

Creating Value: Your Secret Ingredient to Success

Nick Arrigo
Executive Consultant



Nick Arrigo, Executive Consultant

- Live in Lincoln, Nebraska
- Haberfeld for 7 years
- Married to Brittnee for 4 years
- 11 Month-old, Wells!



About Haberfeld

Helping FIs grow profitably for over

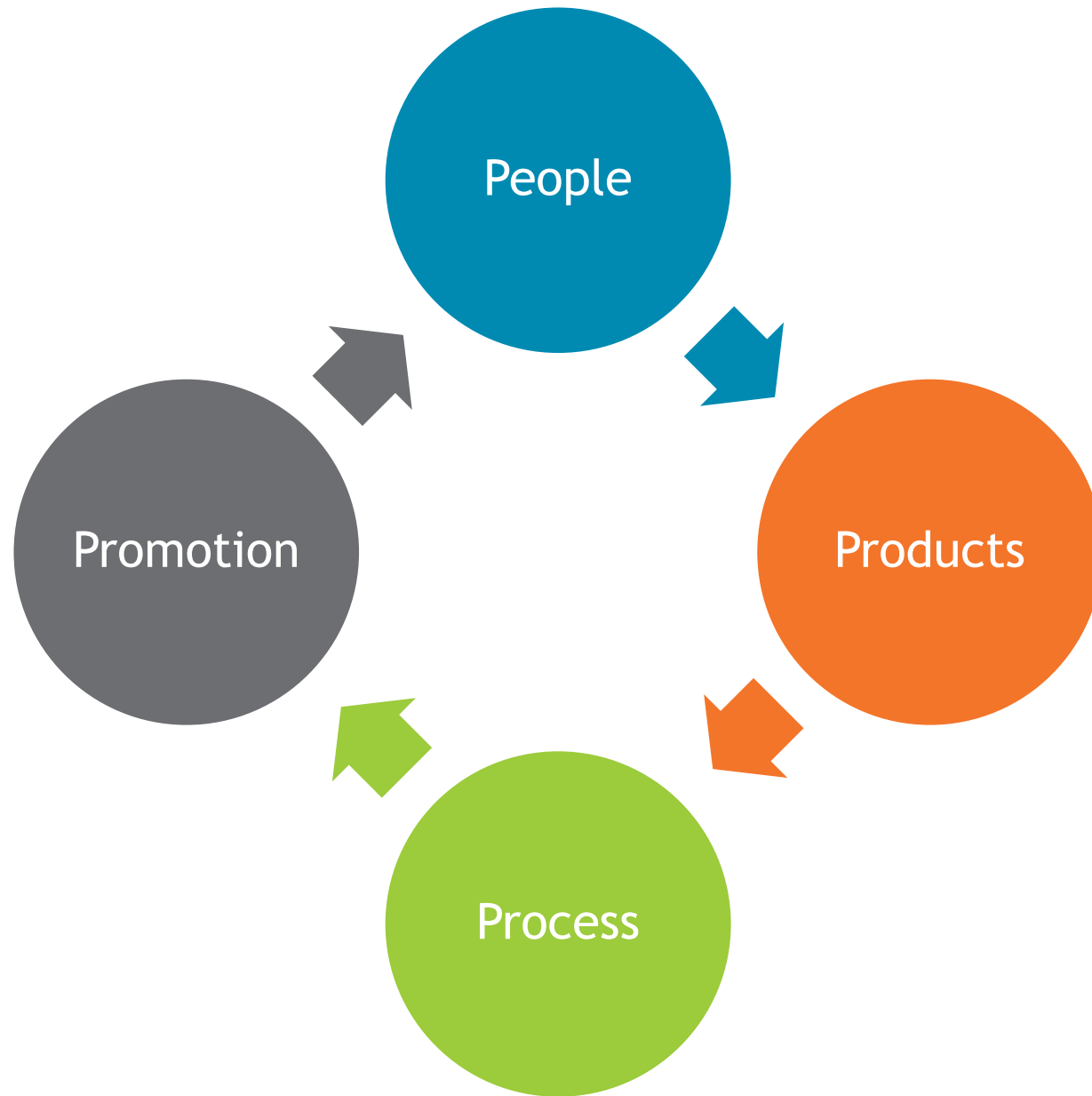
35 YEARS **4th** largest FI in America

7.5 MILLION new core relationships

EMPLOYEE OWNED
DATA DRIVEN RESULTS
2,500+ INTENSIVE TRAINING
Marketing campaigns for our clients annually

