

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Jack, words cannot adequately convey the tremendous impact that you and the People First program has made to us at Iron Mountain. Your strategies and success model is making a positive and life-changing impact for the entire leadership team, resulting in a more empowered organization. All levels are quickly adopting the People First culture, resulting in stronger morale and productivity in our workforce.

Jack, on a personal level, you have become the single greatest mentor in my career. My team is fired up and united with a laser focus on achieving our daily mission and vision goals. You have taught me to become a CCO (Chief Celebration Officer) and how to become a powerful role-model in both my personal and professional life.

The People First program should be implemented in every organization in the country. The return on investment will be exponential in terms of leadership development, employee morale, and workforce productivity. In addition, every individual should read Jack's book, 'People First – Building Lives And Passing On a Legacy'. Unquestionably, it is one of the greatest leadership books every written.

Jack, you are a world-class leader, teacher, and friend.

I am proud of you!

I Believe In You

I Need You

Thank You

YES!!!!

Steve Bazin, New England Territory Manager of Business Support, Iron Mountain

June 17, 2011

Dear Jack,

I was fortunate to have gotten a preview of People First nearly two years ago, when you, Jonathan Snyder and I spoke by phone. Back then, I was unimpressed and excited by what I heard, but Jack... I HAD NO IDEA! I had no idea about the passion, the depth, the meaningfulness, or the impact that People First would bring to those who took its journey.

It has been my honor and delight to learn from you and to watch People First come alive within Iron Mountain. I have been in meetings where People First language is used, I have watched participants demonstrate basic People First precepts, and I can see People First-like transformation occurring in pockets of the organization. I am simply awed.

Thank you for spending your time with us at Iron Mountain, Jack. It has been worthwhile and if that I am confident. I look forward to the time when our paths will cross again.

Fondly,

Karen Newman

(732) 433-9624

Karen.newman@ironmountain.com

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

I would like to thank you for bringing your People First program to Iron Mountain. This program has opened my eyes to others in ways I never thought of before. I have had several of my staff ask me about the classes I go to each week, and they are excited to review the information provided. It started when I began printing documents out and they would bring them to my desk, and questioning what it was about. The excitement level from one employee in particular was more than I ever expected!

I have also been able to use the techniques I've learned from you when working with our swim club and with the staff there. We always need to bring a more positive influence to our younger generations and teach them to have 'Character' in all aspects of their lives. It starts with one individual and can spread like a wildfire—but in a good way!


Defining the Six Dimensions of Human Development has really brought it all together for me. I guess that I've known this, but putting it in writing somehow made me understand that you need to put focus on all aspects at the same time in order to be well-rounded. I'm still a work in progress, but aren't we all?

Jack, as I'm writing this, one of my employees that I've had a difficult time with over the last few years just came in to THANK ME for everything I do. I'm sure that taking this class has made me a better Leader and Person. So let me take a moment to just thank you.

Thanks!

Nancy Cintron, Data Entry Supervisor

Iron Mountain


6/17/11

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PEOPLE FIRST LEADERSHIP

Jack, I would to thank you for everything that you have shared with us over these past couple of months in the People First workshop. In both my personal and professional lives I have learned to become a better person, a person who is able to recognize both my strengths and weaknesses, and utilize the tools you provided us to continually improve upon myself.

The "Pyramid of People Power" – I Am Proud of You, I Believe In You, I Need You, Thank You, and Yes! not only brings out the best in me but also the best in others. I have learned to utilize this language daily; it works! I have learned to become a better listener, paying attention to what others have to say and avoiding the "kill switch" in conversations. Most importantly, I have learned to become a better leader for Iron Mountain and a better husband and father to my wife and children.

Jack you have had a profound effect on my life and the lives of others. I will continue to keep People First, a program that has the power to change the world!

Thank you Jack!

A handwritten signature in black ink, appearing to read "Brian O'Connor".

Brian O'Connor

Jack,

I want to thank you for everything you've done for the New England Territory. Our Team has embraced the training and philosophy and we are seeing huge dividends already.

It has been an absolute pleasure and honor learning from you each week.

Thanks again Jack,

Shawn Kelley

June 17th, 2011

Dear Jack,

I just wanted to write a few words and express to you how much I have enjoyed and learned from the People First class.

There are specifically two items that I wanted to highlight as they had resounding affect and impact on both my personal life as well as professional. The first is "The Pyramid of People Power" and the second is "Truth in All Things, Wisdom in All Things and Excellence in All Things".

