

# You Are the Future of Banking:

*Making Connections throughout Your Journey  
is Key to Your Success*

Independent Community Bankers of Minnesota (ICBM)



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Presented by  
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President & Founder, Malzahn Strategic

## Welcome and Agenda

- Welcome and Introductions
  - Name, role, years in banking
  - Bank name and asset size
- Agenda for today:
  - The importance of networking
  - Going deeper – making real connections and building long-term relationships
  - The business of banking and career paths
  - How to stay connected to people and to the industry
  - Conclusion

## Networking Game

- Starting with this session (during our group work), start exchanging business cards with the other attendees
- After session, ask open ended questions:
  1. What's your favorite place to visit on vacation?
  2. What's the one country you want to visit for sure?
  3. What do you like to do outside of the bank?
- The person who collects the most business cards wins prizes tomorrow!
- The challenge: make at least two new real connections

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## The Importance of Networking

- Going deeper – making real connections and creating long-term relationships (think of all your stakeholders)
- How networking has helped me in my career (bank startup, title research)
- How I have helped others by connecting them (directors, customers)
- Do you know the right people? And do the right people know *you*?

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## The Business of Banking

- In addition to networking and having real connections, knowing the business of banking is key to your success
- Top two key areas in banking:
  - Sales (front lines)
  - Operations (behind the scenes)
- The path I took in banking

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## The Sales Path

- Types of personalities that fit well in the sales roles
  - Outgoing/extroverts (must like business development)
  - Relationship oriented but also numbers oriented
- Types of jobs available in the various sales divisions:
  - Retail Banking – Tellers, Personal Bankers, Customer Service Reps, Branch Manager
  - Private Banking – Private Banking Reps, Private Bankers, Priv. Bkg. Manager
  - Business Banking – Loan Assistants, Banking Assistants, Credit Analysts, Business Bankers, Chief Lending Officer (CLO)
  - Treasury/Cash Management – TM Reps, TM Sales, TM Officer
  - Marketing & Communications – Marketing Assistant, Director, Chief Marketing Officer

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## The Operations/Support Path

- Types of personalities that fit well in the operations roles:
  - Introverts OR extroverts who do not enjoy outbound selling
  - Detailed oriented
  - Relationship oriented
  - Organized, planners, like routine, numbers oriented
- Types of jobs available in the various operations divisions:
  - Finance – Financial Assistant, Controller, Chief Financial Officer
  - IT – PC Support Specialist, Network Administrator, Director of IT, Chief Information Officer
  - HR – HR Administrator, Organizational Development, Education & Training, HR Director

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## The Operations/Support Path

- Types of jobs available – cont.
  - Loan/Deposit Operations – Loan/Dep. Operations Assistants, Wire Transfers, Treasury Management Reps, Chief Operating Officer (COO)
  - Office Management – Office Manager, Security Officer, Administrative Assistants
  - Compliance/Internal Audit – Compliance Officer/Internal Auditor, BSA Officer
  - Risk Management – Risk Manager, Chief Risk Officer (CRO)
  - Credit Administration – Credit Analysts, Loan Administration, Chief Credit Officer (CCO)

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## Career Path Group Discussion

- What has been your career path?

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## Senior Leadership Team's Involvement

- Strategic Planning
- Enterprise Risk Management
- Talent Management
- Board Composition and Committees
- Regulators and Auditors

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## Strategic Planning

- CEO provides the vision
- Management team collaborates to write the mission and core values
- If you're not currently part of the management team:
  - Learn about your bank's current Strategic Planning process
  - Ask how you can participate if they don't involve the staff
  - Volunteer to lead a special project to gain visibility (nonprofit cause)
  - Ask if you can read the Strategic Plan and become familiar with it
  - Capital Plan is key to the Strategic Plan

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## Strategic Planning Group Discussion

- Is there a Strategic Planning process at your bank?
- Who is involved?
- Does the staff (non-management) have any input?
- Does the staff see the Strategic Plan?

