



Moving Thinking Forward at Lincoln Financial Group

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- Bob Culver,
Vice President of
Business Strategy and
Learning

Lincoln Financial Group is a leader in all facets of the financial services industry, with over \$178 billion in assets under management and a corporate culture strengthened by innovation and creativity.

With a clear commitment to progressive solutions for its millions of clients, Lincoln actively focuses on cultivating a forward-thinking work environment where employees collaboratively and strategically approach the best ways advance the company.

To facilitate this model Lincoln has engaged in multifaceted leadership development programs and initiatives—with Emergenetics playing a key role in formulating and bolstering leaders, building and strengthening teams, and working through challenges.

Emergenetics at Lincoln Financial Group

Emergenetics has been used at Lincoln for over 15 years, and according to Bob Culver, Vice President of Business Strategy and Learning, most officers in the company are tuned into Emergenetics personally as well as with their teams. “We use Emergenetics quite often...it is such an integral part of our culture that people are just aware of it.”

At Lincoln Financial it starts with getting the right people.

Emergenetics > Helping Lincoln Find the Right People

While not a hiring tool, Emergenetics helps Lincoln create a way to see, based on their profiles, how new hires will fit in with current management and teams. Emergenetics allows management to realize the importance of considering applicants that bring diverse thinking and behaving attributes. “Our total management team has strong preferences in Expressiveness and Assertiveness—with Emergenetics training we realized the importance of having all types of profiles on the team, which has helped us continue to see things from a balanced and diverse perspective,” said Culver.

But it doesn't stop there...Emergenetics is key to developing the employees and leaders that make Lincoln great.

Emergenetics Case Study: Lincoln Financial Group

Emergenetics has helped Lincoln in several distinct and powerful ways:

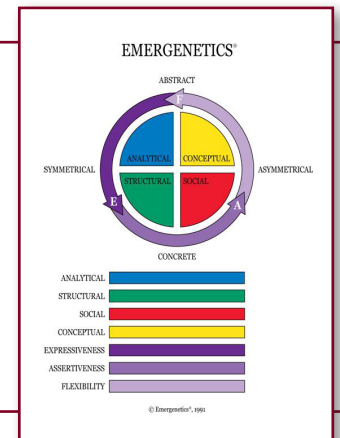
Emergenetics > Nurturing and Building Leaders

Lincoln fosters leadership from the ground-up, working with entry level managers and continuing the process with officers and senior management. According to Culver, Emergenetics is an ideal tool for leadership development, as it translates managers' self-awareness into more productive leadership styles.

"At Lincoln, we have a systematic approach to using Emergenetics to continually strengthen leadership within the company."

Emergenetics > Team-Building

Teamwork is an essential component of Lincoln's corporate structure and Emergenetics plays a pivotal role in evaluating the ongoing viability and efficacy of teams. According to Culver, teams can overcome potential issues by focusing on each member's Emergenetics Profile and ensuring there is the diversity of thought to approach work from all angles.



Emergenetics > Strengthening Existing Initiatives

Lincoln employs a variety of tools and processes to strengthen the way work is done and ultimately increase effectiveness. With Emergenetics as an integral part of this mix, Culver noted the coalescence with Emergenetics and other products. "By using Emergenetics alongside different tools, like Emotional Intelligence, mind mapping, and others, our employees can get a more unique and complete picture of themselves."

As these solutions highlight, Emergenetics has reinforced the innovative culture at Lincoln Financial and strengthened the way they do business.

At Emergenetics, our focus is on you. Whether we are making your company stronger, more innovative or more collaborative, it's all about moving thinking forward.