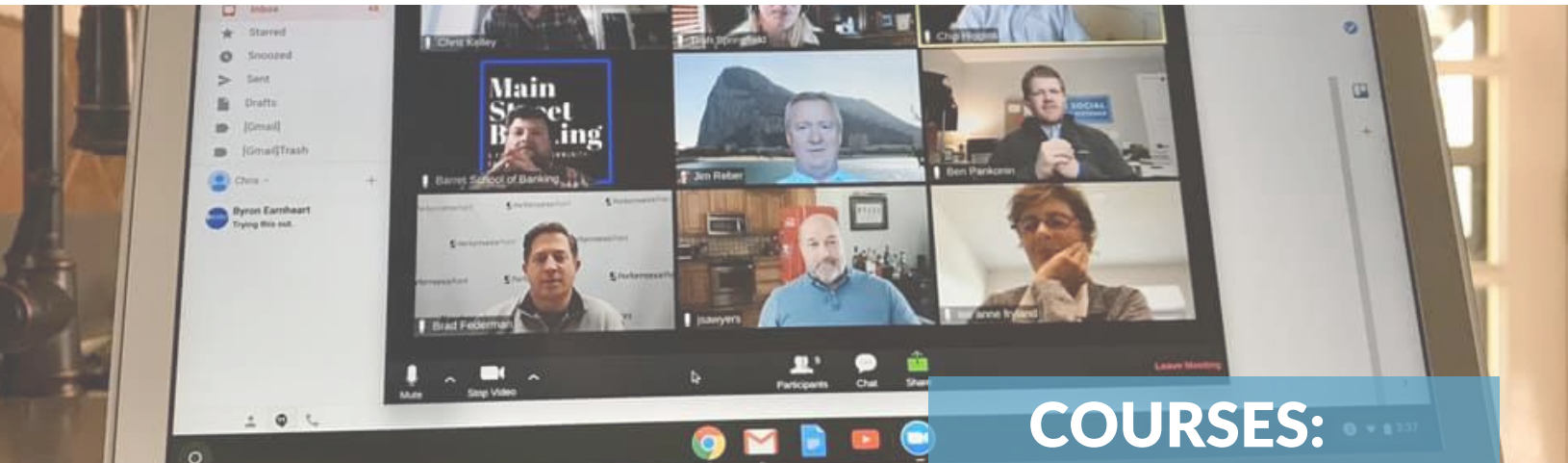


BARRET SCHOOL OF BANKING

CRISIS LEADERSHIP



BARRET
SCHOOL OF BANKING



COURSES:

- **Asset/Liability Management Strategies**
- **Bouncing Back: Resilience, Mental Toughness, and EQ**
- **Crisis Leadership**
- **Messaging and Branding**
- **Leveraging Tech, Payments, and Cybersecurity to Manage Disruption**

Crisis Leadership

For nearly 50 years, the **Barret School of Banking** has been committed to serving the educational needs of the community banking industry.

Using COVID-19 as a textbook study, Barret School of Banking's newest program will assist your bank in creating a culture equipped to handle any crisis...be it pandemic, economic, or weather-related. Learn how to be proactive in crisis leadership, be your best self (and best organization) in the midst of a crisis, and how to lay the groundwork to implement the lessons learned to improve the bank.



Cost: only **\$595** per Bank • **25 hours of content**

Register: **barretbanking.org**

Jim Reber

CEO of ICBA Securities



Jim Reber was elected as President and CEO of ICBA Securities effective April 1, 2005. He is a CPA and a Chartered Financial Analyst. Jim is on the Board of Regents and the Executive Committee of the Barret School of Banking.

Bouncing Back: Resilience, Mental Toughness, and EQ

- Develop emotional literacy
- Recognize their patterns
- Practice consequential thinking
- Learn to navigate emotions

Trish Springfield

SPEAKER/CONSULTANT



Trish has been working with banks, retailers, educators and corporate trainers for over 27 years on how to Energize, Optimize and most importantly, Capitalize on growth opportunities in their industry. Prior to launching Energize2Grow, Trish was the EVP of Retail Banking for Southern First Bank, a \$1.6 billion bank with offices in SC, NC and GA.

Messaging and Branding

This course will plant seeds that will help you grow your personal brand into a powerful market force that builds relationships and commands premium pricing. What is a brand? How is one built? How does crisis management play into brand value, and how do you begin today to incorporate that into your personal brand?

Jimmy Sawyers

CEO, SAWYERS & JACOBS



Jimmy teaches the technology, payments, cybersecurity, and/or risk management courses at banking schools, and he leads CEO forums on a variety of tech topics. As a trusted consultant to our industry, Jimmy has an extensive client base that he helps prepare for a new world of digital services and disruption.

Asset/Liability Management Strategies

A snapshot of community bank investment portfolios, and how they have evolved in the past 5 years.



Brad Federman

CEO OF PERFORMANCEPOINT, LLC

Brad is the Chief Executive Of of PerformancePoint, LLC. He is an author, a speaker and a consultant with more than 25 years of corporate experience in leadership, creating employee and customer experiences, building resilient relationships and promoting collaborative cultures.

Crisis Leadership

- Stepping Into A Crisis
- New Response Structures: Internal Teaming Networks
- Crisis Leadership Roles, Definition and Scope
- Leadership Response & Support
- TEAM EXERCISE – Select Disaster, Develop Solutions, Report Back
- Empowerment – The Great Exchange



Ben Pankonin

SOCIAL ASSURANCE, FOUNDER & CEO

Ben Pankonin is on a mission to help leaders understand the foundations of relationships and trust in business. Ben is the founder of Social Assurance, a software solutions company that brings marketing, sales and community development tools to institutions.

Leveraging Tech, Payments, and Cybersecurity to Manage Disruption

- Tech Trends 2019 to 2020: What Has Changed?
- Supporting the Mobile Workforce While Balancing Productivity and Cybersecurity
- Fintechs versus Traditional Banks: Who's Winning?
- Three Stages of Digital Adoption
- Cybersecurity Balance: Protecting the Bank While Not Killing the Bank

"The Barret Graduate School of Banking Crisis Leadership program is a welcome addition to today's uncertain financial world. The faculty and instructors will give you the tools and knowledge for what is needed in today's ever-changing economy and workforce. A must for anyone who wants to continue in the field of banking."



Patrick Gerhart - President
Bank of Newman Grove
Newman Grove, NE

Register: barretbanking.org