"The Pyramid of Power"

It is quite amazing how easy it is to make a difference in people's lives with such simple words. The "Pyramid of People Power" is just plain powerful. I have utilized these simple words and I have seen a tremendous positive impact on my team. I have also witnessed these same simple words being utilized across the territory by class members and have seen the same impact. This level of engagement and acknowledgement is exactly what people want to hear. This level of engagement is going to provide a great experience, level of engagement and satisfaction for and from our teams that I am positive will also positively impact our customer's experiences in a positive way.

"Truth in All Things, Wisdom in All Things and Excellence in All Things"

These words describe how I view my life, both personal and professional. These words are so powerful and reassuring. Just imagine that if everyone, everywhere and everyday lived by this motto? We would be in a much different world today, both personally and at the professional level. I truly believe in these words and will continue to live by them as well as instill them in my team.

To conclude, I would like to thank you for all of your teachings, level of engagement and excitement you shared, exhibited and passed on to our team, you have "Passed on a Legacy".

Sincerely,



Jorge Martins

Territory Manager, Business Support
NY Metro
Jorge.Martins@ironmountain.com



June 17, 2011

Jack Lannom, CEO
Lannom Incorporated
14050 NW 20TH Street
Pembroke Pine, FL 33028

Dear Jack,

I wanted to share with you my reflections on the past 12 weeks of my professional and personal life. When we began the People First journey three months ago, I was not sure what I would actually take away from the program. I have participated in several leadership programs in the past with various organizations and each one provided me with an experience and set of knowledge I was able to take away and apply in my professional life. None however, have been able to provide me with the skills and knowledge to apply in my personal life as well.

The *Logos Leadership* philosophy and core competencies LEADERSHIP have taught me to approach my responsibilities as a leader, co-worker, peer, husband, father, son etc. with great passion and look at things in a different perspective. I see how the values and personal beliefs can correspond to how effective a person can be as a leader. I have been able to identify my strengths and weaknesses and will continue to dedicate myself to improving upon those moving forward.

I want to thank you for taking me on this journey the past few months and sharing with me your foundation of *Logos Leadership*.

Sincerely,

Tony Rodrigues
Iron Mountain
Human Resources



People First Testimonial

Dear Jack,

I want to **Thank You** for delivering one of the most impactful classes of my life over the past 13 plus weeks. My life was filled of all types of leadership training; growing up at home and learning from my parents, learning on the sports fields, learning leadership West Point, leading people as an officer in the US Army, and finally through the numerous classes and situations as a leader in the civilian world. None of these learning situations can come close to the impact you have left on me personally and professionally.

I considered myself a highly People First Leader, as you say a leader's leader, but your program has really laid the structure and guidelines to building the logos of Jeff Enck's Life. I bought into your program from day one and nothing but success has followed. My family and work family will never be the same. I am proud of you, I believe in you, I need you, thank you, YES!!!!

I truly understand what it takes to be the CCO (Chief Celebration Officer) at home and at work.

Sincerely,

Jeffrey Enck
General Manager – NY Metro Territory
Iron Mountain
Email: Jeff.Enck@IronMounatain.com

Enck Family Values:

Love of Family
Honesty
Integrity
Spirituality
Physical Health

Dear Jack

I just wanted to take this opportunity to thank you for what I consider one of the best training courses I have ever attended in my 20 years in the transposition business. I have been trained in Six Sigma and Lean Six Sigma and they do not compare to what I believe is the true mechanism of a solid organization. People First was a great experience because it captures what organizations have a tendency to overlook especially in hard economic times like the ones we are going through as a country today. Coming from an organization that I was with for over 19 years and who never put people first but found that the process was more important than the people. It is a breath of fresh air to work for a company that has clearly embraced the People First approach to having a successful organization. I have to admit that at first I was very skeptical of the people first approach but as the weeks went on and I began to use the techniques not only at work but at home I could clearly see the difference.

The course made clear to me on what my role as a leader should be, "the Leaders Leader provides a unified knowledge base that unites everyone in the organization". It's quotes like this that allow you to have a clearer understanding of what a true leader needs to bring to his people. In the example section there was a quote "people look to a leader's example to see what great leadership looks like". In the AUTHORITY chapter the quote "real power is the power that makes other people powerful". In the EDUCATION chapter "The leader is a model of lifelong learning". The Happiness chapter "The role of the leader is as a celebrator, who practices the art of catching people doing things right". These are just a few of the many quotes that I have written down and I will look to on a daily basis to evaluate myself on whether or not I am truly a people first leader. I want to thank you again Jack for giving me the tools that will allow me to be a successful leader for my organization.

