

ACCOUNT MENU

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FASCINATION ADVANTAGE

Dashboard | **Basic Report** | Custom Report | Digital Volumes | Invitations

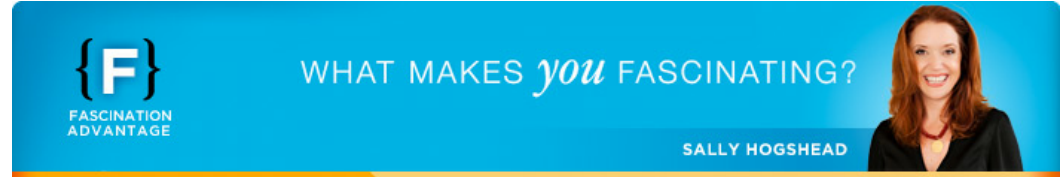
A RESEARCH-BASED SYSTEM, DESIGNED BY SALLY HOGSHEAD



» Learn More

FOR BEST RESULTS, INCLUDE YOUR WHOLE TEAM.

FOR COMPANIES



HERE'S HOW YOU FASCINATE

Scott, you are **THE MAVERICK LEADER**.

Your **primary** trigger is **REBELLION**. Even without realizing it, you're already instinctively applying this trigger when trying to persuade others. Your **secondary** trigger is **POWER**, and your **dormant** trigger (the one you're least likely to apply in your personality and behavior) is **PRESTIGE**.

+ = THE MAVERICK LEADER

You are:

- Pioneering
- Irreverent
- Entrepreneurial

Once you understand your own unique combination of personality strengths, you can start to create more influential ideas and messages.

HOW TO REFINE YOUR NATURAL TALENTS FOR SWAYING OPINION?

1. Explore your primary, secondary, and dormant triggers on our website.
2. Check out the videos over there on the right.
3. Don't miss the advanced results you requested, below.

Based on the 100,000 people who have taken this same test, we've developed our matrix of [49 Personality Archetypes](#).

Your archetype is based on your primary and secondary triggers. Now let's explore your triggers.

YOUR *primary* TRIGGER: **REBELLION**

YOUR PRIMARY TRIGGER: **REBELLION**

You attract attention because you change the game.

WHO YOU ARE: **Innovative • Independent • Entrepreneurial • Edgy • Unpredictable**

HOW YOU FASCINATE:

- » 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.

REBELLION TRIGGER LEADERS: **Andy Warhol, Stephen Colbert, Eminem, Anais Nin, David Bowie, Charles Darwin**

HOW TO ACTIVATE YOUR REBELLION TRIGGER:

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 **REBELLION** strengths, you can better persuade and



captivate your co-workers, your boss, and your customers.

YOUR *secondary* TRIGGER: **POWER**

You are a natural leader.

WHO YOU ARE: **Confident • Goal-Oriented • Influential • Opinionated • Decisive**

HOW YOU FASCINATE:

- » You influence others with self-assured ideas and action.
- » You energetically tackle big goals, giving you the potential to motivate large groups.
- » People instinctively look to you for cues of how to behave.

POWER TRIGGER LEADERS: **Rupert Murdoch, Bill Gates, Arianna Huffington, Jim Collins**

HOW TO ACTIVATE YOUR POWER TRIGGER:

First, recognize that your ability to fascinate is through your natural use of the **POWER** trigger. Now it's time to learn exactly how to develop your natural ability to use **POWER** to persuade, influence, attract, and inspire everyone you encounter.

YOUR SECONDARY TRIGGER: **POWER**



YOUR *dormant* TRIGGER: **PRESTIGE**

YOUR DORMANT TRIGGER (the one you are least likely to use): **PRESTIGE**

You are unlikely to fascinate others through your accomplishments or social standing.

HOW THIS AFFECTS YOUR PERSONALITY BRAND:

- » An independent thinker, you don't evaluate yourself in relation to others.
- » Your pride is not based on collecting symbols of achievements.
- » Others most likely perceive you as unpretentious and authentic.

SHOULD YOU LEARN HOW TO ACTIVATE YOUR **PRESTIGE** TRIGGER?

Just as prestigious brands and objects hold a greater value, so do people who deftly apply their **PRESTIGE**. Consider how you might generate more appreciation and admiration, to increase the value of your Personality Brand.



ADVANCED RESULTS

3% Of people who took the Fascination Advantage use the same primary and secondary trigger combination as you.
{REBELLION & POWER}

Power	Mystique
Trust	Rebellion
Prestige	Alarm
Passion	

PRIMARY

Your primary trigger is **REBELLION**. 12% people who took the Fascination Advantage test also use **REBELLION** as their primary trigger.



SECONDARY

Your secondary trigger is **POWER**. 14% people who took the Fascination Advantage test also use **POWER** as

DORMANT

Your dormant trigger is **PRESTIGE**. 16% people who took the Fascination Advantage test also use **PRESTIGE**

their secondary trigger.



as their dormant trigger.

