### Building an All Star Growth Culture



### WHAT YOU WILL DISCOVER

- THE BIG PICTURE: Great leaders always seem to know a little more about their teams and the process of helping them be great.
- My 6 Pillars to create a culture that led to long term growth and relative stability in my teams.
- How to get the people you want to work for you, instead of just the ones you can get.
- How to set those people up to be successful in ways they never imagined.
- $\longrightarrow$  The value of consistent communication from the top down.











### A Cool Banker Is...

- A Banker who drives their career growth
- ✓ by refusing to sell their same boring products the same boring way as their competitors
- therefore making us more than 'just a rate' to our customers.





# Who are you really serving?

# 6 PILLARS TO BUILD AN **ALL-STAR GROWTH** CULTURE







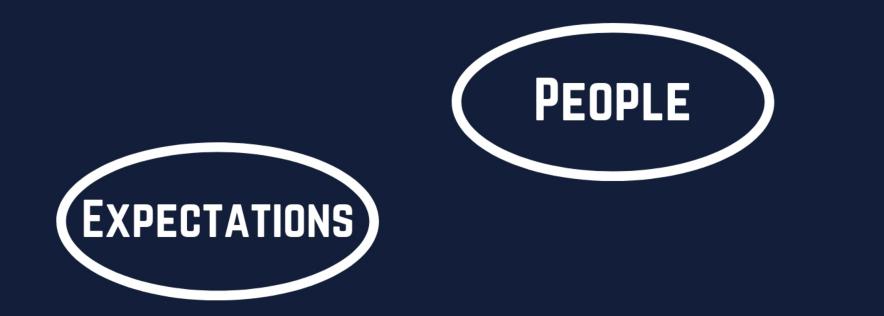
#### WHAT 3 WORDS DESCRIBE WHAT YOU WANT YOUR TEAM TO BE?



#### What 3 Words...

- Brainstorm and find words that describe your culture.
- Choose which 3 match the people you find are most successful.
- Develop a line of questioning that explores their fit in those areas during the interview process.
- Hungry, Humble, Smart Story





#### Expectations...3 Goals

- Make sure your team knows what they need to accomplish to be and feel successful.
- Make sure your team knows how they contribute to the success of your institution when they are.
- Make sure they know accountability goes both ways.





#### Tools...What do they need to be successful?

- Make sure employees are invested in what they need to be successful.
- It can be anything from legal pads and pens to "sign here" stickers to mobile CRM access.
- The important thing is they need to be able to justify and demonstrate the success their having...
- Especially as it relates to their expectations.







#### Routines...Bringing expectations to life!

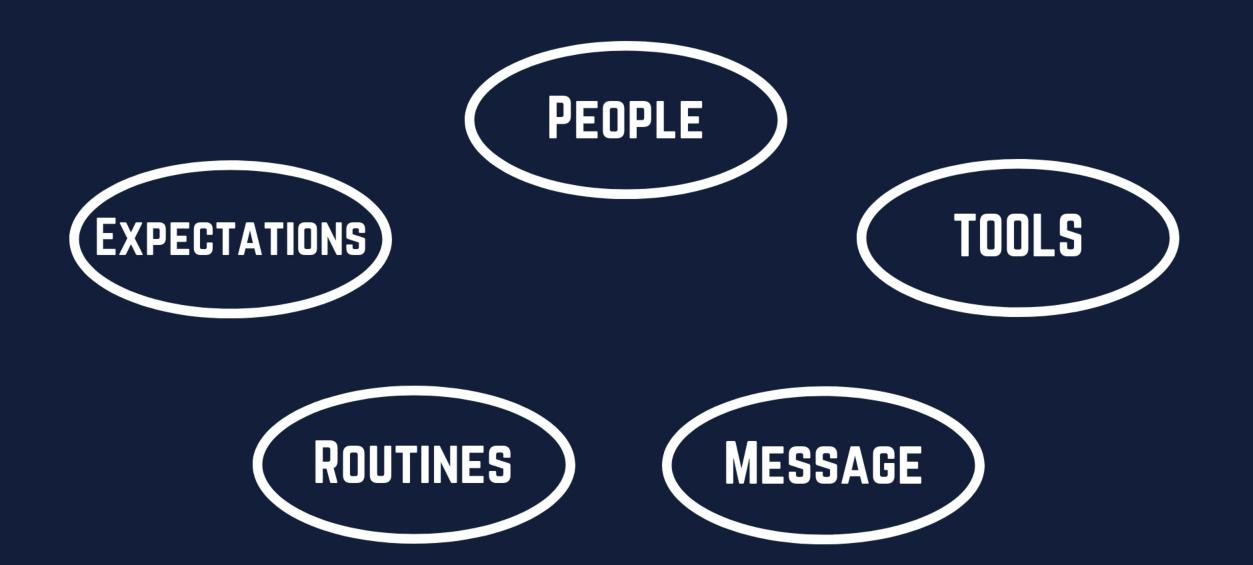
- Both personal and coaching routines.
- Personal Routines
  - Prospecting
  - Social Media
  - Existing Customer
  - Compliance