A handwritten signature in black ink, appearing to read "Andy Semmonella", with a stylized, cursive script.

Andy Semmonella

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Well, I have to say that being part of the People First program has reprogrammed my approach towards my co-workers and my personal life. The course taught me the strategies to remove the negativity in all aspects of my life. I've taken many development courses in the past and this was by far the best and only multidimensional program that really creates an impact.

Before this course I never really took a personal approach towards my team. It was strictly goal driven and business. Now it's both! Its "personal business" Last week I even had a guy on my team rush in to show me pictures of his prize catch from his fishing expedition. Another member of my team lit up while telling me about his child's accomplishments in school. They did that because they knew I would be genuinely interested! And I was! Now that I've become more personal with my team, moral has gone up. They do things now, not because it's their job but because they want the team to succeed. You don't just see it, you can feel it!

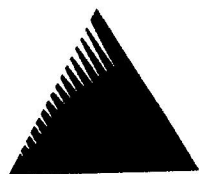
In regards to my personal life the People First principles are always running through my mind. I'm making extended efforts to introduce myself to people now. I've met three new neighbors that I've always seen and just given a nod to. Now we address each other by first names.

I've also improved my listening skills as well in my personal and professional life. I was what you would call a gold medalist when it came to spring boarding! An international champion! Now I refrain from that and actively listen to the other person. I make them feel good about the message they are conveying to me and my spring boarding days are behind me! Thank you for making me a better person!

I'd like to thank Jack for his unforgettable education and Iron Mountain for allowing me to be part of this great experience!

A handwritten signature in black ink, appearing to read "Bruce Hanson", with a long horizontal flourish extending to the right.

Bruce Hanson



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TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

The philosophy and principles that were introduced during the People First program have strengthened me as a person. I have been reminded that as human beings, creating and modeling a culture of positive behavior is the best and only way to live my life and interact with others.

As a leader, my golden rule has always been to lead by example. You confirmed this to me with your statement on wisdom – “you can’t impart what don’t possess.” I have tried to integrate all of the leadership beliefs & behaviors from the People First program into my life because I know that they are righteous and the program has changed my life. The program is a moral roadmap on how to live a truly fulfilling life. No mountain is too high and no challenge is too difficult.

The wisdom that has been imparted to me over the last 13 weeks is invaluable and I use it in every aspect of my life. I have improved as a person and my goal is improve the lives of the people that I touch every day.

THANK YOU

John Drach

Territory Manager of Business Support, PA Territory

TESTIMONIAL

I have truly enjoyed the People First Classes that we have been attending over the past few months. When this was first rolled out I was a bit skeptical because I always considered myself a People Person but after going through these exercises I realized there was much more for me to learn and in the end make me a better person.

I actually used some of the techniques at home such as comparing values with my spouse and then my daughter did the same with her boyfriend. It aligned very closely with how we thought and showed we were very compatible as Husband and Wife but at the same time it opened up some dialogue my daughter had not previously pursued with her boyfriend.

Taking this program back into my work life allowed me to say thank you more as I was more cognizant of people than I thought I was previously. I thanked my management team more and as a result we have been trending in a positive direction across the board. I am empowering more and building the team up more by believing in them and they are responding.

This program is a positive program and one that once you get over the initial shock of Jack and getting out of your comfort zone you can do real positive improvements not only in your job but also in your personal life. Thanks Jack for a great time and learning experience.

Brian McKenna

General Manager Transportation

Iron Mountain New England



PEOPLE FIRST

June 14, 2011

Iron Mountain - Testimonial

"Unleashing the power of people" is a great way to summarize the People First experience. There is so much potential in a person that goes untapped, and this program has helped me to build a strategy to tap into those resources. What a great way to build a positive culture to let people thrive and become leaders themselves.

With that said, the most important take away for me was "self-awareness". While People First was presented to us in a business manner, this program will make me a better person no matter what company I work for. In fact, knowing my personal values, I can honestly say that I do not work for any corporate institution. Instead, I work directly for my family. Every decision I make in carrying out my responsibilities is a reflection of who I am and how my decisions impact my values and, more importantly, my family. Using the People First skills that I have learned will not only make me a better leader, but a better person, and for that I am thankful.

A handwritten signature in black ink, appearing to read "Dan Drew".

Dan Drew
General Manager

Jack,

I want to begin by saying something taught by you in your principles, Thank You. You need to hear that first because I truly am grateful for everything I learned in the People First program. I have taught my seven year old son to tell his coaches and teachers Thank You after every practice, game or session, but I was teaching him to be polite. Those two words mean a lot more to the instructor than I had imagined.