Over **10MM** products and services analyzed monthly





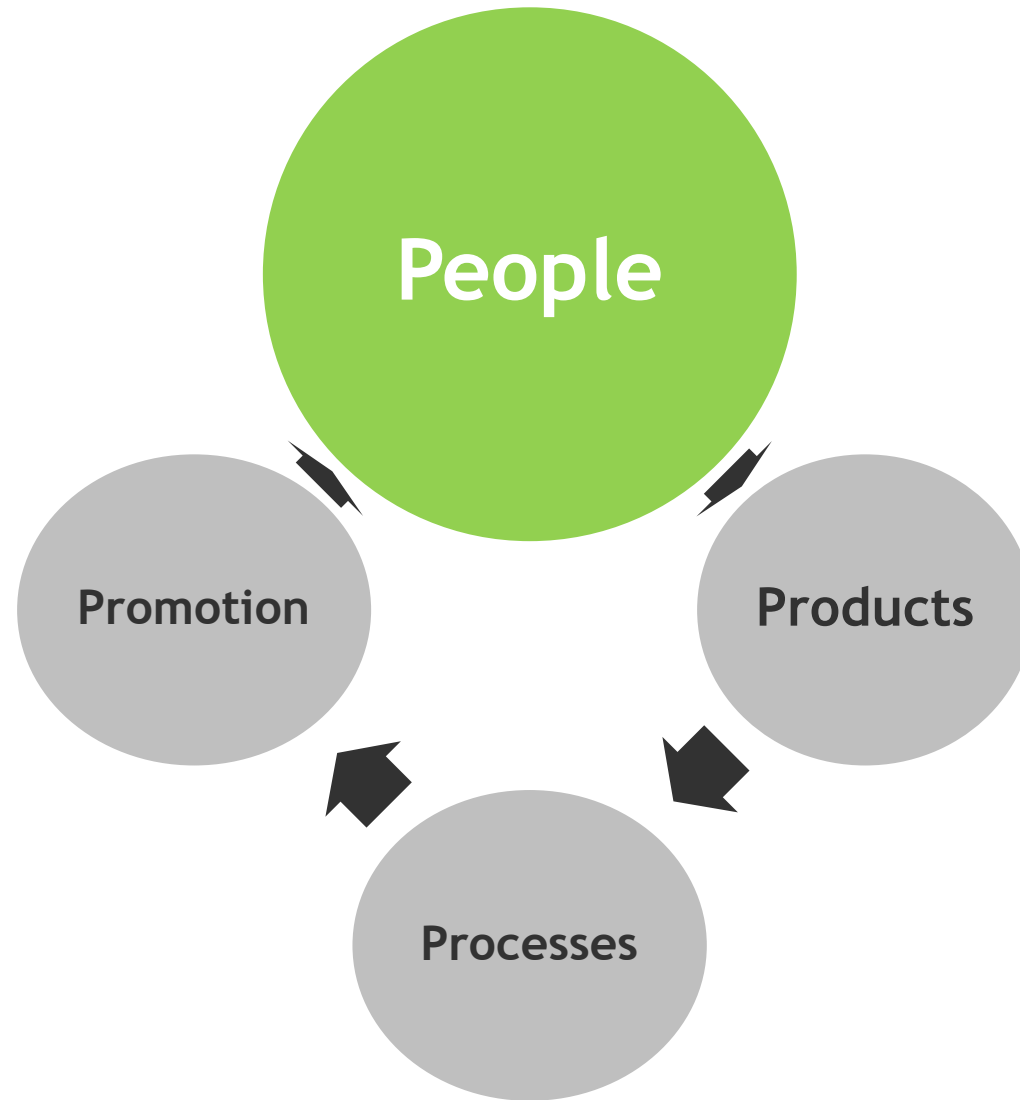
Objective as leaders?



Make people's lives better!



This session focuses on your . . .





Today's Agenda

1

**Understand Internal & External
Value Creation**

2

Obstacles to growth


3

Coach and Engage Your Teams

**When your people
succeed, you succeed.**



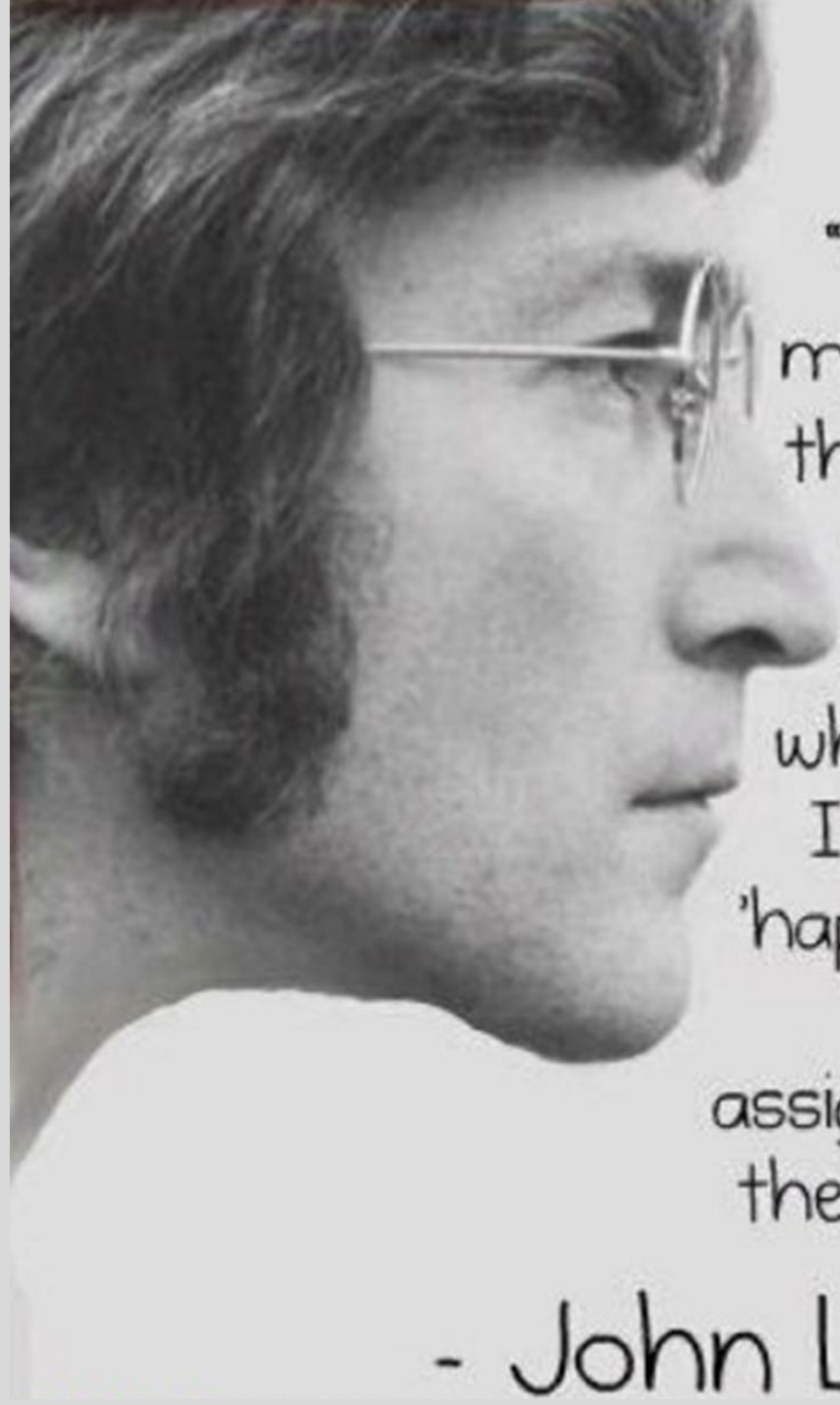
Happy Employees

A dark, atmospheric landscape with a road leading into the distance under a cloudy sky. The road is the central focus, curving slightly to the right as it recedes. The surrounding terrain is dark and hilly, with some green patches visible in the distance. The sky is a deep, overcast grey.

