



BANK EXECUTIVE LEADERSHIP *CERTIFICATION PROGRAM*

Advancing the Careers of Bank Executives

APPLICATION CLASS OF 2024

Featured speakers include:

Blackfish Strategies

Triad Consulting

Dr. Randy Ross

Brad Lomenick

Alyson Van Hooser

“For a large part of my career, I have been focused on doing and producing rather than leading. For me, the program’s focus on building successful teams and developing others has been tremendously helpful.” — **David Hedges, AuburnBank**

LEARN TO LEAD NOT MANAGE

Our purpose: *build the industry's future leaders.*

The purpose of the B2L Bank Executive Leadership Certification Program is to develop the Alabama banking industry's next generation of promising leaders.

The 18-month program is designed for highly motivated mid- to senior-level banking professionals.

This program will equip promising executives with the ability to handle the challenges associated with moving into new and more complex leadership roles.

The curriculum will enable participants to learn how to:

- build effective teams,
- communicate with persuasion,
- manage conflict,
- identify and develop top talent,
- lead under pressure, and champion change.

A further purpose: *build the association's future leaders.*

It is the association's desire that graduates of the program build a network of leaders that remains committed, loyal and actively involved in matters that affect the association and our ability to help our member banks to serve the financial needs of the communities in which we live and serve.

Tuition breakdown:

- Over \$800 in pre-program assesment testing.
- Under \$500 a day for nine full days of training.
- Meals include lunch on each day of training, all meals during the retreat, full cocktail reception following graduation.

WHAT YOU CAN EXPECT

The curriculum is designed to increase your competency in a variety of core business skills while simultaneously developing your ability to lead and develop others. Upon graduating you will return to your organization able to:

- Think strategically
- Recognize strong leadership qualities in yourself and others, as well as increasing your awareness of your own blind spots
- Communicate persuasively in public, among peers, in meetings, and in the boardroom
- Deliver and receive feedback
- Solve complex problems effectively amidst rapidly changing and complex business environments
- Manage internal and external politics, create buy-in, resolve conflict, and build relationships that achieve both professional and personal goals
- Build effective teams that create and achieve alignment between senior management and the front-line
- Lead through and effectively manage conflict
- Identify and develop top talent
- Align multiple life roles that improve time management, reduce stress and decrease burn-out

PROGRAM PARTICIPANTS WILL RECEIVE:

1. A comprehensive pre-program assessment of your:

- Leadership skills using the Leadership Challenge Practices Inventory 360-degree Assessment®
- Behaviors and preferences identified by the Myers Briggs Type Indicator Test®
- Conflict resolution styles measured by the Thomas-Kilmann Conflict Mode Instrument Test™
- Behavioral traits determined through the DiSC Behavior Assessment®

2. A detailed plan for growth that includes:

- Charting a course for where you want to be by developing your Personal Leadership Skills 12-month Improvement Plan
- Learning how to check your progress through a follow-up assessment after the program that gathers feedback from mentors, peers and subordinates
- Determining what support you will need to be successful

3. All handouts and tool kits for personal use

4. Experiential learning activities and hands-on class work that combines peer-to-peer learning groups and feedback sessions

5. Exclusive access to a world-class faculty

6. The opportunity to build a network and learn with the state's most promising new leaders

ARE YOU RIGHT FOR THE PROGRAM?

The ideal participant is an emerging bank leader, on-track to assume the responsibility of corporate leadership. Your peers will come from diverse business functions within the banking industry. Additionally, those nominated must:

- Be employed by a member bank, endorsed service partner, or associate member of ABA. *(Limited spots available)*
- Currently supervise direct reports
- Be nominated by a member of the bank's senior management team
- Be able to commit to an 18-month program (one day of class every three months), leadership assessment testing, a two-day opening retreat, and a one-day closing session that is concurrent with the Bankers 2 Leader's Summer Conference in July.

