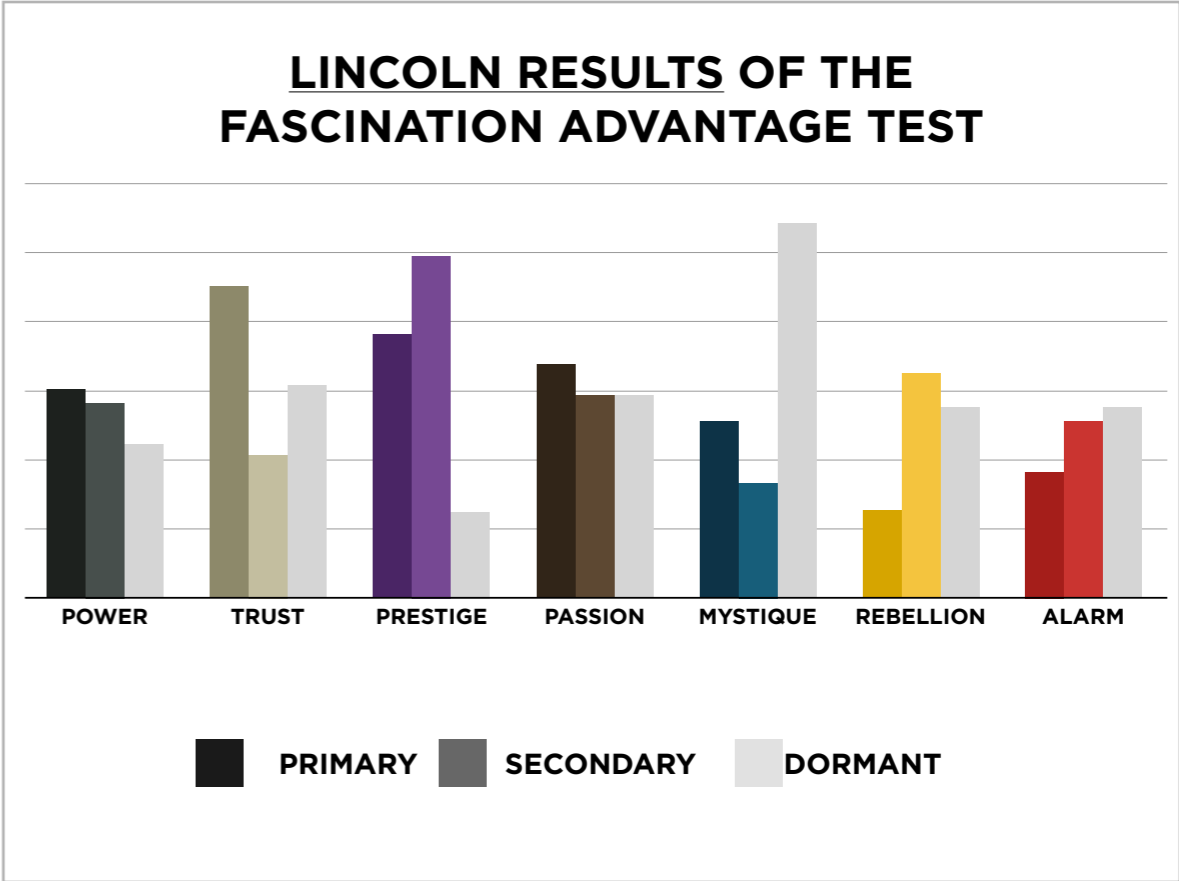
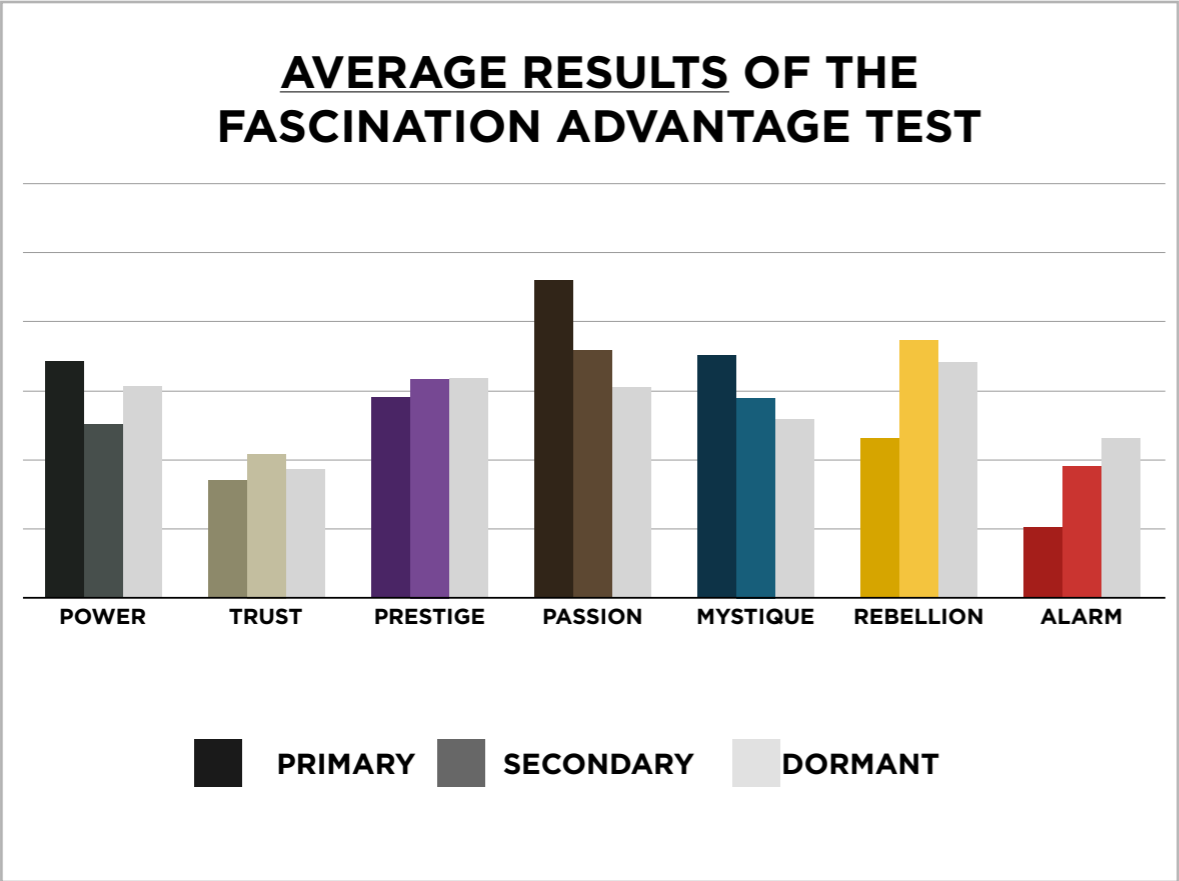


