

YOUR FASCINATION ADVANTAGE® REPORT

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

THE ARTISAN

INNOVATION + TRUST

CUSTOM
REPORT FOR

SARA BRYANT



HOWTOFASCINATE
DISCOVER YOURSELF THROUGH
THE SCIENCE OF FASCINATION

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. DELIBERATE
- 2. THOUGHTFUL
- 3. FLEXIBLE

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

TRUST

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

MYSTIQUE

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

SARA, 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.

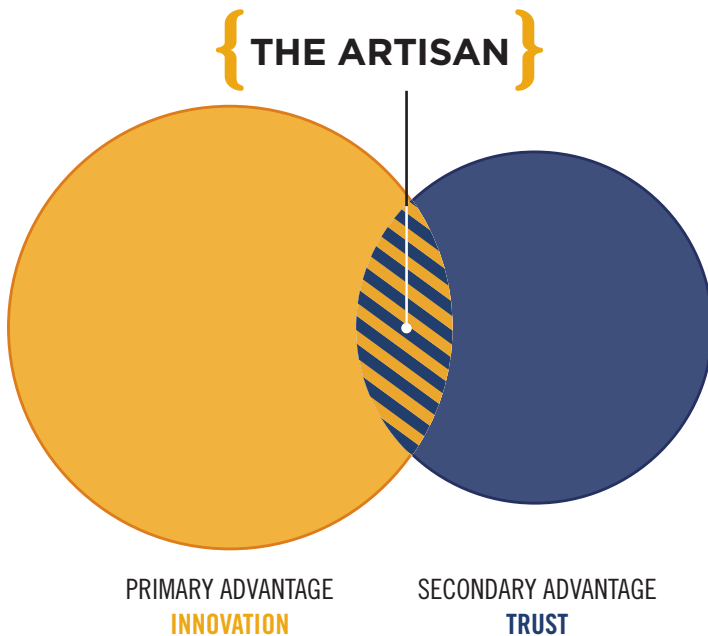
Your **Fascination Advantage** is the way in which your personality is most likely to add distinct value.

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

MEET YOUR ARCHETYPE

THE ARTISAN

DELIBERATE | THOUGHTFUL | FLEXIBLE | RESOURCEFUL | COMPOSER-LIKE



HOW THE WORLD SEES YOU

- You are good at both generating and implementing new ideas
- You value both new ideas as well as tried-and-tested methods. You welcome change but not for the sake of it
- You tend to rely on trusted, methodical ways of working, but you are flexible when you need to change course because of obstacles
- You possess a strong work ethic, and you are loyal employees and coworkers

“HIGHEST AND BEST VALUE” OF THE ARTISAN

- » You are a talented innovator. You balance a rational approach with an ability to think outside of the box.
- » As creative directors at an ad agency, you’ll follow a structured approach to generating new ideas, selecting the best ones, and preparing a pitch for a client.
- » You choose ideas that are realistic. You’re mindful of a client’s needs and wishes. Your presentation is respectful and logical.
- » You carefully think through the consequences of a change of direction and implement it step by step.

WHAT IS NOT THE “HIGHEST AND BEST VALUE” OF THE ARTISAN?

- » You are open-minded, but your independent spirit may lead you to search for solutions all by yourself.
- » You’re self-sufficient; you make up your own mind and like to be in control.



THE ARTISAN'S TOP 5 SPECIALTY ADJECTIVES

- 1. DELIBERATE** Artisans quickly gain the confidence of clients, co-workers, and peers thanks to clear communication. Whether they're presenting a new work procedure to their team or a new product to clients, they impress with their rational approach. Their demeanor is just right — not overly boisterous, but not subdued either. Their communication always has a specific purpose.
- 2. THOUGHTFUL** They have a clear vision on implementing their creative ideas. When they propose a clever solution to a nagging quality issue, you can be certain their idea will work.
- 3. FLEXIBLE** They relish new experiences and relationships; and are comfortable with change. You'll find that they're happy to try out new social media platforms, but they'll observe carefully how others use it rather than jumping in immediately.
- 4. RESOURCEFUL** They come up with novel solutions to implement change, but they are not pie-in-the-sky thinkers. In brainstorming sessions you'll find they contribute practical ideas.
- 5. COMPOSER-LIKE** Artisans enjoy creating results from challenging circumstances like designing a new product while taking a lot of constraints into account. Projects that require care and focus appeal to them.