Professionally, I have been in a leadership role for over twenty years. I've taken courses and read many book on leadership. The People First is different in two ways. One, it showed me how to apply your teachings and incorporate everything I have acquired in my leadership career. I am a better leader because of you. Second, this program and way of life, has improved my life personally. I have been sharing my lessons with my wife on a weekly basis and have seen her transform along with me. Every Friday night she anxiously inquires about what Jack has taught me. I get excited when I see her applying the People First philosophies. She has always told our son and daughter how proud she is of them when they accomplish events or milestones. I am now making sure they hear it from their father.

I wish you all the success as you continue to teach other organizations about People First. Iron Mountain has better leadership because of you which will improve the overall culture among all the team members.

I can't say it enough, Thank You, Thank You, Thank You!



Dave Koval
Manager, Account Service
Connecticut / West New York Territory

Jack,

I would like to honor you and your program by saying that the "People First" program has truly touched my home life, my work life and the way that I connect with the outside world. You have reawakened all of the many things that have been switched off over the years.

In my personal life I have a stronger relationship with my sons and my wife. At work I am making conscious "People First" decisions regarding my purpose partners. However, the one area where your program has influenced me the most is in taking better care of me. If I do not take care of me, then I cannot help and take care of those around me.

Thank You Jack !



-Robert Tomas

Iron Mountain Records Management

To: Jack Lannom

Re: People First seminars at Iron Mountain

Date: 6/14/11

On the whole I must say I found the program to be very useful and beneficial to me - in both my professional and personal lives. I was present for the kick-off session at our Area meeting back in early March in New Jersey and, while I thought it was interesting - it seemed similar to other "motivational" presentations I've seen. I was skeptical.

I think the big difference and game-changer for me was the very sincere commitment - of all parties - to engage in a very detailed long-term process to thoroughly learn the People First leadership program. I really began to look forward to our Friday afternoon sessions. The two times that you appeared in-person in Connecticut were particularly energizing and impressive. Your enthusiasm and positive energy is truly contagious.

As the "learning-phase" of the program winds down - I have already found myself putting into practice - here at work and, at home - the basic principles of People First. I am encouraged at how affective these very basic but, very powerful concepts are and how quickly they can effect positive change. I look forward to sharing my experience and the skills I've learned with my direct reports (purpose partners) here at work and, with my family and friends. In addition - I will practice my People First skills in all encounters with other people - knowing it's the best way to turn strangers into "friends I had yet to meet".

Thank you very much for sharing the People First program with all of us at Iron Mountain.

Respectfully,

A handwritten signature in black ink, appearing to read "B. Begley", with a long, sweeping horizontal line extending to the right.

Brian F. Begley

General Manger - Connecticut District

Iron Mountain Records Management

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IRON MOUNTAIN®
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"Jack is truly the most interesting person on earth. His love of learning, and teaching, has given him a multi-generational, multi-cultural knowledge beyond his years. His People First approach to life and career is unique and a gift to mankind. Thank you, Jack..."

-Ernest P. Emerson, Operations Supervisor



Date: June 17, 2001

From: Ginger McGowan
Manager, Account Services

To: Jack Lannom

Your culminated presentations have offered a truly unique approach to understanding my potential as well as gaining clarity on how to support and drive my team on tapping into their potential. Your energy provided tools to gain a greater sense of self-confidence and discipline through memory techniques and much more.

Your style, humor and techniques will be remembered, utilized and continued and hopefully passed on to those around us not only personally but professionally.

Thank you.

Respectfully,

Ginger McGowan
Iron Mountain
3433 Progress Drive
Bensalem PA 19020



TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

People First! These are great words to live by and apply to every aspect of your life.

The course was so well structured it was easy to focus and grasp the concepts.

Jack Lannom's infectious, high energy delivery grabs your attention from the very first minute and keeps you riveted. The People First program will provide a serious, positive impact to your life and all of the people you interact with. However, the program does not take itself too seriously. It interjects enough humor and takes a lighthearted approach to keep it interesting.

I am grateful to have had the opportunity to experience the People First program and utilize the teachings and exercises to stretch and grow. Having Jack Lannom personally conduct the training sessions made the experience so much more memorable!

Jack, **I believe in you** and your program and **thank you** for sharing the keys of success through the People First program.

Thank you!

A handwritten signature in black ink, appearing to read "Bruce Pajcic", written in a cursive style.