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
LINCOLN FINANCIAL RETIREMENT PLAN SERVICES NATIONAL SALES CONFERENCE 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 120,000 PEOPLE.

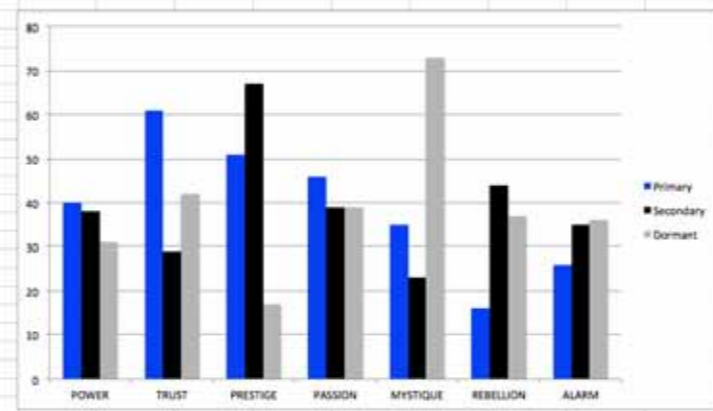
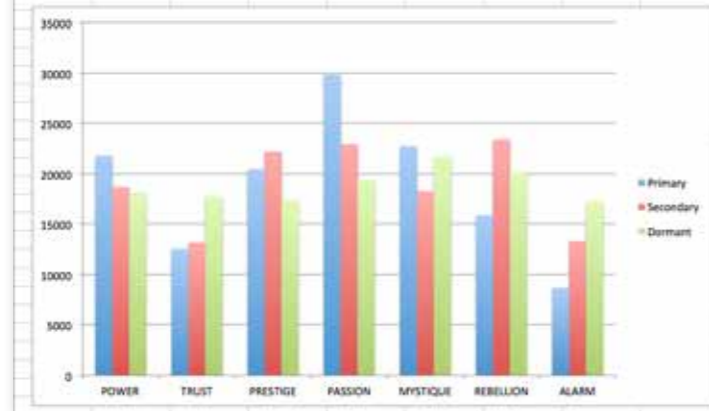