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 ARTISAN: THOUGHTFUL ORIGINALITY HERE'S AN EXAMPLE: MEET MAGGIE

Maggie is a Chief Operations Officer for a large financial company. Employees have been working overtime for the past couple of weeks, and morale is beginning to slip.

The Artisan excels at examining the past while looking toward the future. Maggie applies her distinct qualities by looking at all the resources that are available to her to improve employee morale. Perhaps it's bargaining the extra work for extra time off. Perhaps it's using the firm's connections to get highly coveted tickets to sports games or concerts to reward the employees for a job well done when it counts. She then consistently delivers on her promises to make sure the employees get the time they need to recharge to be successful.

**AT MY HIGHEST
VALUE I DELIVER:**

**THOUGHTFUL
ORIGINALITY**

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

ONE-MINUTE COACHING TO THE ARTISAN

You have a talent for coming up with great ideas. You have a pragmatic approach appreciated by your co-workers and peers. Occasionally you need to assume more authority to drive your colleagues forward toward a goal. Explain negative outcomes if deadlines aren't met. Show your passion for the success of the program to nurture a productive team spirit.

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:

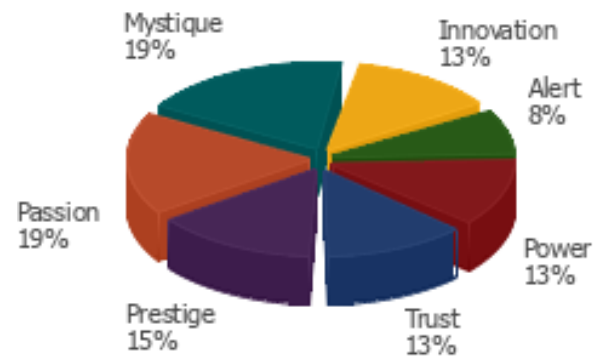
- » You quickly solve problems with fresh solutions.
- » You're able to generate ideas that surprise people with a new perspective.
- » People watch to see what you'll do next, because you thwart tradition.

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**.

13% 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 IN YOUR REPORT

SECONDARY PERSONALITY DESCRIPTORS:

- Earns loyalty through dependability
- Radiates a sincere, familiar warmth
- Watches and reviews details carefully
- Brings stability and calm to situations
- Values routine and punctuality
- Builds loyalty through consistency

WHO YOU ARE:

- Stable
- Dependable
- Familiar

HOW YOU ADD VALUE:

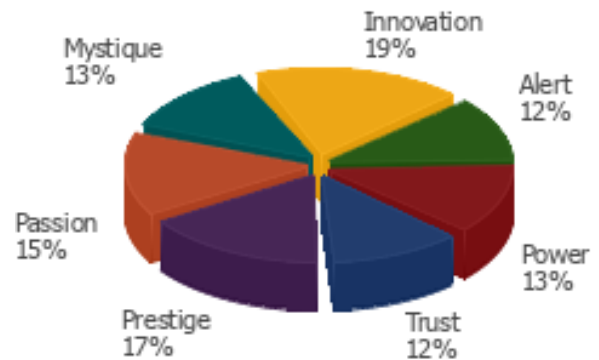
- » People increasingly respect you over time, because you consistently deliver.
- » You're constant in your words and actions.
- » In a confusing and stressful world, you influence decision-making because you're dependable.

EXAMPLES OF LEADERS WHO USE TRUST:

Walt Disney, Sam Walton, Dr. Oz, Clint Eastwood, Mother Theresa

HOW TO APPLY TRUST AT WORK:

Because of your secondary TRUST Advantage, people rely on you more than they do on other personalities. Now it's time to learn exactly how to activate your natural ability to create TRUST. By understanding and applying your main Advantages, you can better shape decisions and inspire people at work, making sure your messages are heard and remembered.

TRUST IN THE POPULATION

My secondary Advantage is TRUST.

12% of the people who took the Fascination Advantage test also use TRUST as their secondary Advantage.

MY SECONDARY ADVANTAGE: TRUST

THE TRUST PERSONALITY

STABLE · DEPENDABLE · FAMILIAR

VIEW THIS VIDEO ONLINE IN YOUR REPORT

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 MYSTIQUE 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 MYSTIQUE ADVANTAGE?

