



LEADERSHIP

Using Behavioral Science To Change Behaviors and Reduce Risk

Andrea Olson, CEO, Pragmadik

Data enables banks, credit unions, and fintech companies to better understand their users, edge out the competition, and provide the right product to the right person at the right time. However, finding clever ways to dice and display data isn't sufficient for changing behavior. That's where behavioral science can help. Behavioral science analyzes what actually gets people to change their behavior rather than going along with whatever common sense says might work. In this session, attendees will learn about the concepts behind the principles of behavioral science, biases that affect thinking, judgment, and consumer behaviors, along with techniques to overcome the intention-action gap through a blend of behavioral diagnosis and design.

How Do You Manage Projects?

David Noël, EVP of Support Services, Genesys Technology Group

Managing key initiatives and projects to completion has never been more important. Disruption in the banking industry is requiring that community financial institutions innovate and embrace new technology initiatives. Whether you are opening a new branch, becoming a Bank as a Service, launching new products both internally or externally, or layering Fintech technology into your forward-facing systems - getting things done efficiently is vitally important to your success. In this session, David Noël will walk you through some foundational concepts that will help you thrive in the new era of banking.

Motivate Your Bankers from Good to Great

Jack Kasel, Sales Development Expert & Community Bank Specialist, Anthony Cole Training Group

Imagine the impact if you could improve the performance of your middle producers by just 5-10%. This workshop will help bank managers understand the specific traits of a strong motivator as well as a 3-step approach to help your producers focus and develop their expertise and success with their targeted markets. Using huddles and a coaching approach called Where's Walter, bank managers will learn how to improve the skill levels of their middle producers. This focus on improving the middle majority can make a huge impact on your group's bottom line.

Banking is a Team Sport + Become a More Influential Leader

Joe Micallef, Grow Up Sales

Many bank leaders are struggling to build highly engaged and skilled teams that consistently produce great results. Joe Micallef will share how built and retained highly productive teams as a bank leader for 20 years through collaborative strategic planning, consistent coaching and regular feedback.

Secrets of High Performing Banks – Responding to Market Challenges

Shawn O'Brien, President, QwickRate

We're expecting a long road ahead for all banks in 2024, but some institutions will see it as a chance to seize opportunities and successfully strategize responses to the challenges. These high-performing banks know how to use publicly available performance data to their advantage. We'll show you how your bank can emulate the top performers by taking your cues from the numbers.

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