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	prestige	The Maestro	23	8.33%	PASSION		2	8	11	5	3	17
passion	rebellion	The Catalyst	17	6.16%	TRUST	11		9	16	6	15	4
trust	prestige	The Diplomat	16	5.80%	MYSTIQUE	7	6		5	4	10	4
PRESTIGE	POWER	The Victor	15	5.43%	PRESTIGE	11	9	2		15	4	10
trust	alarm	The Good Citizen	15	5.43%	POWER	1	6	1	23		2	7
passion	prestige	The Talent	11	3.99%	ALARM	4	5	3	7	5		2
prestige	passion	The Connoisseur	11	3.99%	REBELLION	5	1		5	4	1	
trust	passion	The Authentic	11	3.99%								
mystique	alarm	The Bullseye	10	3.62%								
prestige	rebellion	The Avant-Garde	10	3.62%		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
prestige	trust	The Blue Chip	9	3.26%	PASSION		0.7%	2.9%	4.0%	1.8%	1.1%	6.2%
trust	mystique	The Vault	9	3.26%	TRUST	4.0%		3.3%	5.8%	2.2%	5.4%	1.4%
passion	mystique	The Intrigue	8	2.90%	MYSTIQUE	2.5%	2.2%		1.8%	1.4%	3.6%	1.4%
alarm	prestige	The Editor-in-Chief	7	2.54%	PRESTIGE	4.0%	3.3%	0.7%		5.4%	1.4%	3.6%
mystique	passion	The Subtle Touch	7	2.54%	POWER	0.4%	2.2%	0.4%	8.3%		0.7%	2.5%
power	rebellion	The Change Agent	7	2.54%	ALARM	1.4%	1.8%	1.1%	2.5%	1.8%		0.7%
mystique	trust	The Wise Owl	6	2.17%	REBELLION	1.8%	0.4%		1.8%	1.4%	0.4%	
power	trust	The Guardian	6	2.17%								
trust	power	The Gravitus	6	2.17%								
alarm	power	The Sheriff	5	1.81%								
alarm	trust	The Sustainer	5	1.81%								
mystique	prestige	The Royal Guard	5	1.81%								
passion	power	The Advocate	5	1.81%								
rebellion	passion	The Rockstar	5	1.81%								
rebellion	prestige	The Trendsetter	5	1.81%								
alarm	passion	The Coordinator	4	1.45%								
mystique	power	The Veiled Strength	4	1.45%								
mystique	rebellion	The Secret Weapon	4	1.45%								
prestige	alarm	The Perfectionist	4	1.45%								
rebellion	power	The Maverick Leader	4	1.45%								

