

## **Back-to-School: Lincoln Financial Group Research Finds Half of Employees Are Self-Taught about Financial Matters and Have No Formal Plan**

RADNOR, Pa.--(BUSINESS WIRE)--As students across the country are heading back to school, they are not the only ones who should be preparing to hit the books—most people could use a little more education when it comes to the subject of personal finance. According to Lincoln Financial Group's (NYSE: LNC) *2017 Employee Benefits Study*, many employees say they are self-taught when it comes to financial matters, whether money or benefits. Fifty percent of employees say they learned about investing on their own or they never formally learned about it at all. The findings led Lincoln Financial to produce a new video and provide three tips to help educate consumers.

"The start of a new school year is an ideal time for fresh perspective and new commitments," said Colleen Bowler, president and founder of Strategic Wealth Partners and a registered representative of Lincoln Financial Advisors. "It's never too late to increase your knowledge base on important topics like retirement planning, college savings and paying down debt. When consumers have a good understanding of these issues, they feel more empowered to make decisions and create a holistic financial plan for their future."

Lincoln Financial's study went on to show that half of employees do not have a formal financial plan and a fifth don't have a plan of any kind.

Bowler shares these back-to-the-basics tips to help make the grade when it comes to personal finance:

- 1. Determine your goals** – Take the time to create, update and track your financial expenditures. Goal-setting is critical to your financial success. While you may not be able to have everything you want, this process will help you identify your top priorities.
- 2. Do your homework** – Sit down and put all of your financial materials on the table. It is an important step to assess your current financial state and build a plan for the future. Consider a financial professional to help tailor a plan to your specific situation.
- 3. Stick to the plan** – Once you develop a plan, stick to it! Sometimes people lose sight of their financial goals during the summer vacation months. Back-to-school season is a good time to stabilize schedules and get back on track with financial game plans, making progress toward what you really want!

For more information on creating a financial plan and protecting the ones you love the most, visit [www.lincolffinancial.com](http://www.lincolffinancial.com).

### **About Lincoln Financial Group**

Lincoln Financial Group provides advice and solutions that help empower people to take charge of their financial lives with confidence and optimism. Today, more than 17 million customers trust our retirement, insurance and wealth protection expertise to help address their lifestyle, savings and income goals, as well as to guard against long-term care expenses. Headquartered in Radnor, Pennsylvania, Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE:LNC) and its affiliates. The company had \$256 billion in assets under management as of June 30, 2018. Lincoln Financial Group is a committed corporate citizen and was named one of the Forbes Best Employers for 2018, is a member of the Dow Jones Sustainability Index North America, and received a perfect score of 100 percent on the 2018 Corporate Equality Index. Learn more at: [www.LincolnFinancial.com](http://www.LincolnFinancial.com). Follow us on Facebook, Twitter, LinkedIn, and Instagram. Sign up for email alerts at <http://newsroom.lfg.com>. Strategic Wealth Partners is a marketing name for registered representatives of Lincoln Financial Advisors. Securities and investment advisory services offered through Lincoln Financial Advisors Corp., a broker/dealer and a registered investment advisor.

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