**Happiness comes from
within and success follows
– not the other way around.**

Caroline Leaf

“ quote fancy



"When I was 5 years old, my mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down 'happy'. They told me I didn't understand the assignment, and I told them they didn't understand life."

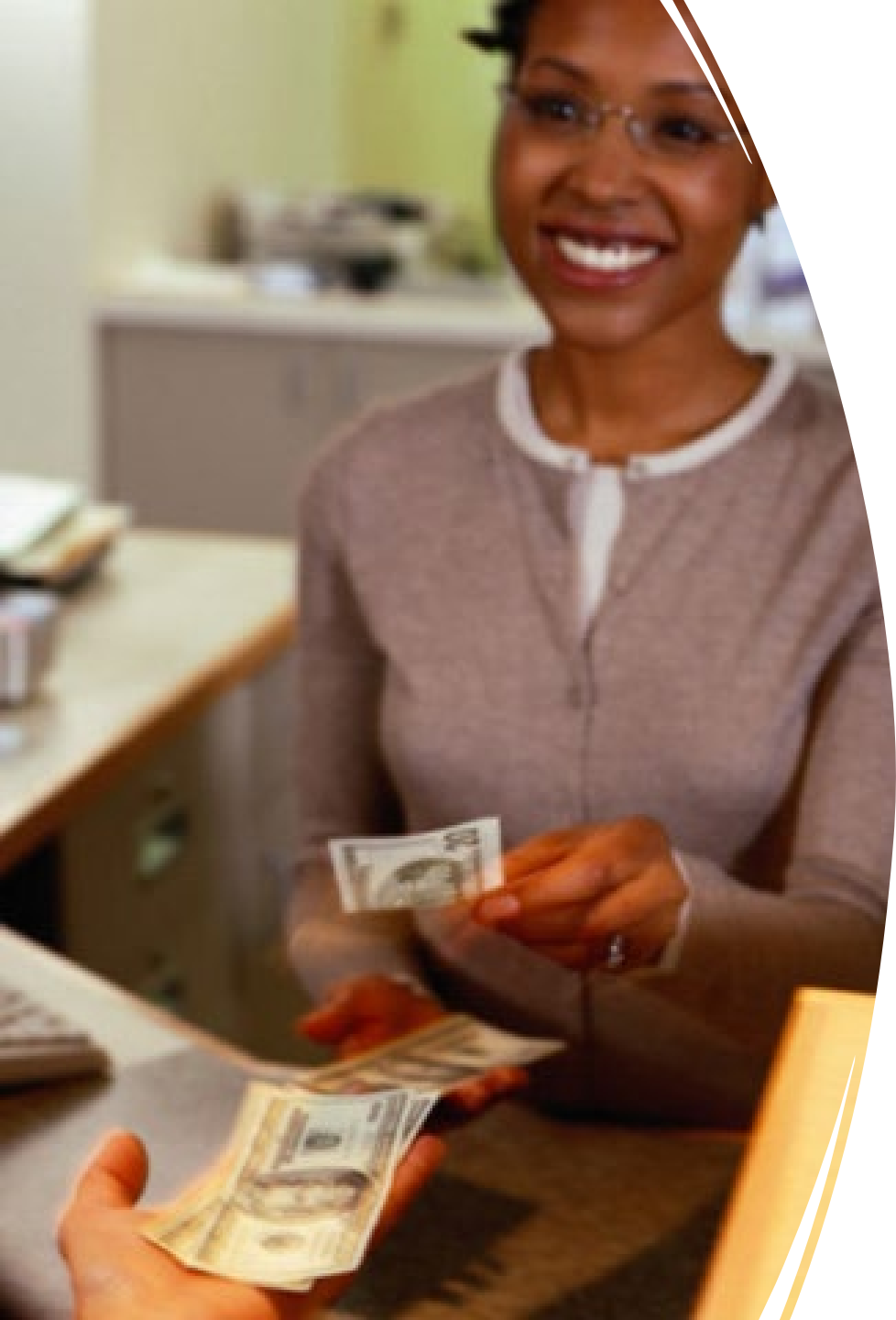
- John Lennon



Happy Employees = Engaged employees!



Happy Employees = Happy Customers!



“The enthusiasm of the guest experience can never rise any higher than the enthusiasm of your own employees.”

- Joel Manby, Author of Love Works

Only 45% of workers surveyed said they were happy at their jobs. That's the lowest it's been in the 22 years the poll has been conducted.

- Harvard Job Survey



5 challenges hindering Happy Employees



IDEAS

PROBLEMS

CRISIS

TAXES

COMPETITION

LOBBY

CHALLENGE

START

FINISH

Challenge 1

High Turnover



35%

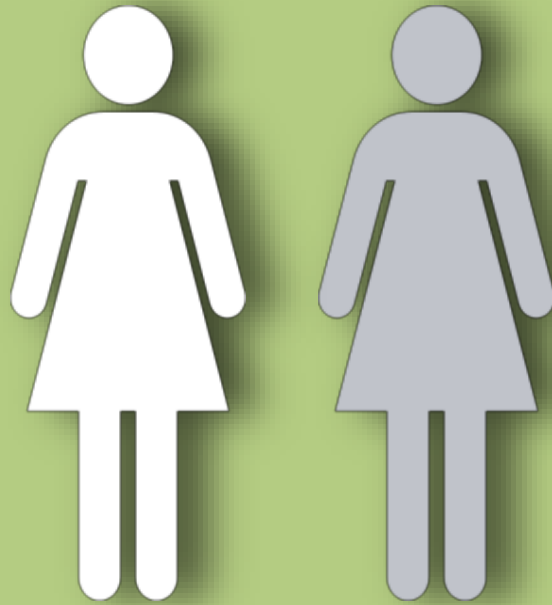
**Turnover in
Banks.**



What's the price?



Why turnover?