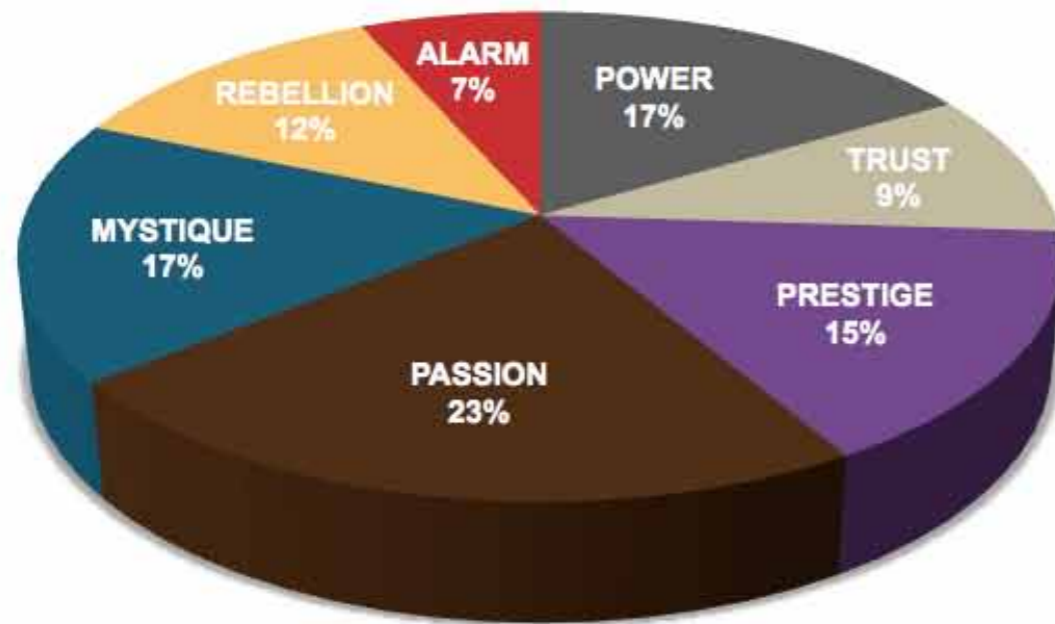
As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

AVERAGE POPULATION									LINCOLN																									
Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total	Primary	Secondary	Dormant	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total													
Primary	Secondary	Dormant	21837	18716	18130	12554	13137	17729	20489	22986	22790	18297	23409	17253	132093	40	38	31	61	29	42	51	67	39	73	16	44	36	26	35	275	275	275	
Primary	Secondary	Dormant	16.5%	14.2%	13.7%	9.5%	9.9%	13.4%	15.5%	16.8%	17.3%	17.4%	16.5%	13.1%	100.0%	14.5%	13.8%	11.3%	22.2%	10.5%	15.3%	18.5%	24.4%	14.2%	26.5%	5.8%	16.0%	13.5%	9.5%	12.7%	13.1%	100.0%	100.0%	100.0%

