

A PROVEN CONCEPT - NOW AVAILABLE FOR EXCLUSIVE INTERNATIONAL DISTRIBUTION

PARTNER WITH LINC



WHO WE ARE

LINC - SOLUTIONS FOR A PERSONALITY-CENTERED WORKING ENVIRONMENT

LINC is a leading provider of innovative personality development tools rooted in psychology, personality development and coaching practice. As a spin-off from the Leuphana University Lüneburg, LINC stands for one of the fastest growing personality development tools: the **LINC PERSONALITY PROFILER (LPP)**.

The No. 1 leading personality tool in Germany* represents a new approach in the area of personality analysis and development. It is an online tool that is based on the most psychologically sound models - the BIG FIVE - and creates a very differentiated profile of character traits, motives and competencies. The individual results enable a completely new look at your own personality and thus - ideally in connection with training or coaching - becomes the starting point for a real and sustainable development. It empowers coaches, HR professionals, and organizations to drive meaningful and measurable personal growth.

We are looking for dedicated partners across Europe to expand our impact. We believe that true transformation begins with self-awareness - and our tools make that transformation scalable.

We look forward to partnering with you!



Dr. Ronald Franke



Dr. Martin Puppatz

OUR TRACK RECORD

More than **5,000**
certified coaches
worldwide

Over **50,000** tool
uses worldwide

Consistently **high**
satisfaction and
retention rates

Trusted by
multinational
enterprises,
universities, and
coaching networks

No.1

Market leader in
Germany with rapid
growth in **German-**
speaking region
and **USA**

> 20
divers tools
for personal
development

Continuous
innovation and
scientific validation

International:
Our first subsidiary,
LINC North
America, was
launched in 2024

LPP available in
10 languages
by the end of 2025

WHAT WE OFFER TO PARTNERS

We're looking for dedicated partners across Europe to expand our impact and unlock the following benefits as an exclusive distribution partner:

What You Get From Us:

- More than 20 professional, scientifically grounded tools and variants based on the Big Five model
- Authorized to deliver LPP certifications and all associated formats within your country
- Commission on every LPP order
- Startup support: Guidance on setting up certifications, handling customer inquiries, and providing client support
- Professional marketing and sales materials
- Dozens of content documents you can use while working with the LPP
- Access to extensive support materials
- Seamless access to the advanced LPP Portal

What You Bring:

- Expertise in training, coaching and/or personal development
- A strong local network in coaching, HR, or training
- A passion for selling new HR products and to support new market entries



YOUR PARTNERSHIP OPTIONS WITH LINC

1. CERTIFICATION MODEL:

- **Your Role:** You act as the training provider and you deliver independently the LINC certification (it can be integrated into your existing programs).
- **Our Role:** We take over the customer support after certification, including:
 - Ongoing client relationship management
 - Responding to customer inquiries
 - Handling all customer communication
- **Financial model:**
 - Main share of the certification fee remains with you
 - Ongoing share from every LPP sold of your clients

2. FULL PACKAGE MODEL:

- **Your Role:** You act as a coaching provider, delivering both the LINC certification and coaching services directly to clients. You offer the complete package and become the **exclusive** LINC partner in your country.
- **Our Role:** We provide you ongoing support and guidance and we are available for all your questions and assist you with complex cases or customer needs.
- **Financial model:**
 - High revenue share from the certifications
 - High share of revenue from all LPP orders of your clients

3. DISTRIBUTOR MODEL:

- **Your Role:** You act as a distributor with experience in HR, coaching, or training, focusing solely on selling the LINC services.
- **Our Role:** We handle the rest, including:
 - Conducting the certifications
 - Providing customer support and communication
- **Financial model:**
 - Commission for each successful sale
 - No operational responsibilities on your side



WHAT YOU CAN RELY ON

Choosing LINC means choosing a partner you can trust. Behind every tool, training, and collaboration model is a team committed to scientific excellence, international experience, and hands-on support. We combine cutting-edge psychological research with practical expertise – so you can deliver real results.

- **Scientific Quality**
Based on robust psychological research and validated methodologies
- **Expertise You Can Trust**
A team of over 15 psychologists, including PhDs and former university professors
- **The Big Five Personality Model**
Grounded in the gold standard of personality psychology
- **Global Experience**
Proven track record in international implementations across industries and cultures
- **Truly International Team**
Multilingual, diverse, and globally connected
- **Experience in Large-Scale Projects**
We support the rollout of coaching and development programs worldwide – strategically and operationally

TRUSTED CLIENTS

We are proud to work with some of the world's most respected companies and institutions. These partnerships reflect the trust in our scientifically grounded approach, our commitment to quality, and our ability to deliver results across industries and cultures. Whether in coaching, leadership development, or large-scale transformation projects – our clients rely on LINC to make a measurable difference.



Mercedes-Benz

Canon

s.Oliver

OTTO

Dräger

mydays[®]



NEXT STEPS

Would you like to learn more or talk to our partnership team?

Send us an email at **international-sales@linc.de** and we will schedule a meeting with you to explore your opportunities together.

We look forward to hearing from you.

Your Team from the LINC GmbH



THE LINC MANAGEMENT TEAM



DR. RONALD FRANKE

Managing Director

Ronald Franke holds a Ph.D. in Business Psychology and is a certified systemic coach. As a consultant and trainer, he has worked with companies in the automotive, pharmaceutical, mechanical engineering, and retail sectors. Additionally, for over 10 years, he has been sharing his knowledge as a lecturer at universities, including Leuphana University of Lüneburg and FOM Hamburg.

DR. MARTIN PUPPATZ

Managing Director

Martin Puppatz is a former professor of Business Psychology at the FOM University of Applied Sciences for Economics and Management in Hamburg. Previously, he obtained his Ph.D. from the Leuphana University of Lüneburg and worked for over 7 years as a Senior Manager and Project Leader in HR consulting for two of the world's largest consulting firms.