**50% of employees leave a job to get
away from a boss**

Challenge 2

Employee Onboarding



The Importance of Onboarding

- 86% of new hires decide to stay or leave within the first six months



The Importance of Onboarding

- A Gallup study found that only 12% of U.S. employees say their company does a good job of onboarding



The Journal of Applied Psychology conducted a study and found that three key indicators must be met for onboarding success:



Journal of Applied Psychology



Role Clarity

- Roles and responsibilities
- History, origins, mission, and values
- The big picture

Self-Efficacy

- Metrics for “cruising altitude”
- Onboarding buddies
- One-on-one meetings

Social Acceptance

- Connection
- Culture
- Leader’s role

Brené Brown has spent the past two decades studying courage, vulnerability, shame, and empathy and is the author of four #1 New York Times bestsellers: *The Gifts of Imperfection*, *Daring Greatly*, *Rising Strong*, and *Braving the Wilderness*.



Brené's TED talk - The Power of Vulnerability - is one of the top five most viewed TED talks in the world with over 35 million views.



Vulnerability is not about winning, and it's not about losing. It's about having the courage to show up and be seen.

Brené Brown

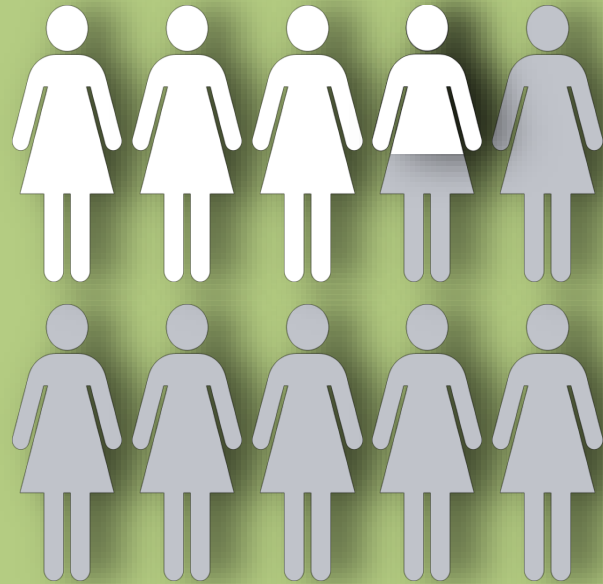
Challenge ③

Lack of
engagement

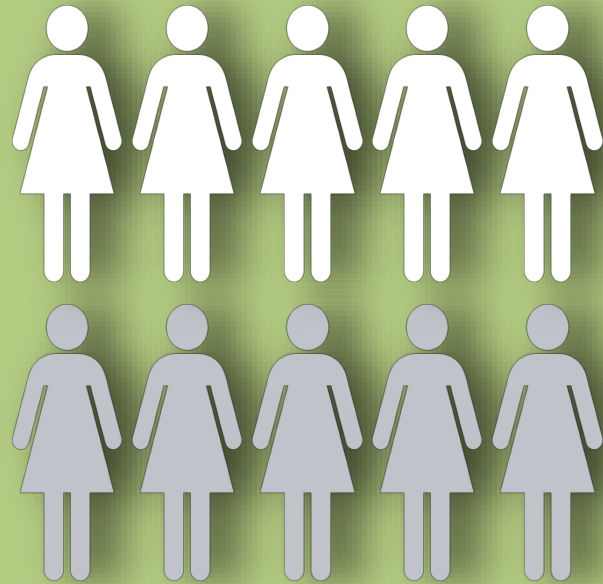


“An employee’s motivation is a direct result of the sum of interactions with his or her manager.”

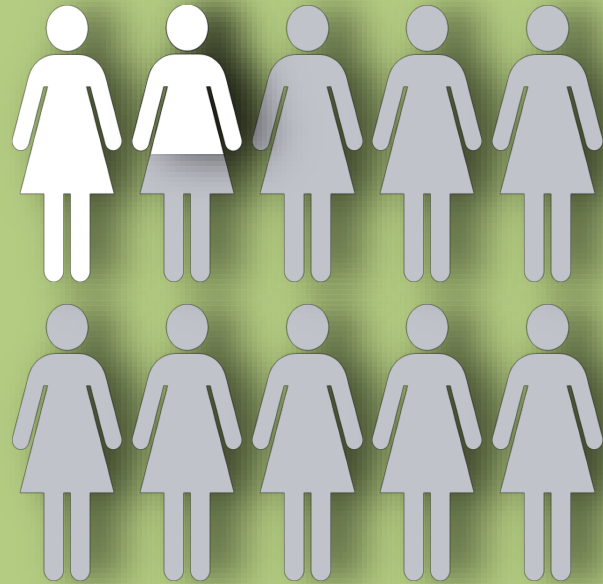
Bob Nelson



**33% are
engaged**



**51% are not
engaged**



**16% are
actively
disengaged**

4 GENERATIONS IN THE WORKFORCE

Baby Boomer
Age 78 - 60



Born: 1946 - 1964

Generation X
Age 59 - 44



Born: 1965 - 1980

Millennials
Age 43 - 28



Born: 1981 - 1996

Generation Z
Age 27 - 12



Born: 1997 - 2012

Each of these generations has been influenced by the very different times in which they grew up.

A photograph of a red brick wall with the words "GEORGE ORWELL WAS RIGHT" painted in white, blocky, hand-painted letters. The wall is outdoors, with green foliage visible at the top. A semi-transparent grey box is overlaid on the bottom half of the image, containing a quote in white text.