Bruce Pajcic

Director of Business Operations – Eastern Area

3433 Progress Drive

Bensalem, PA 19020



Mr. Jack Lannom,

What can I say that probably has not been said by many others who have either attended your classes, read your books or have been lucky enough to have met or spent time with you.

Your appetite for enjoying people and life is not matched by any other person I have ever met. What is amazing to me is how infectious you are! From the first time you spoke to our group at Iron Mountain I was excited and energized. I had been to your website and watched a few of your previous sessions and was very curious if in fact you were what I had seen, you were and then some !

I wanted to learn on how I could make the people in my personal and professional circles enjoy what they are part of. Amazingly enough in a relatively short period of time you have made an impact on me as well as the others around me. During the time of hearing you speak to me, reading your book and using the tools you have offered I have found that my work and personal life is more enhanced. Thank you for your time, teachings and most of all your desire to make PEOPLE FIRST!

Thank you,

Gene

Gene A. Sorbellini

Operations Supervisor

Port Ewen, N.Y. 12466

Jack,

June 15,2011

The past several months of People First training has been an eye opener for me as well as those individuals who were selected to this experience. Although my initial thoughts were mixed, the result within the first several weeks was amazing!! The mere fact we were required to involve our personal lives and values as a foundation to build ourselves as leaders indicated the final outcome would remain with us far beyond our life with Iron Mountain. A legacy as you would put it!

One of the more important aspects of this experience for myself was the daily involvement of other human beings and how there is a path to make the world a better place, if only for today. I have learned to engage individuals daily by using my core values and in most cases receive the same back. In other words you have to give to get. I have carried this over to my team as they are what builds our success together.

Without a doubt, by using our LEADERSHIP skills learned from you, we will certainly move our organization in a positive direction. This has been a worthwhile investment by Iron Mountain. I would love to see this rolled out beyond this initial group, to involve other areas within Iron Mountain as this effort to change our culture is a win for all.

I appreciate the opportunity for you to be my leader during People First. I also want to thank you for giving myself and those involved the opportunity to understand each other on a common platform, so we may continue to build Iron Mountain into a world class leader.

Finally, I want to Thank You personally for helping me understand who I really am, by giving me the tools to better my life and to believe in myself!!

Thanks for being my friend!!!

Thanks for believing in me!!

Thanks for trusting me!!

Most of all I'm proud of us all!!

Jim Feth

My Vision: As I continue to grow and learn I will strive to focus in what I do, treat others as I would expect to be treated and remain positive throughout the ups and downs! I'm work in progress!!

THANKS
JIM

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Jack-

Participating in the People First Program has been one of the most positive highlights of my Iron Mountain career. It has been a privilege and a great opportunity for me to sit together with my trusted colleagues and friends every Friday to hear your pearls of wisdom about people leadership and employee engagement together. While you had visited every facility during your People First world tour, it only gave you a fraction of the camaraderie, high spirits and positive, infectious energy that were generated in those sessions. Having my colleagues serve as my purpose partner established a greater intimacy and trust with them. It gave me an opportunity to see them in a new light. And for that, I thank you.

Your work is thought-provoking and insightful. Your analysis of the different personalities of the T.E.A.M is spot-on and eerily accurate. Completing your self-assessment gave me greater insight about myself, in particular about my tendencies, especially the negative ones! While looking at myself in the mirror is not always a pleasant task, your insight about these different personality types forced me to think of myself in a different matter. I have a greater understanding of myself and have been using that knowledge to do better. And for that, I thank you.

I wish you well in the next phase of your journey. I will miss your style and insight. But it will remain indelibly in my mind!

Sincerely,



Alison Cho, HR Generalist for NY Metro

I Really Do Like JACK

Jack Lannom is a dynamic, motivating and effective facilitator. Jack provided great insight and led us to examine our own organization as we benchmarked best people practices and our own personal values and goals as well. Not only did Jack share his expertise and experience with our staff but he consistently demonstrated his true concern for our personal and professional success and future direction. His active participation with our staff was greatly appreciated and very effective. I'm amazed that so much of the information that Jack shared, continues to improve my people skills every day.

Jack centered on his ability to display a high level of energy and the enthusiasm that he brought to this "People First" program. Participants were pleased with the level of the knowledge he possessed on the subject. He encouraged participation, moved the program along, and incorporated humor making it fun to learn. We could instantly begin working on our people skills using the ideas and methods he outlined in the program. This has been one of the most inspiring programs I've have ever attended and the lessons I have learned, will stay with me in all aspects of both my personal and professional life.