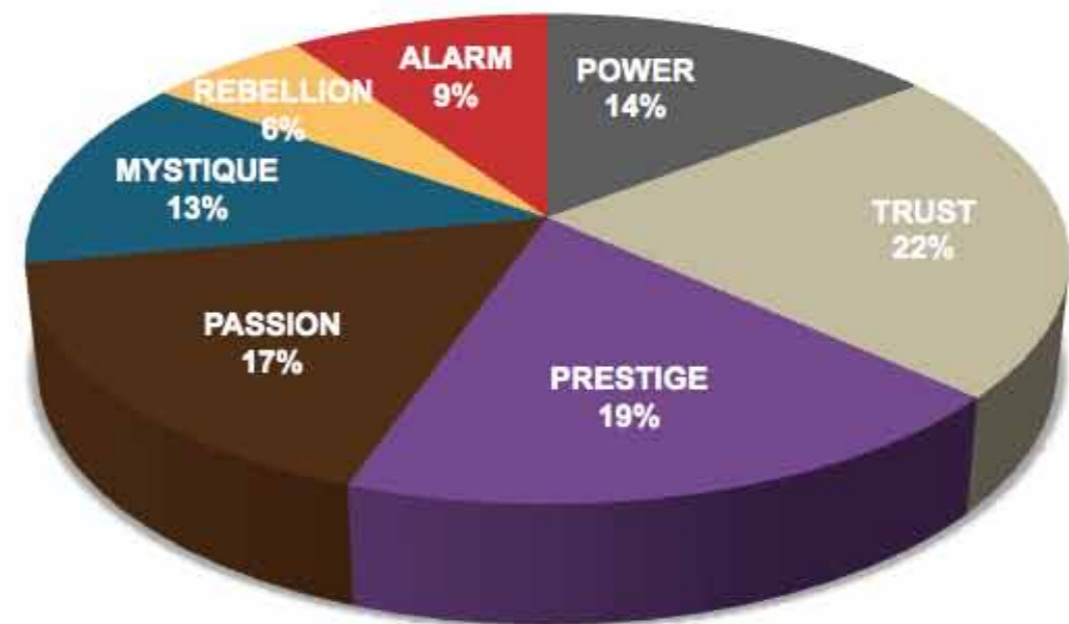


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 120,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