GEORGE ORWELL WAS RIGHT

“Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.” — *George Orwell (1903 – 1950) Author*

Dominance

- Direct
- Results-oriented
- Firm
- Strong-willed
- Forceful

Influence

- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

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- Analytical
- Reserved
- Precise
- Private
- Systematic

Conscientiousness

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful

Steadiness



*Strengths lie in
differences, not in
similarities*

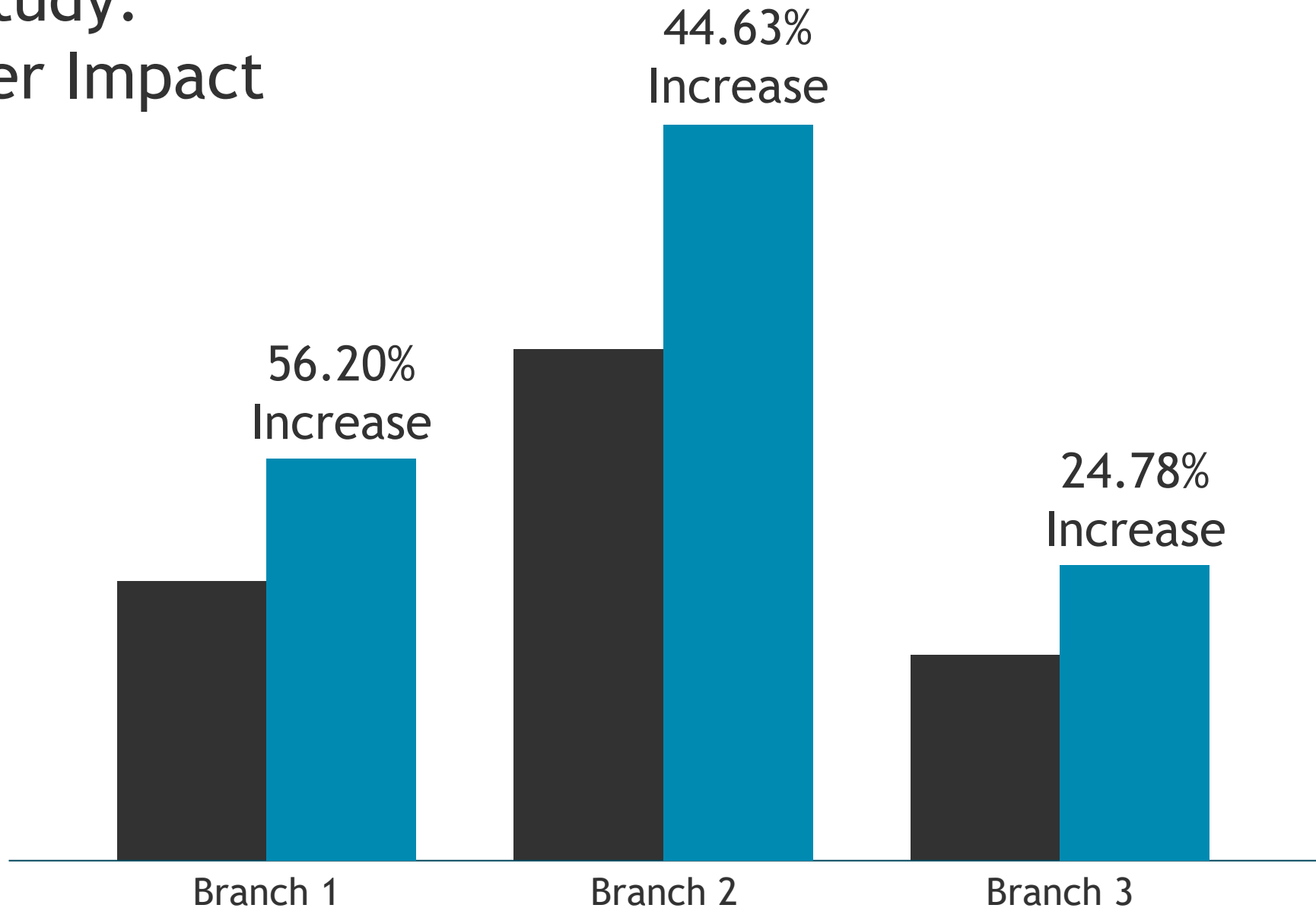
- Stephen Covey

Challenge 5

Lack of Manager Training

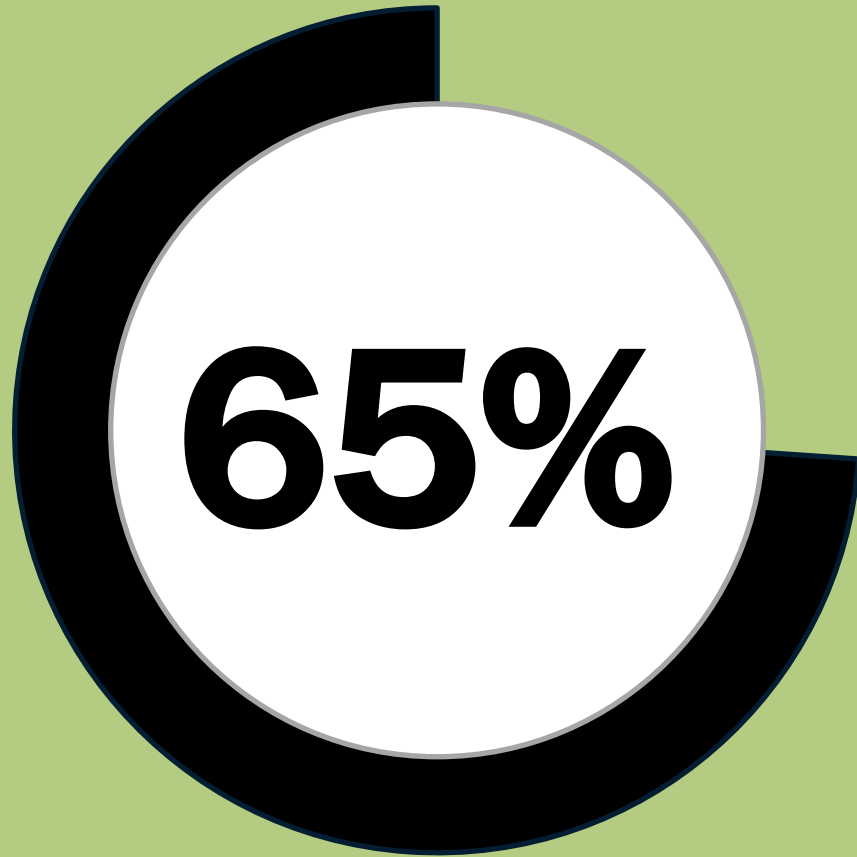


Case Study: Manager Impact





**Do not believe
they are
equipped with
the talent to
lead.**



**Would rather have
a new boss than a
pay increase**




**Only 21% believe
their performance is
managed in a way
that motivates them**

**Where do we
begin?**

START WITH WHY

How Great Leaders Inspire
Everyone to Take Action
by Simon Sinek

A man with dark hair and glasses, wearing a purple button-down shirt, is sitting at a wooden table outdoors. He is looking slightly to his right with a gentle smile. The background shows a building with windows and a potted plant on a table to the right.