#### Routines...Bringing expectations to life!

- Coaching Routines
  - One-on-Ones
  - Huddles
  - Sales Meetings

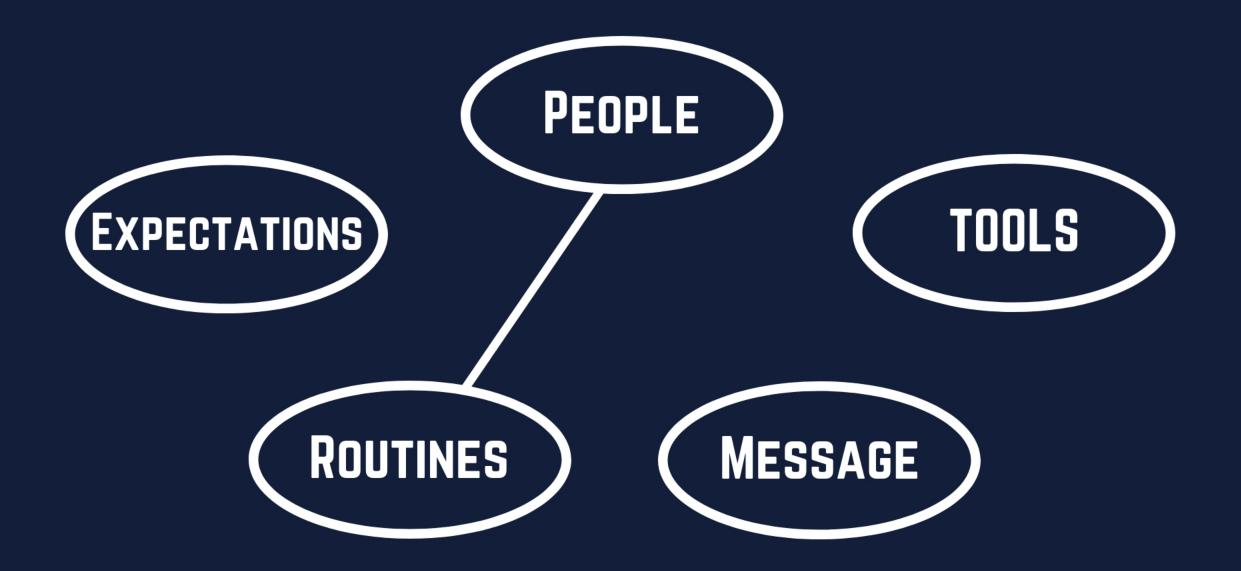