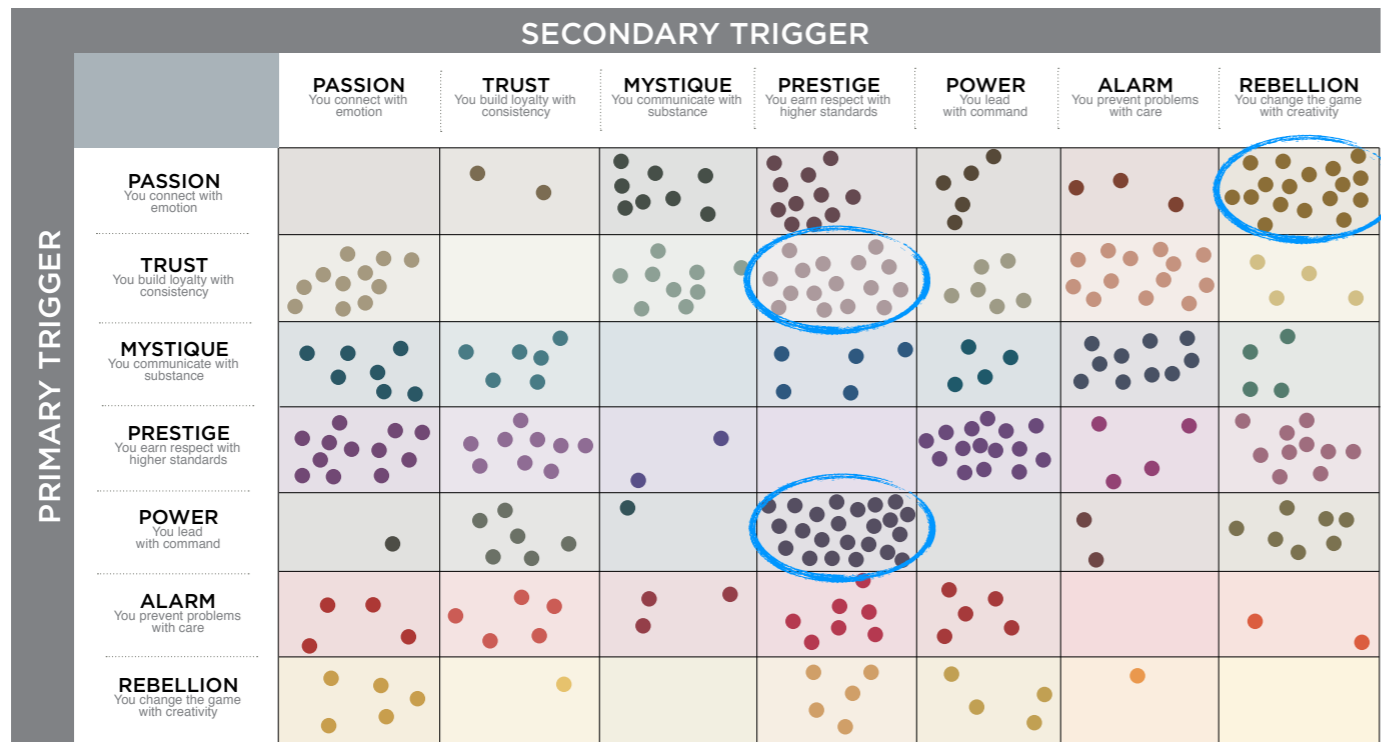
LINCOLN RESULTS FROM THE FASCINATION ADVANTAGE TEST



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

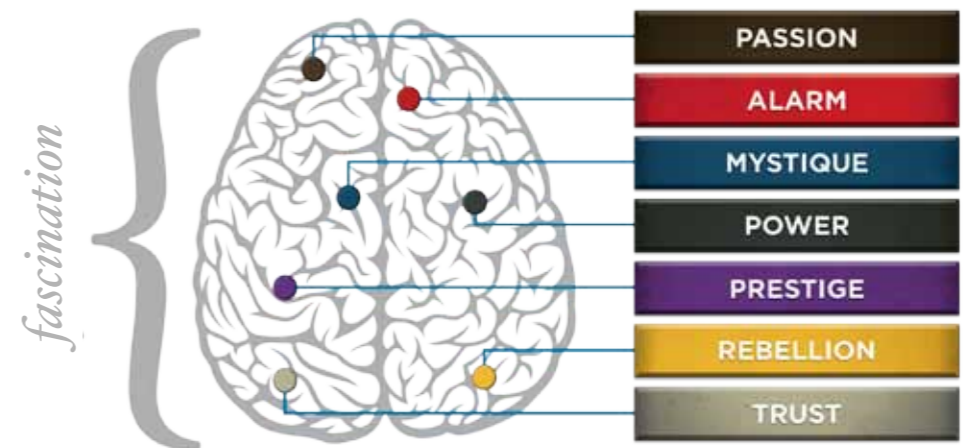
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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>		0.7%	2.9%	4.0%	1.8%	1.1%	6.2%
	TRUST <small>You build loyalty with consistency</small>	4.0%		3.3%	5.8%	2.2%	5.4%	1.4%
	MYSTIQUE <small>You communicate with substance</small>	2.5%	2.2%		1.8%	1.4%	3.6%	1.4%
	PRESTIGE <small>You earn respect with higher standards</small>	4.0%	3.3%	0.7%		5.4%	1.4%	3.6%
	POWER <small>You lead with command</small>	0.4%	2.2%	0.4%	8.3%		0.7%	2.5%
	ALARM <small>You prevent problems with care</small>	1.4%	1.8%	1.1%	2.5%	1.8%		0.7%
	REBELLION <small>You change the game with creativity</small>	1.8%	0.4%		1.8%	1.4%	0.4%	

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.

8.3% OF YOU ARE
"THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE 12.4% MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE PRESTIGE AS A PRIMARY TRIGGER

6.2% OF YOU ARE
"THE CATALYST"

PASSION + REBELLION

- » OUTGOING
- » EXPERIMENTAL
- » OUT-OF-THE-BOX

YOU ARE 23.2% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE MYSTIQUE AS A PRIMARY TRIGGER

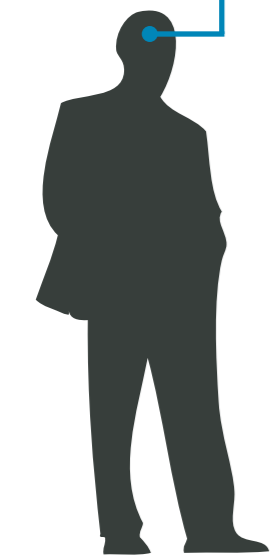
YOU ARE 4.8% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE ALARM AS A PRIMARY TRIGGER

5.8% OF YOU ARE
"THE DIPLOMAT"

TRUST + PRESTIGE

- » IMPECCABLE
- » SUBTLE
- » CAPABLE

YOU ARE 50.3% LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE REBELLION AS A PRIMARY TRIGGER



POWER

Confident
Driven
Influential

PRESTIGE

Ambitious
Discerning
Strong-Willed

MYSTIQUE

Understated
Complex
Deliberate

PASSION

Expressive
Intuitive
Impulsive

ALARM

Perfectionist
Reliable
Careful

REBELLION

Innovative
Independent
Unpredictable

TRUST

Stable
Reliable
Comforting

HOW YOUR CO-WORKERS FASCINATE