**“People
don’t buy
what you do,
they buy why
you do it.”**

Simon Sinek

WHY

Purpose, cause, belief

HOW

Actions to bring about your purpose

WHAT

Tangible proof of the why

The Banking Industry

If we focus on our ‘why’ our industry might be viewed differently.

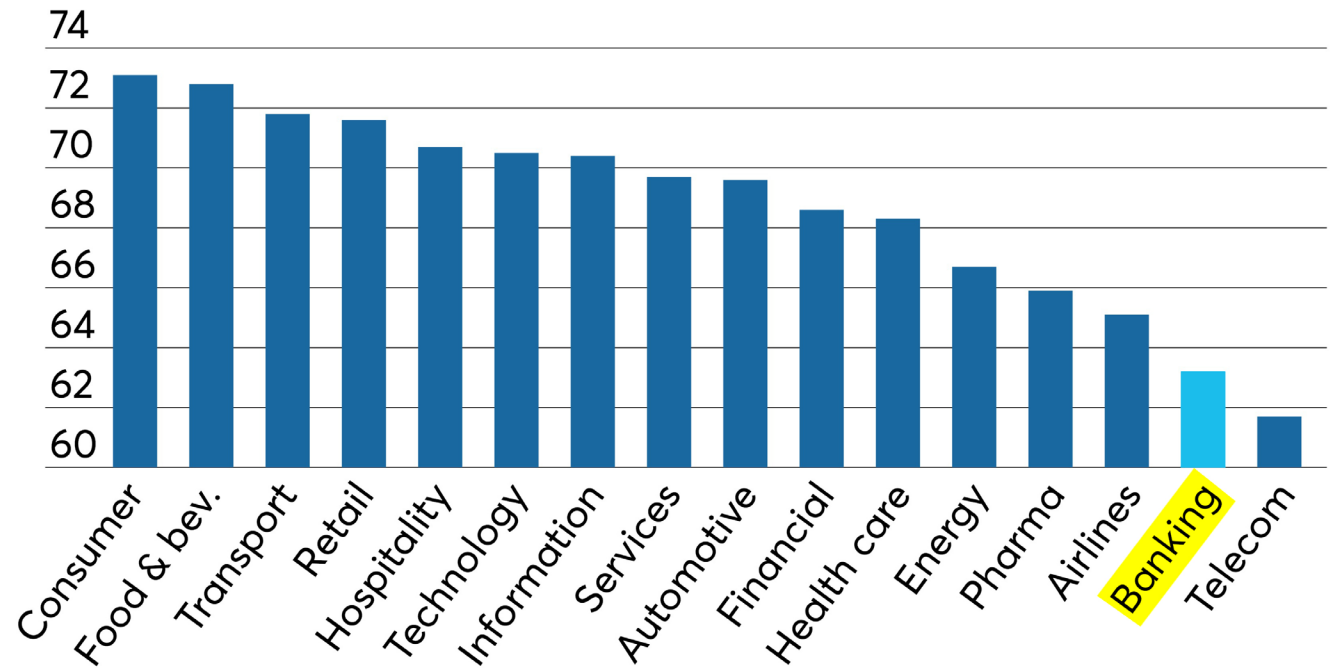
The Banking Industry



Simply click... donot waste time asking him to smile ...remember he is a banker ...

Next to last

On a 100-point scale, overall bank reputations fell 3.3 points in 2019



Source: Reputation Institute

The Goal is to...



Train your team



Train your leaders



Lift engagement



ORDER

CHAOS

Create consistency



A culture of
valuing people.

**How do we accomplish
this?**

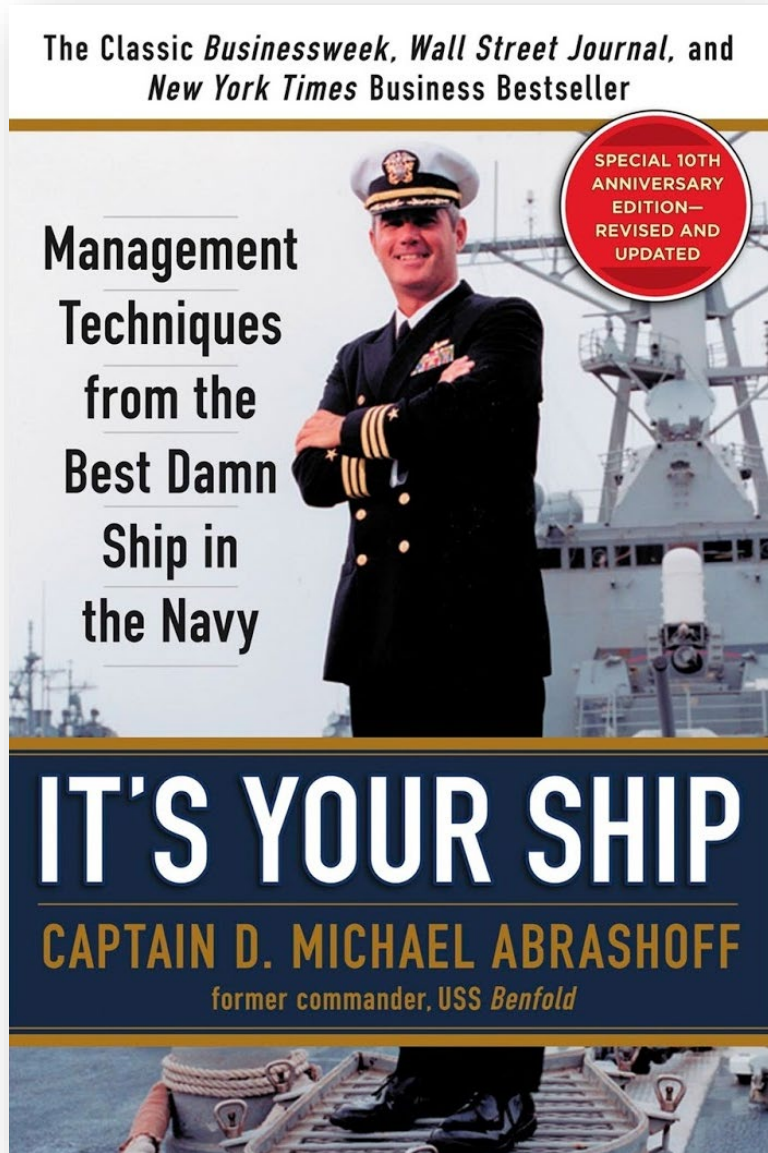


We must Cultivate™ Growth

ACTIVITIES

Activities

- **Weekly Team Meetings**
- **Check-Ins**
- **Observation Coaching**
- **One-to-One Coaching**