Thank you, Jack

I will gain to possess so that I will be able to impart.


Joseph Blum



TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Jack, I was searching for a new leadership style to impart with my staff as I moved into the later phases of my personal and professional career.

The People First Program has been instrumental in adapting and changing my philosophy, not only towards interactions with employees and peers, but with my family as well.

My initial aspiration was to become a better leader. Your passion, commitment and truth in strategies have moved me to become a better person.

My ultimate goal will be to practice to become excellent at possessing what I need to impart.

It was a pleasure to travel with you on this journey and I'd like to thank you for your wisdom.

John DiCicco



Hi Jack,

Over the last 12 years of my career with Iron Mountain, I have never experienced anything close to what I went through over the last 14 weeks. I have to be honest and say that the first two weeks I was not fully motivated, and I questioned my ability to apply your teachings in my personal life. As we went through the 4th week and reviewed the "Authority" section, I realized that this was definitely going to have an impact. I was raised as a person that is the "decision maker" in the house, and because of that, I never empowered my wife and allow her to make many of the decisions that would have had an impact on her and grow as a person, but it's never too late to change. I would not be honest if I tell you that I am completely changed, but I can definitely say that you have provided me with the best tools to continue my progress and be a true leader for my family, as well as my purpose partners at Iron Mountain. This is a wonderful program that I wish could be implemented in companies where some of my friends and family work, as I hear horror stories every time I talk to them.

Thank you for being a friend and a true leader!

Sincerely

Emigdio Mariscal

A handwritten signature in black ink, appearing to be "Emigdio Mariscal", written over a horizontal line.



June 16, 2011

Dear Jack,

I am proud of the fact that Ray sought out and implemented the People First program at Iron Mountain. The foundation and principles of the program are concepts that, if taken to heart, can help every organization to thrive. I look forward to seeing all of the participants utilize what they have learned day in and day out to build a real People First culture at Iron Mountain. Our employees are the key to our success and deserve to be honored and celebrated. If we can make them feel like the partners they are in building a strong business, we will get open and honest feedback, as well as a wealth of new suggestions to help us succeed in our quest for continuous improvement and sustainable growth. Thank you for sharing People First with us. It's time for us to be disciplined in making People First who we are at Iron Mountain.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa La Rosa".

Lisa La Rosa
General Manager
New England Territory

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Jack, let me start by expressing how impressive your leadership, communication, and motivational skills are. I have never been much for over the top displays of affection, emotion, and praise due to the fear of embarrassment and my ego's sensitivity to the opinions of those around me. However I have always challenged myself to push the envelope of moderation in these areas and believe that I do an adequate job of communicating to those I interact with how important they are to me and the "whole" of whatever system we are involved with collectively. As I continue to develop my skills, reputation, and begin to build my legacy I look to your example as a template for how I should act, feel, speak, and live.

In lieu of the information, and self realization that I have gained during the People First engagement I now know where I stand as an individual and leader. To be candid I am not yet a leader, but fall firmly into the "manager" role. This does not come as a surprise, nor do I see it as any kind of detriment or negative connotation. Instead I am lucky, in the sense that I am only 33 years, open minded, intelligent, and hard working...most importantly "empowered" by my honesty and the tools provided by you and the *Logos* Leadership Success Strategy!

I have no unjustified arrogance or attitude which holds me back from using the philosophy of truth in all things, wisdom in all things, and excellence in all things. I am merely a student, an apprentice, and a protégé seeking mentorship from all who are willing to offer it knowingly or otherwise.

I hope to obtain and master the skills that you so clearly are proficient in and will set my goals and action plans in line with unlocking my full potential.

Thank you

Nick Kasarda, Syracuse Operations Manager, Iron Mountain

** Under Construction **

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

The People First program has been a wonderful experience for both myself and my peers. Your strategies and success model is making a positive and life-changing impact for the entire leadership team, resulting in a more empowered organization. We are quickly adopting the People First culture into our day to day life both personal and professional and it is being noticed.

I especially have enjoyed learning the importance and benefits of ranking our personal values and putting together a personal values statement. This has really helped me connect with others around me and to learn more about my "Purpose Partners". I look forward to continuing to use these strategies throughout my career.

Jack, it has been a pleasure to be a part of your program and I thank you for all you have taught me.

I am proud of you!

I Believe In You

I Need You

Thank You

YES!!!!