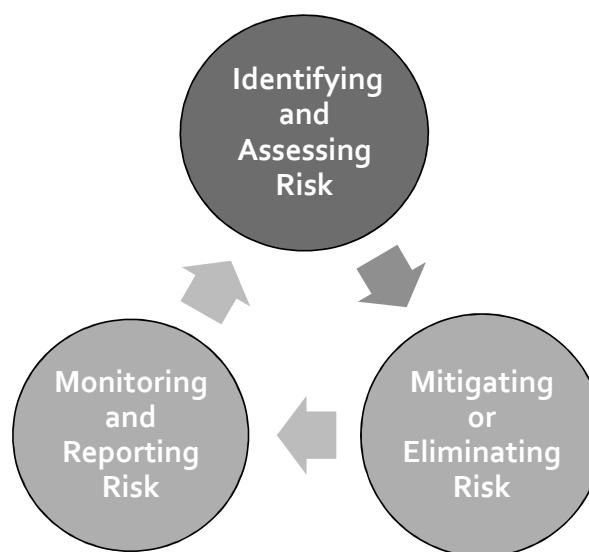
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# Enterprise Risk Management

- The tone at the top
- Internal committee is formed from various areas of the bank represented
- Volunteer to be in the ERM committee representing your area of the bank
- ERM Committee reports to Audit/Risk Committee

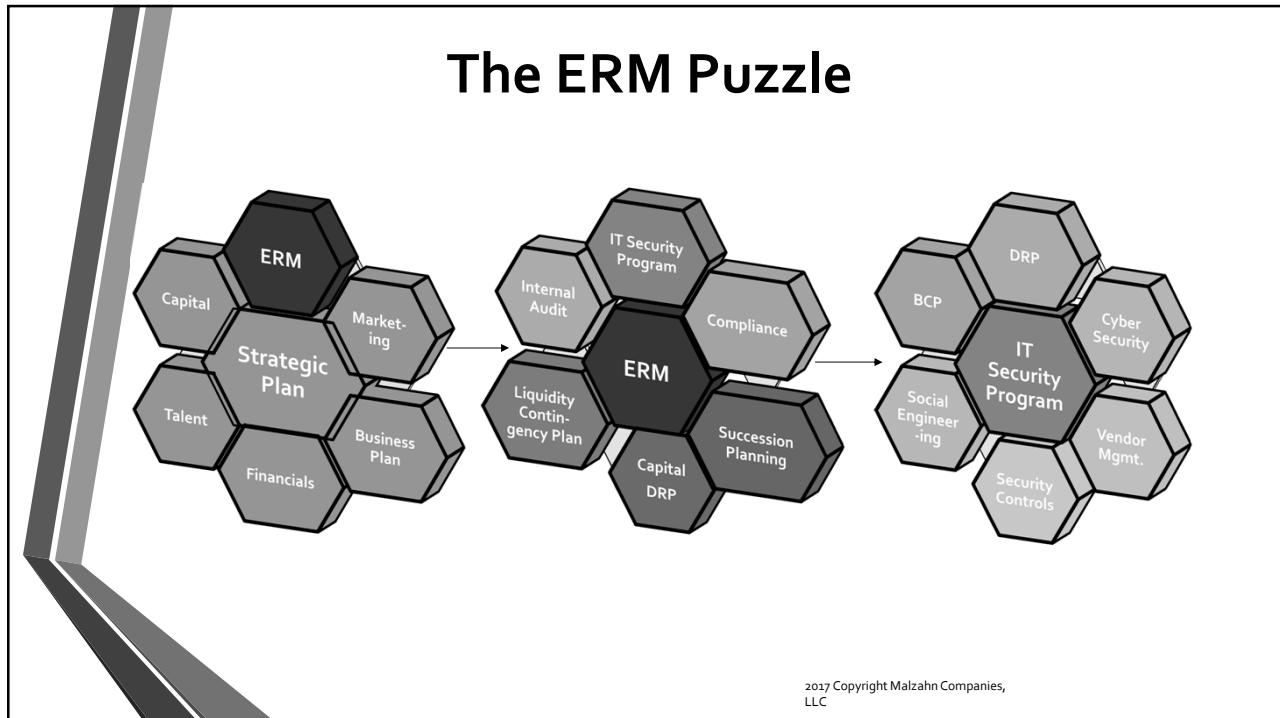
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## Three Ongoing Phases of ERM