When Michael Abrashoff took command of the destroyer USS Benfold in 1997, it was ranked **at the bottom** of the Navy's performance scores.

In three years, the Benfold rose to become one of the Navy's **highest-ranked** ships.

His first act as Commander was to hold **one-on-one meetings** with each of the ship's 310 Sailors for 30 minutes.

A group of diverse business professionals are shown clapping in an office setting. The focus is on a woman in the center, who is smiling and looking towards the right. Other people are visible in the background, also clapping. The image is overlaid with a semi-transparent grey box containing text.

80% are motivated to work harder when their boss shows appreciation for their work, compared to

40% from being demanded or fear of losing their job.

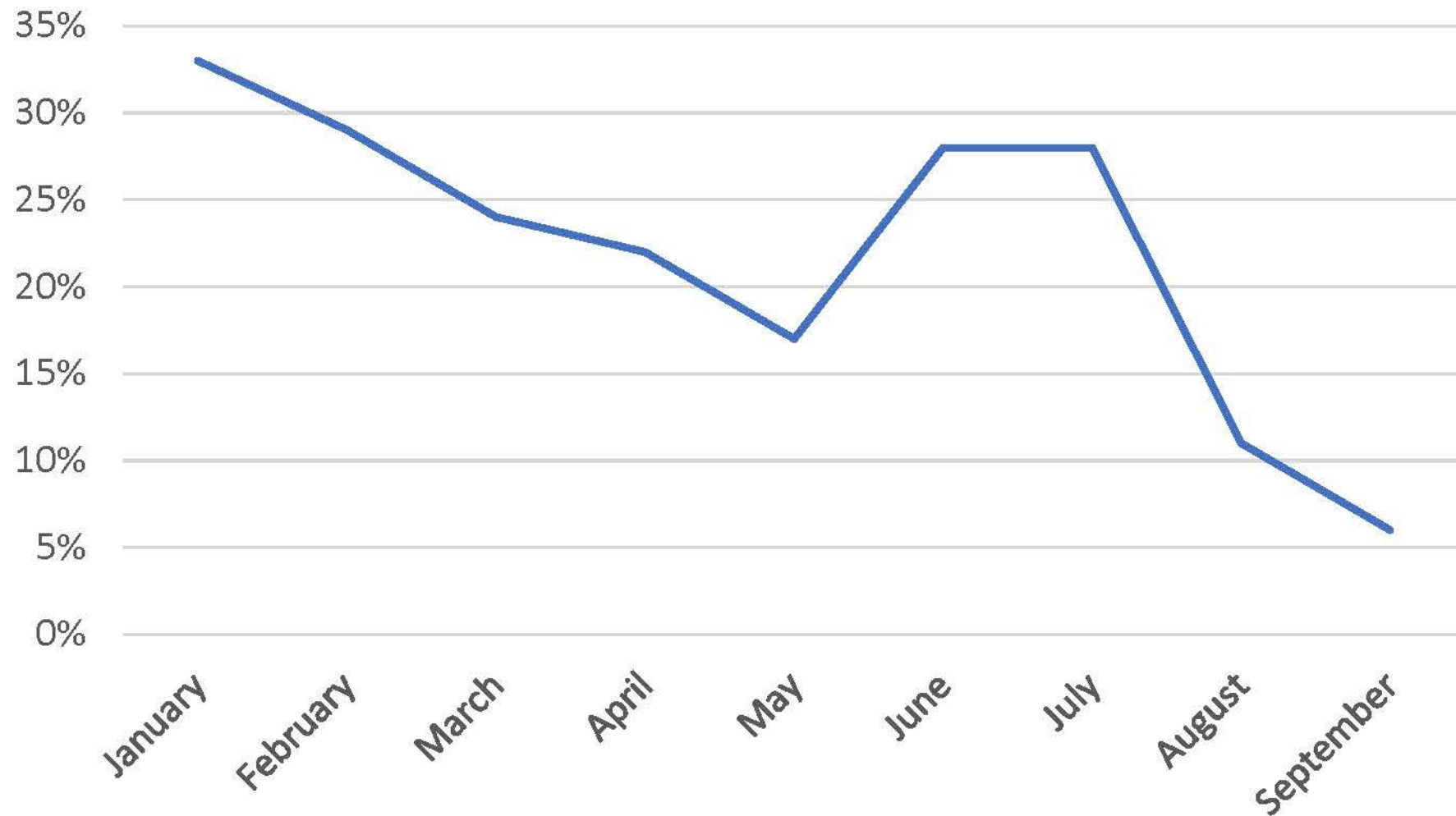
TRACKING

RESULTS

Case Study

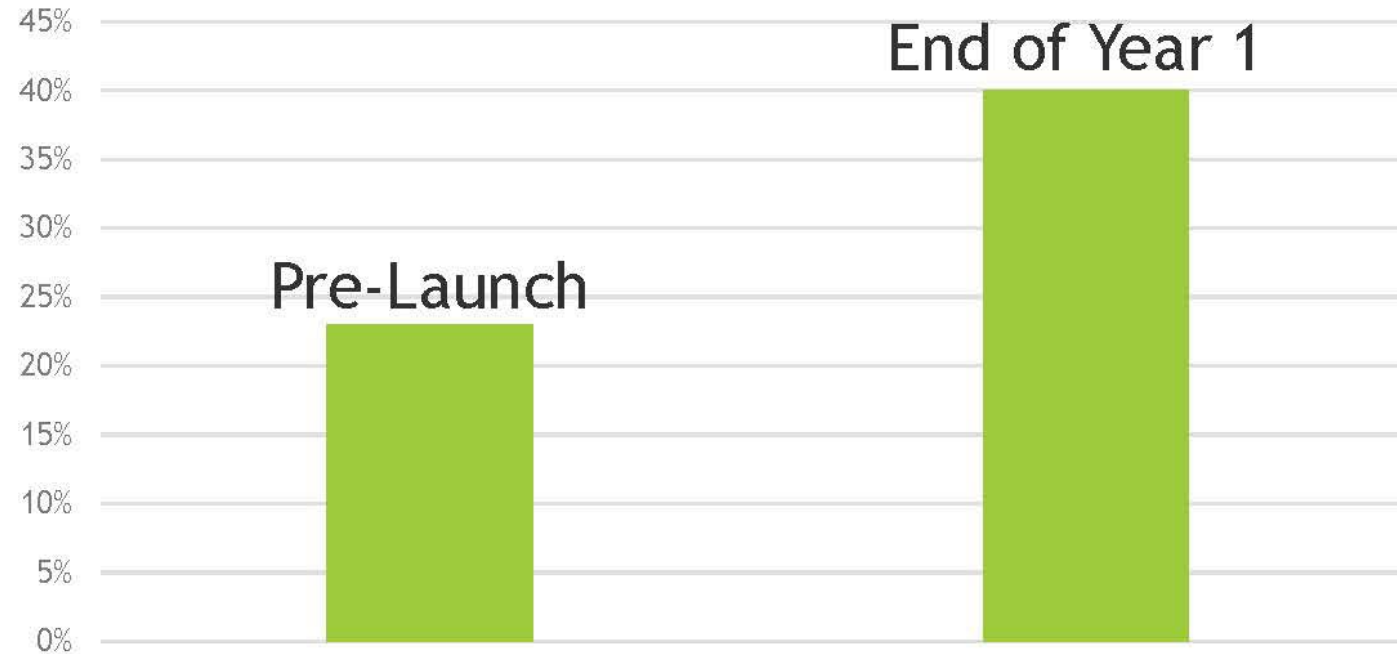
- 25 offices
- Mostly in small cities and rural communities in Georgia