Carrie Maksymiw, CT/WNY Territory - Manager of Business Support, Iron Mountain



The People First program has assisted me in gaining a clear perspective on managing my professional and personal lives – live your values and honor the people in your life. Jack presented his ten aspects of leadership in a clear and understandable way, that over the course of the program came together to form a roadmap that I will use to become a leader's leader. The course enabled me to clarify the vision that I had been struggling to express up to this point – Always provide examples of unwavering integrity and serve my employees so that they can realize their full potential, in and out of the record centers. The course also enabled me to better state my mission as a leader at Iron Mountain -To build informed management and employee teams that strive to serve each other to establish a positive and productive environment for the attainment of goals that were unimaginable in the past. I have shared my vision and mission with my managers and supervisors, and have started to do so with the employee base. The responses thus far have exceeded even my wildest expectations. Among these groups I have noticed a change in attitude, a renewed sense of purpose, and a willingness to accept a new challenge. Through the course of the program, I have been making self esteem building "Deposits" among my teams, telling them I am proud to work with them and congratulating them on their individual achievements. These free, simple changes that I have incorporated into my daily life are paying big dividends, and I am excited to see where this road ultimately takes me!

Thanks Jack, I appreciate the time you spent with all of us and I'm sure we will make you proud!

Mike McKee
General Manager
Iron Mountain Information Management

Jack Lannom

From: Bergen, Brian [Brian.Bergen@ironmountain.com]
Sent: Friday, June 17, 2011 10:34 AM
To: jack@jacklannom.com
Subject: People First Testimonial - Brian Bergen
17 June 2011

Jack Lannom,

People First has been a riveting experience. I have been through some phenomenal leadership classes in my life, but none were as intensely focused on my internal awareness and development as People First. I found the People First approach of challenging me to dig deep into my own personal values and motivations as a freeing way to look at the untapped potential I have as an ever growing leader.

I am a better person, leader, father and husband as a result of my experiences in the People First program. I am confident that everyone I meet from this day forward will benefit from everything that I was fortunate enough to learn in this program. I am humbled, grateful and inspired following my completion of People First.

Sincerely,

Brian Bergen
Business Support Supervisor
Iron Mountain

Brian Bergen
Supervisor, Business Support
Iron Mountain
650 Howard Ave.
Somerset, NJ 08873
Phone: (516)-315-0647
brian.bergen@ironmountain.com
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6/17/2011

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Jack, what can I say about the impact you have had on me as a human being? Because of you and your training I have been able to identify who and what I am, my "other" abilities to affect people, and the impact I have on fellow humans. Many subconscious thoughts and concerns I have had throughout my life have been clearly identified through your many exercises and speeches. As leaders we sometimes wonder why our teams are not in sync or totally misunderstand simple implementations and changes. Your teachings of the 3 learning languages had taught me how to communicate and mentor successfully while identifying the path of least resistance to my team's heads. That is just one example of the many theories I have taken from your classes. On a personal level to identify my behavior style and that of my family and friends has proven to be a truly positive experience and one I will always feel grateful to you for. Your ability to not only make me feel better on a professional level but also improve my personal well-being is one impressive task.

Forever Grateful,



Douglas Rayment, Transportation Manager Iron Mountain

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Jack,

I am honored to enjoy this journey with you the last couple of months. It was a rewarding experience that has helped me begin to maximize my potential in both my personal and professional relationships. I've spoke to you about this before in regards to this program – "you can never get enough of this stuff." I can already see the differences in myself and the differences in the people that I associate with day in and day out. YOU provided ME the tools to make me self-aware – this has been the difference.

Although these classes are complete, my time with you I hope can continue. I will never forget the following statements/words from your teachings:

"You can't impart what you don't possess."

"Hello my brother from another mother."

"Can you say oooooooooooooouuuuuuuuuuhhhhhhhhhh."

Thanks again Jack for your passion and enthusiasm. As I grow and prosper in life, the course was the second planting of my future.

Best Regards,

Jeff Forgach

Operations Supervisor, Iron Mountain, Freehold, New Jersey

People First - Testimonial

George Roebelen

Although I was a big proponent of the People First principals and have tried to live them in my life, I believe this course was beneficial to me for at least three significant reasons:

1. It assisted in pushing the People First principals out to my team in a manner that I have not been successful in doing. I now can build on this foundation.
2. By bringing the People First principals out in the open at work, it has made them a topic of discussion when we conduct our day-to-day business. It is now common for us to question and challenge each other on a particular action as to if it is a "People First" response. Through this positive interaction, we can ensure we question our actions and are not offended when others question them as well. It makes us a stronger organization.
3. Finally, although I have tried to perform in a People First manner at work, after sharing the principals with my family, I have discovered that I do not always perform that way at home. By introducing the People First concept – as well as Jack – to my family, my family now keeps me honest at home when I do not follow the principals. Unlike at work, where people are sometime reserved about challenging each other – my family never has reservations. This allows me to continue to improve and keep People First fresh.