You will be less successful in situations that require you to suppress yourself. Avoid jobs or projects that require you to curb your natural expressiveness, because your personality thrives in environments with a lot of discussion and back-and-forth. Without open communication, you will become discouraged.

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 MYSTIQUE FEELS LIKE QUICKSAND:

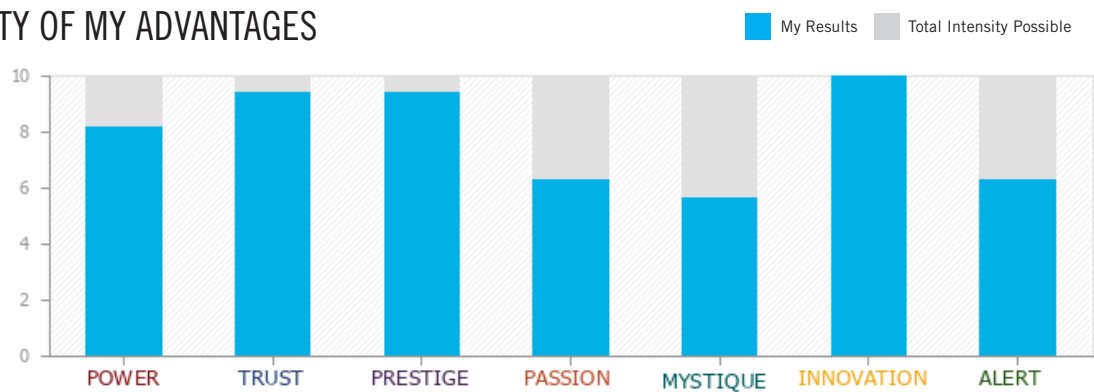
- » You don't hide your emotions or opinions. Some may even refer to you as an open book. You can be enthusiastic, even dramatic, at times. In business negotiations that require holding back information, you may tend to feel challenged, because containing how you feel typically is not a natural response for you.
- » You persuade others by being straightforward and open, whereas MYSTIQUE personalities persuade by provoking questions without giving answers. Your approachability is what attracts others to you, while MYSTIQUE's veil of secrecy is what attracts people to them.
- » People can always know where they stand with you. Because you tend to have difficulty hiding how you feel, others can pick up on your attitude and mood.
- » 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



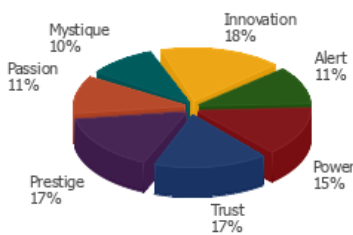
INTENSITY OF MY ADVANTAGES



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.



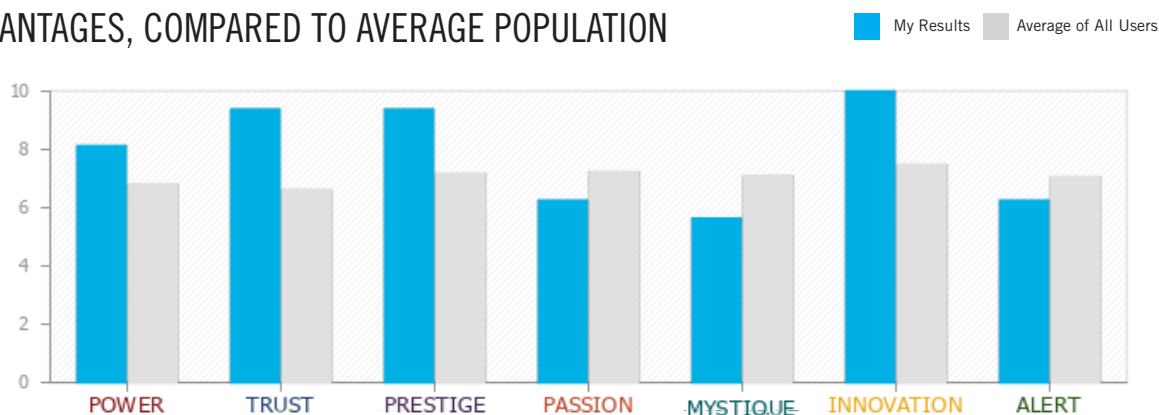
Do you have a very high percentage of one Advantage? A high percentage indicates a more consistent and concentrated use of one certain trait.

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.)