- Haberfeld client since 2003
- Cultivate™ implementation in 2018

Case Study: Staff Turnover



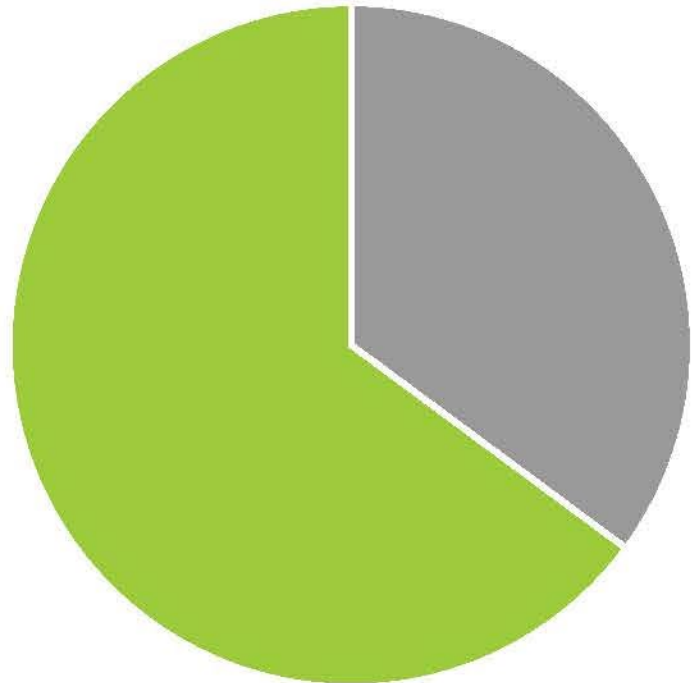
My manager is effective at motivating me to greater performance

Strongly Agree



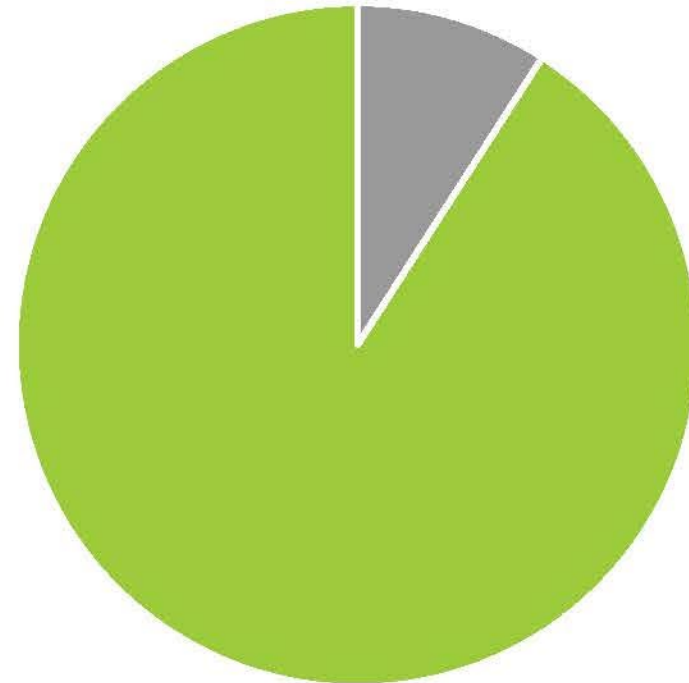
My manager creates a positive work environment

Pre-Launch



■ Neutral ■ Strongly Agree

End of Year 1



■ Neutral ■ Strongly Agree

**When your
people succeed,
you succeed.**







Ask yourself:

1. Do team members feel genuinely valued by executive leadership and team leaders?
2. What specific strategies are you utilizing to empower team leaders to be great coaches?
3. How would you rate the overall level of engagement at your organization?
4. What strategies are you using to build knowledge and enhance execution across your organization?



Questions



THANK YOU!

**Nick
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Director of Cultivate™



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