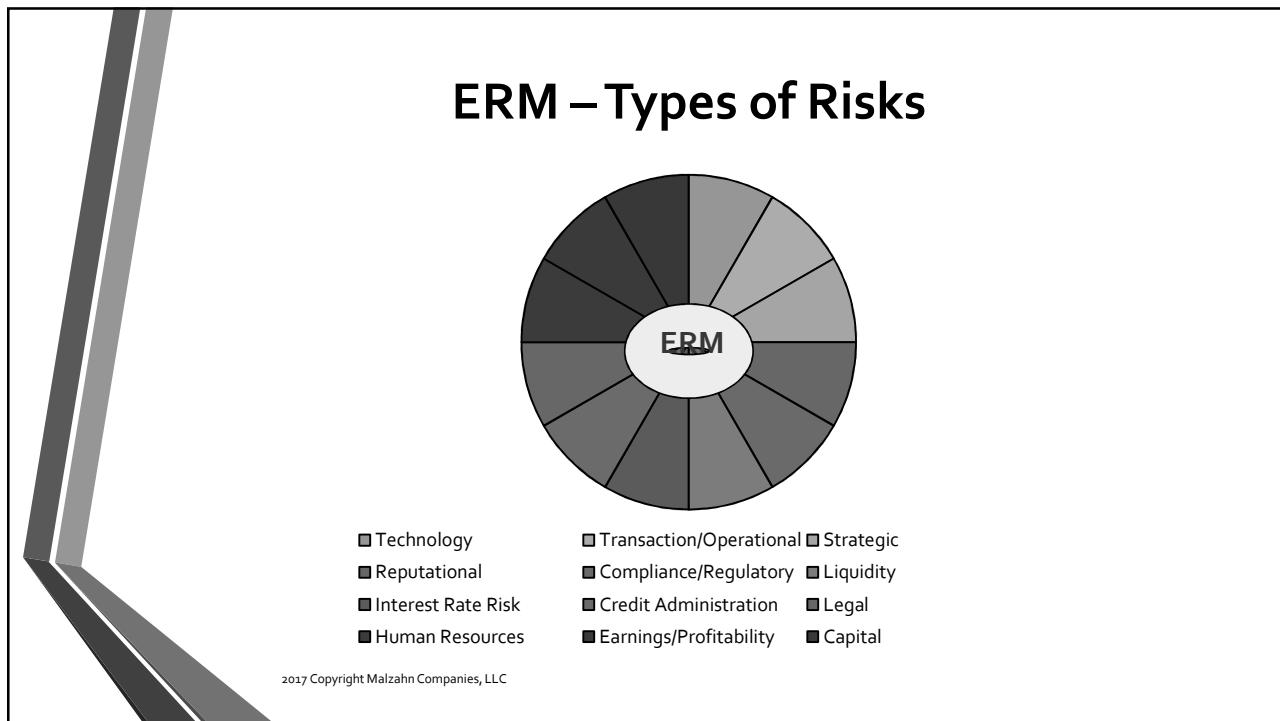


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## The ERM Puzzle



## ERM – Types of Risks



## ERM Group Discussion

- Group discussion on ERM:
  - Does your bank have an established program?
  - How familiar are you with your bank's ERM program?

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## Integrating ERM to Strategic Plan

- Strategies to integrate each ERM component to the bank's overall Strategic Plan – Examples:
  - To protect earnings – managing the Balance Sheet
  - To grow the bank's assets – marketing strategies, acquisition strategies
  - To manage interest rate margin – example with deposit rates
  - To retain top talent in various areas – have a career path
  - To retain and raise capital – strategic decisions for distributions and capital raising

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## Integrating Talent Management to Strategic Plan

- Do you have the right people in the right places?
- Do you have the right places?
- The team that brought the bank to this level may not be the same team that will take the bank to the next level to fulfill the vision
- Does your bank know the talent it has represented among the staff?
- What are your bank's strategies to attract and retain top talent?

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## Board Committees

- Loan
- Asset Liability (ALCO)
- Compensation
- Audit (identify a “financial expert”)
- Risk
- Executive

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## Conclusion

- Keeping and nurturing your network of bank colleagues is key to your success in your banking career
- Connect and help others along the way
- Knowing the “business of banking” is also key to your success as a future bank leader
- Get involved in your bank’s Strategic Plan
- Learn about ERM and become part of the ERM team
- Participate in your bank’s Talent Management Program
- Have fun in your banking career journey!

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## Q & A

## Networking Game

- Starting with this session (during our group work), start exchanging business cards with the other attendees
- Ask open ended questions to learn something new about that person:
  1. What's your favorite place to visit on vacation?
  2. What's the one country you want to visit for sure?
  3. What do you like to do outside of the bank?
- The person who collects the most business cards wins prizes tomorrow!
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# Thank you!

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