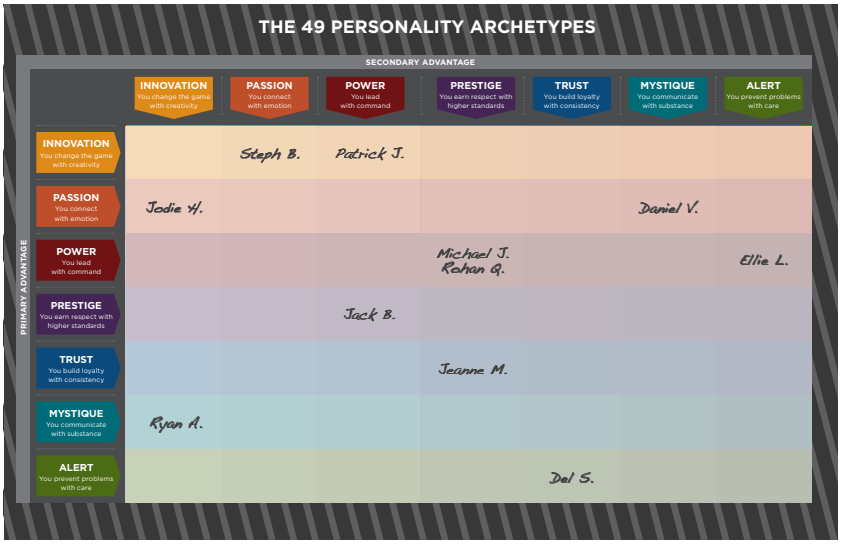
In our research with high-performing teams, we consistently see how crucial it is to recognize that individuals add value differently. Each member of the team needs to know her own highest value, and that of her teammates.

Teams with a diversity of Advantages can allow each person to develop a signature area of performance.

Identify the natural communication styles within your group, and your team will become more engaged and productive. Fail to recognize these patterns, and your group can be disconnected or conflicted.

Want to tap into the best of your employees and team members?

We can identify your team's overall top traits, including a "Heat Map" of your group's collective Advantages and pitfalls.



To get more info about our group discounts, Team Anthem Kit, workshops or online training, visit us at **HowToFascinate.com/Teams**.

APPLY WHAT YOU'VE LEARNED SO FAR:

CREATE YOUR ANTHEM

Ever struggled to find the right words to describe yourself? For instance, started to introduce yourself, or sat down to write a resume, and then felt uncertain about exactly what to say?

You need a simple, persuasive phrase to confidently describe how you are most likely to add value. And you need to do it in roughly 9 seconds, to fit within the average attention span. Otherwise you'll lose your listener's attention.

Here's how:

Instead of focusing on your strengths, describe how you are different.

Your Archetype lights the way to your personality's most valuable differences. The next steps is to create your Anthem: the tagline for your personality.

YOUR ANTHEM: THE TAGLINE FOR YOUR PERSONALITY

An Anthem is a very short phrase, only two or three words. Just like an advertising tagline, your Anthem pinpoints what makes you most valuable. This short phrase goes a long way toward a positive impression. When you're confident and authentic, you're more likely to impress and influence your listener.

The Anthem Method is very easy, because we've already done the heavy-lifting for you. The words might already be waiting for you inside this report.

IN OUR STUDY WITH AT&T SALES AND CUSTOMER SERVICE, EMPLOYEES WERE 200% MORE LIKELY TO RECOGNIZE THEIR MOST VALUABLE DIFFERENCES AFTER WRITING THEIR OWN ANTHEM.

CREATE YOUR ANTHEM NOW: $197

Apply your Anthem to describe yourself in a snapshot. A few examples:

- New business materials
- Resume
- LinkedIn profile
- Website

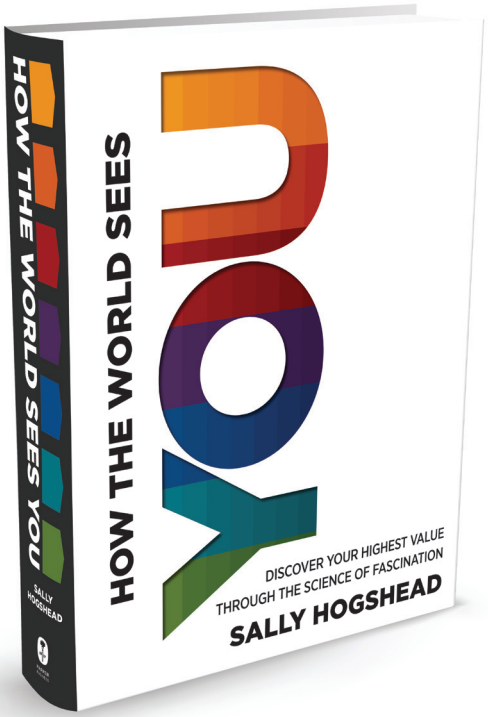
Once you have a tagline for your personality, you can make it extremely easy for others to grasp what you bring to the table. Co-workers can quickly tap into your top qualities.



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