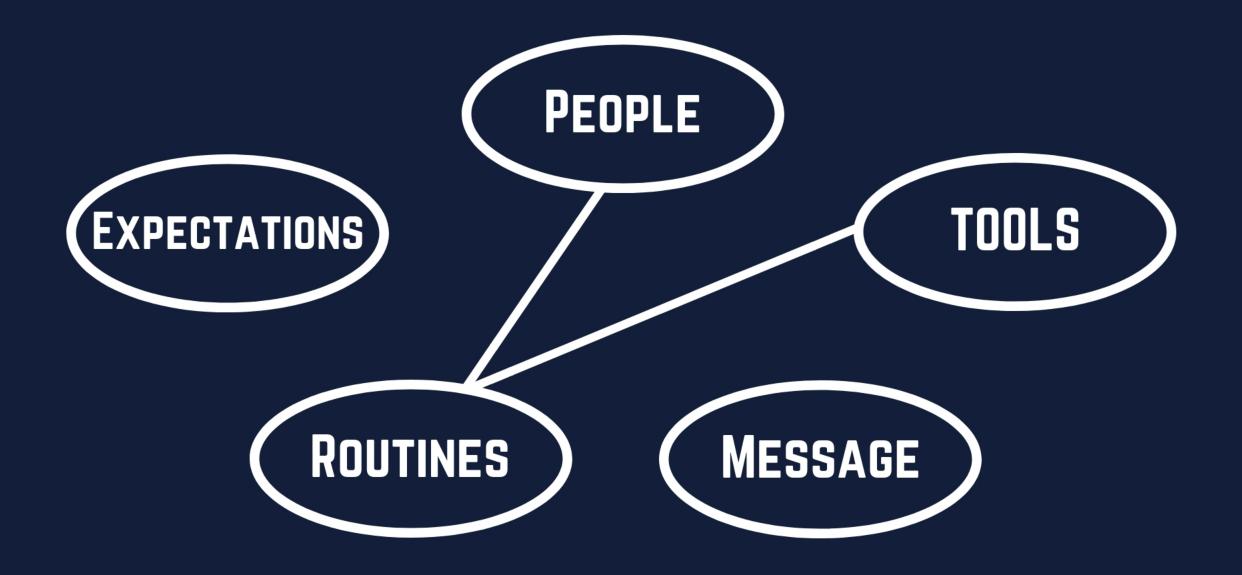


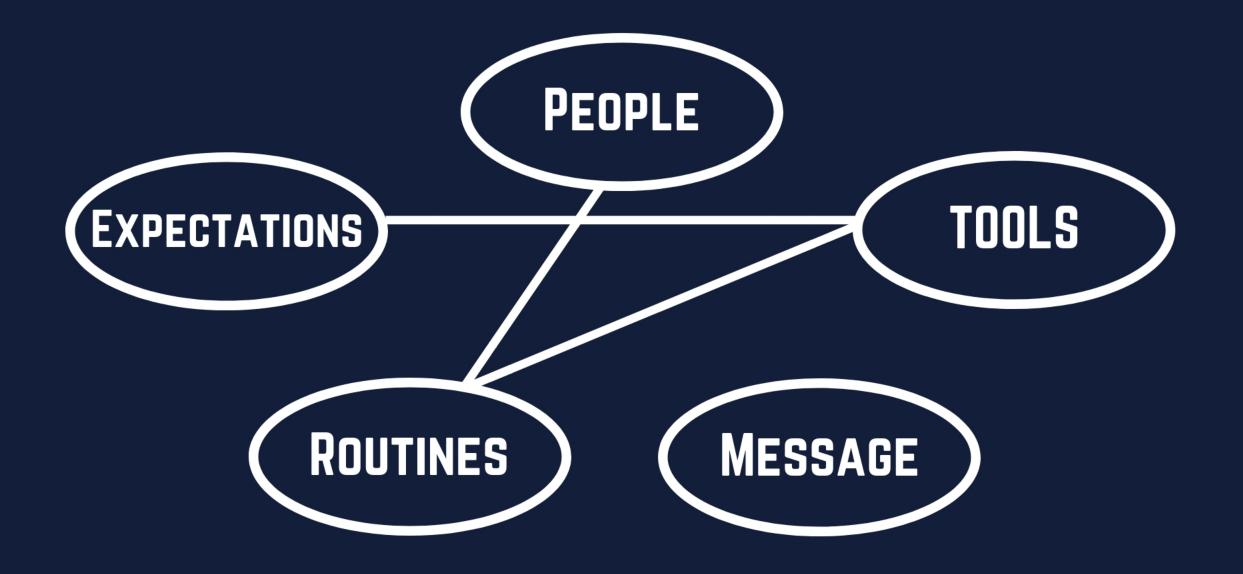
#### Message...Is it consistent from the top down?

