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Cannon Financial Institute and the Lennick Aberman Group Form Partnership

Cannon Financial Institute, a leader in financial services industry education for over 45 years, and the Lennick Aberman Group, the industry's premier Behavioral Advice firm, announced that they will be partnering on a series of courses focused on practice management, knowledge, and moral/emotional competencies that will help advisors achieve sustained optimal performance.

Athens, GA – November 12th, 2009 – Cannon Financial Institute is proud to announce a strategic partnership with the Lennick Aberman Group. By combining their programs, these two industry leaders are deepening their commitments to excellence and the delivery of unprecedented professional development solutions for the financial services industry.

Cannon's flagship **Growing Your Business** programs, **Certified Wealth Strategist**® designation studies, and other courses will be combined with Lennick Aberman's highly successful **Behavioral Advice Series**. This will provide Wealth Management Advisors serving affluent, high-net-worth, and ultra-high-net-worth clients, courses that will deliver the knowledge and practice management skills needed to succeed and a thorough understanding of how emotions and psychology affect the financial decision-making process. By educating advisors to align their values, goals and actions, they will achieve greater results, increase client satisfaction, and strengthen client-advisor relationships.

"The evolution of the financial services industry and the markets our industry serves presents a great challenge. Both Cannon and the Lennick Aberman Group believe that by combining our strengths we will provide a higher level of training to an expanded audience. We will incorporate the powerful message of Behavioral Advice into Cannon's highly successful courses, and we will explore more effective and efficient delivery methods to get this message to the organizations and professionals that make up our industry." -*M. Shane O'Neill – Executive Vice President and Director of Strategy for Cannon Financial Institute.*

This partnership represents a new paradigm in financial services education, and these programs will better prepare the advisors of tomorrow, who will leave equipped and able to improve portfolio performance, increase client acquisition, and enhance client retention.

About Cannon Financial Institute

Cannon Financial Institute is the premier provider of professional development solutions for the world's top financial organizations. Our instructors and consultants have earned a reputation for delivering comprehensive solutions that are focused, relevant, and strategically invaluable. Our clients consistently –and immediately – see dramatic results and improved productivity from students who have experienced our professional development solutions. As a result, hundreds of Financial Services companies have chosen Cannon as their long-term strategic partner for increasing market share, maximizing profitability, and reducing liability.

About the Lennick Aberman Group

Based in Minneapolis, the Lennick Aberman Group (LAG) delivers products and services designed to help individuals develop the moral and emotional competencies necessary to achieve sustained optimal performance in business, sports, non-profit and beyond. Services include workshops, webinars and individual and team coaching. Products include self-assessments, as well as tools and exercises to help improve performance in any arena.

For more information about Cannon Financial Institute, or the partnership with the Lennick Aberman Group, please contact M. Shane O'Neill at 706-353-3346 or soneill@cannonfinancial.com Visit our website at www.cannonfinancial.com

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