Ideal candidates include:

- Branch Manager/Assistant Branch Manager
- Business Development Officer
- Cash Management Officer
- Collections Manager
- Commercial Credit Analyst
- Commercial Lender
- Compliance Officer
- Consumer Credit Analyst
- Consumer Lender
- Director/Advisory Director
- Fraud Detection Officer
- Human Resources Officer
- Investment Officer
- Information Technology Officer
- Loan Operations Officer
- Loan Origination Officer
- Mortgage Lender
- Operations Officer
- Private Banking Officer
- Project Manager
- Residential Lending Officer
- Regional President/Manager
- Supervisors
- Trust Officer
- Wealth Management Officer

18-MONTH AGENDA AT A GLANCE

Pre-Program Assessment Testing

October 2022

Understanding Yourself As A Leader

Two-Day Opening Retreat

4-H Center in Columbiana

December 7-8, 2022 / Columbiana

Allison Black Cornelius, Blackfish Strategies

- Distinguishing between management skills and leadership skills
- Defining the characteristics and competencies of successful leaders
- Assessing the strengths and weaknesses of leadership styles
- Bias, beliefs, and blind spots
- Promoting a sense of shared responsibility
- Creating a personal vision and leadership plan

Relationomics

January 11, 2023 / Birmingham


Dr. Randy Ross

- Building a growth-focused organization by creating open loops of feedback
- Craft a remarkable culture
- Resolve conflict effectively
- Utilize the four coaching conversations
- Create a movement of good that engages team members
- Build healthy relationships

Leading Through the Change

April 19, 2023 / Huntsville

Alyson Van Hooser

- 5 truths about change
 - 3 foundational characteristics of change
 - How emotional intelligence drives success through change
 - How & why leaders should predict emotional responses
 - 5 truths about fear
 - 4 universal professional fears
 - How to manage your Fear
 - Understand the role of stress in high-performance teams
 - How to manage physical and emotional effects of stress
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Leading Multi Generations

July 12, 2023 / Destin, Fla.

Brad Lomenick

- Develop a better understanding of generational differences
- Avoid stereotypes
- Encourage collaboration
- Learn balance
- Best ways to bridge the communication gap

Negotiation

October 11, 2023 / Mobile

Triad Consulting (Cambridge, Mass.)

- Negotiating the impossible
- Competitive decision making
- Breaking deadlocks
- Understanding your leverage
- Maximizing trust among parties
- Focusing on value

Mastering Emotional Intelligence & Establishing Trust

January 10, 2024 / Location TBD

Dr. Randy Ross

- Manage their emotional energy for maximum results
- Identify and address a wider range of emotions
- Sharpen their intuitive capacity
- Connect more deeply to lead more effectively
- Build a high-trust culture
- Enhance collaboration and creativity of teams

H3 Leadership: Humble, Hungry, Hustle

April 10, 2024 / Location TBD

Brad Lomenick

- Who are you as a leader?
- Where do you want to go?
- How will you get there?

Graduation

July 10, 2024 / Destin, Fla.

Closing Session @ B2L Summer Conference

FACULTY AND CONSULTANTS



ALLISON BLACK CORNELIUS has a remarkable ability to interpret complex ideas and challenges in the nonprofit and government sectors and make them understandable and interesting to audiences around the world. Blackfish has developed a loyal following and their fans believe in a simple leadership philosophy. Allison's work includes a professional speaking and training tour that numbers more than 100 public appearances annually around the world and she lectures regularly at some of America's most prestigious colleges. In 1994 she made her first attempt at influencing policy, which culminated in the writing and passage of Meagan's Law ultimately passing in 36 states.



TRIAD is a leading global corporate education and communication consulting firm based in Cambridge, Mass. Triad helps organizations, leaders, and teams with key communication and conflict resolution skills. Triad Consulting Group builds individual and organizational capacity to manage difficult conversations and critical relationships — whether with colleagues, clients, customers, suppliers or partners. Triad was founded by members of the **Harvard Negotiation Project**, the pioneering negotiation think tank at Harvard Law School. Triad has developed a framework and approach for engaging in Difficult Conversations™ more effectively.



DR. RANDY ROSS is a bestselling author, CEO of Remarkable, and Former Chief People Officer. Most importantly, he's a messenger of practical wisdom and needed hope to help untangle the biggest challenges facing today's business leader, tomorrow's workforce, and the future marketplace. In 2008, Randy founded Remarkable! - a consulting and advisory firm specializing in team development and organizational health. Spending time in both the for-profit and not-for-profit worlds, Randy has traveled throughout the United States and internationally as a speaker, consultant, and coach, building teams and developing leaders. A compelling communicator, Randy has the keen sensitivity to speak to the heart of leaders and inspires elevated performance among teams.