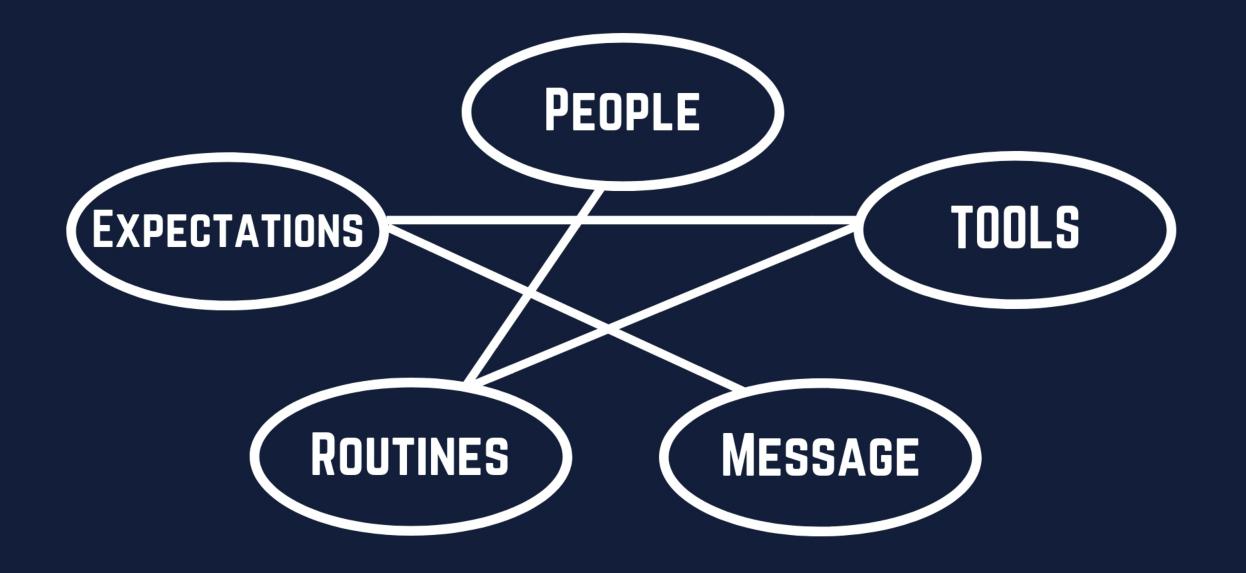
- Different areas of the bank must have the same goals.
- If marketing is communicating a different message than management, it's harder for your customers to buy any of it.
- Most importantly, consistent messaging is the thread that connects each of these 6 ideas.
- CRM implementation story