Jack, thank you for the assistance and foundation from which to proceed and continue to improve upon.

17 June 2011

Jack Lannom,

People First has been a riveting experience. I have been through some phenomenal leadership classes in my life, but none were as intensely focused on my internal awareness and development as People First. I found the People First approach of challenging me to dig deep into my own personal values and motivations as a freeing way to look at the untapped potential I have as an ever growing leader.

I am a better person, leader, father and husband as a result of my experiences in the People First program. I am confident that everyone I meet from this day forward will benefit from everything that I was fortunate enough to learn in this program. I am humbled, grateful and inspired following my completion of People First.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Bergen', with a stylized, flowing script.

Brian Bergen
Business Support Supervisor
Iron Mountain

Jack Lannom

From: Wentz, Shane [shane.wentz@ironmountain.com]

Sent: Wednesday, June 15, 2011 1:32 PM

To: jack@jacklannom.com

Subject: Thanks Jack!

Hello Jack,

Unfortunately, I will not be attendance for the final People First session this Friday to personally thank you for introducing the People First Leadership Model to me.

I always considered myself a "People First" kind of person throughout my leadership career at Iron Mountain. However, I came to realize that I was falling short on the People First principles in my personal environment. Your People First Leadership Program:

- Gave me the wisdom to understand that People First principles should begin at home
- Provided the skills to positively change the negative behaviors entrenched in me

The result has been a sense of peace that I have not felt in a really long time.

"Thank you for that Jack"!

Shane Wentz
Operations Manager
Iron Mountain
PO Box 65
Boyers, PA 16020
Phone: 724-794-7349
Fax: 412-291-2915
E-mail: shane.wentz@ironmountain.com

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People First

I really enjoyed the People First Leadership Development Course. The thing that I learned out of it was that I was already doing most of what was taught. I just needed a booster shot of it to help me realize that it really was what my team needed (or should I say wanted). They needed to hear the words of encouragement from me. They needed to hear the words of inspiration. They needed to hear my sincere care for them and their families. In fact...I think my team got a lot more out of me taking this course when I thought about it. This course gave me the courage and confidence to say the things that I was believed in. I believe in Iron Mountain's Core Values, Vision and Mission. And I encouraged my team to work and live by them even before this course. But this course allowed me to feel more comfortable to advocate them to my team. And in return I've got a team that is just as much on board with them as I am. I feel like a leader to them. My team has mentioned that they appreciate me as their leader which is a huge compliment. We all benefit from strong leadership that believes in the same goals. Thank you Jack for a wonderful message of making people feel like they have a value professionally and personally.

Dan Golisch

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People First 2011

I feel that being part of the people first program has had a great affect on my personal and professional life. I have always considered myself to have a people first attitude but the weekly meetings with Jack have opened my eyes to an all around better way of life. I think that by using these skills and practicing them on a daily basis it will make me a better person and leader and it will help to reflect on the entire culture here at Iron Mountain.

Thank you.

A handwritten signature in black ink, appearing to be 'Jon Antista', written over a horizontal line. The signature is stylized with a large loop and a long horizontal stroke extending to the right.

Jon Antista

TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Jack,

The People First philosophy and program was impactful for me personally, my peers and leaders on my team. I think the premise of this cultural shift is an awakening for some and a refresher for others. In either case, it unites us with a focus on People who can make Iron Mountain be the best.

I think your passion and energy through the sessions are admirable. Every one of us needs that passion for People and for Iron Mountain. You were a role model for all of us.

Thank you for your engagement in making this philosophy and program embedded into Iron Mountain.

You are now leaving as a family member of Iron Mountain.

Ryan Wiener, General Manager in New York Metro Territory, Iron Mountain



TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

This has been a 13 week experience that I will never forget in my business career. Jack's energy, style and presentation made it a truly unique training environment for all participants. His passion and knowledge were unparalleled and evident in every session .

The People First program has been implemented and effective in both my personal and business worlds. It has given me a new way to think about my relationships, how I handle people, and how I want to be treated. The book and training materials were a great resource to supplement Jack's presentations.

I am proud to have completed the training.

Chuck Pagesy

General Manager Transportation

Iron Mountain

Sharon Hill, PA