BRAD LOMENICK is passionate about raising up great leaders around the globe. He is a renowned speaker, writer, leadership advisor, and founder of Blic Consulting. He has built a reputation as a strategic connector and convener of America's most respected and sought-after leaders over the last two decades. For more than ten years, Brad served as lead visionary and president of Catalyst, one of America's largest and most influential conference movements of young leaders, convening hundreds of thousands of leaders through high energy and experiential conferences across the United States. He is largely credited with growing the organization into one of the largest and most recognized leadership brands and conference gatherings in the world.



Leaders and business professionals need help reframing and redefining leadership in today's diverse, multi-generation workforce. **ALYSON VAN HOOSER** is on a sold-out mission to show them the way. Tough beginnings taught Alyson the radical power of an ownership mindset—one that transforms the trajectory of personal lives and leadership careers. Earning rapid success in the food, retail, finance industries, and as a City Councilwoman — all by the age of 30 — helped her discover the immense power that comes when leaders own the responsibility of truly understanding and intentionally connecting with the people they serve. Her books *Level Up* and *Accelerate Your Success* unveil powerful stories of lessons learned through struggles and practical strategies needed in order to be successful at home and at work. With these strategies in tow, individuals and teams everywhere discover the way to successfully work better together.

Bank Executive Leadership Certification Program

APPLICATION / 2024 CLASS

PERSONAL INFORMATION (PLEASE PRINT OR TYPE)

NAME _____ TITLE _____

BANK/INSTITUTION _____

MAILING ADDRESS _____ CITY, STATE & ZIP _____

BUSINESS PHONE _____ BUSINESS CELL _____

EMAIL _____ FAX _____

BRIEF DESCRIPTION OF RESPONSIBILITIES _____

HOW MANY EMPLOYEES REPORT TO YOU? _____ BANK ASSET SIZE: _____

NUMBER OF BRANCHES: _____ NUMBER OF EMPLOYEES: _____

EMPLOYMENT HISTORY List experience related to the banking industry or attach resume

EDUCATION LEVEL Check highest achieved

High School Some college College undergraduate degree College graduate degree Other

LIST ALL BANKING SCHOOLS YOU HAVE ATTENDED _____

DESCRIBE ADDITIONAL EDUCATIONAL ACTIVITIES THAT WILL ASSIST IN EVALUATING YOUR QUALIFICATIONS TO BE PART OF THIS PROGRAM _____

LIST ALL COMMUNITY PROGRAMS IN WHICH YOU ARE INVOLVED _____

INTEREST STATEMENT Explain how you feel this program could benefit you personally as well as your financial institution. Attach additional information if necessary.

Recommending officer's/director's signature _____

Applicant's signature _____

Are you committed to the program and the time and financial commitment required?

Yes No

FOR STATISTICAL PURPOSES

Male Female

Birth Year: _____

Years in banking: _____

Years in current position: _____

APPLICATION DEADLINE

Applications must be completed and received by 4 p.m. on Aug. 28. Selected applicants will be notified the first week of September. The class of 2024 will consist of no more than 42 participants. You may email your completed application to athomas@alabama.bank.

REQUIRED PROGRAM SESSIONS

Opening retreat

December 7-8, 2022

Session 1: Relationomics

January 11, 2023

Session 2: Leading Through the Change

April 19, 2023

Session 3: Leading Multi Generations

July 12, 2023

Session 4: Negotiation

October 11, 2023

Session 5: Mastering Emotional Intelligence & Establishing Trust

January 10, 2024

Session 6: H3 Leadership: Humble, Hungry, Hustle

April 10, 2024

Graduation and closing session

July 10, 2024

Applicants are encouraged to apply only if they commit to attend all sessions.

TUITION

Tuition for the 2023/2024 ABA Leadership Development Program is \$4,495 for ABA members. Tuition includes materials, individualized leadership assessments, a two-day opening retreat, six additional day-long intense leadership seminars, a closing session and graduation. Each session includes lunch. Travel and accommodations costs are not included. Attendance at all sessions is required for graduation.