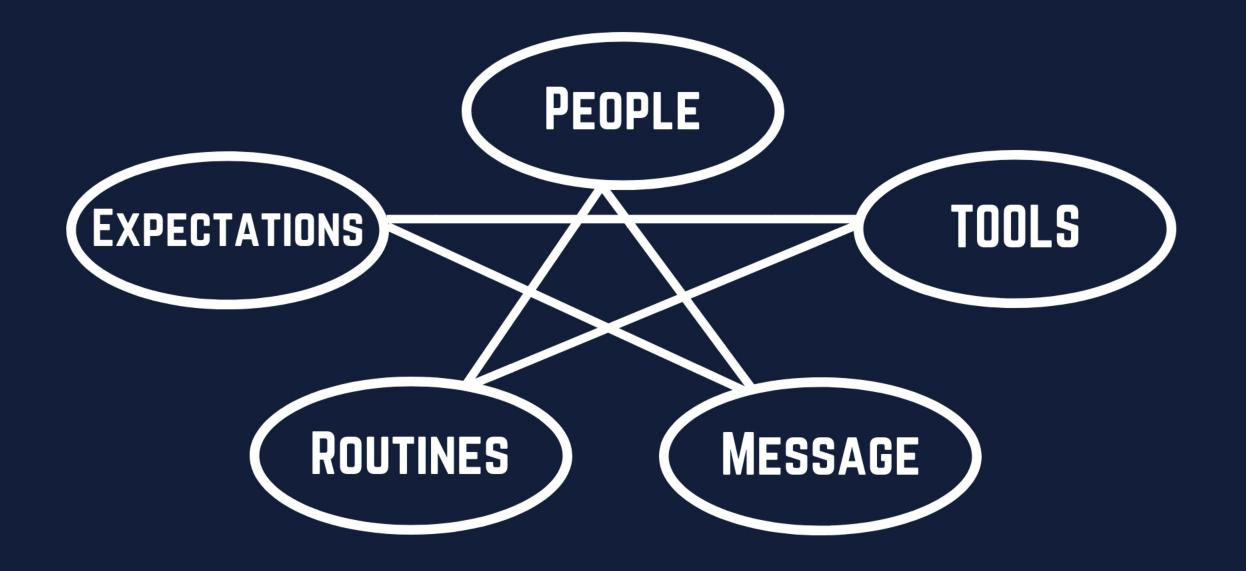


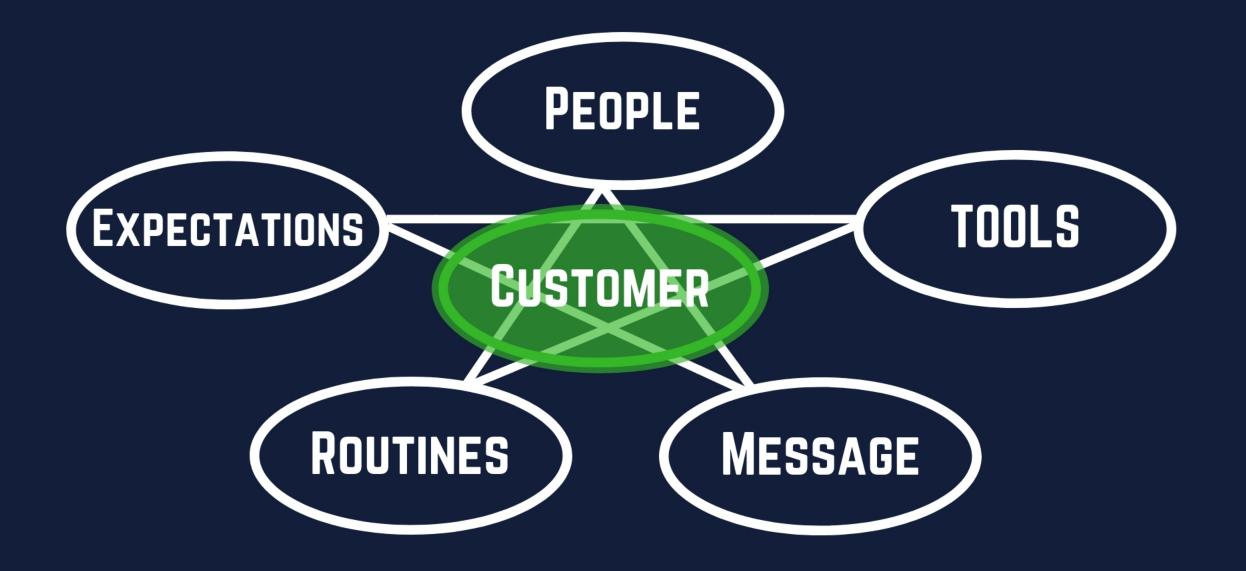












## Questions?



## Thank You!

