

ENTERPRISE UNIVERSITY

Better your business knowledge. One course at a time.



Welcome to Enterprise University

After more than a decade, Enterprise University has reached over 17,500 leaders through industry-relevant education and the network built during each class. This program has become an integral part of our bank, and we are proud to make it a community resource available to all at no cost.

Our practical, in-depth courses will challenge and energize you with presenters who have lived what they're teaching, coupled with real-world perspective from your peers.

Every day you're bombarded with more information, challenges and changes. Those who attend our classes tell us they provide them a new framework from which to reflect on and approach the important work they do on a daily basis. You do not have to be a client of Enterprise Bank & Trust, and there is no sales pressure from the bank or the presenters.

We encourage you to take advantage of this opportunity and arm yourself with insights that support your personal growth, and help you pay it forward by elevating the communities we live in.

Sincerely,

Jim Lally

President & CEO

Enterprise Financial Services Corp

Jack Barry

Chairman & CEO, Arizona Region

Enterprise Bank & Trust

Jeff Friesen

President, Arizona Region

Enterprise Bank & Trust

Schedule at a Glance

Networking and registration starts at 8:00 a.m.
All classes begin at 8:30 a.m. and conclude by 11:30 a.m.

MARCH

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APRIL

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MAY

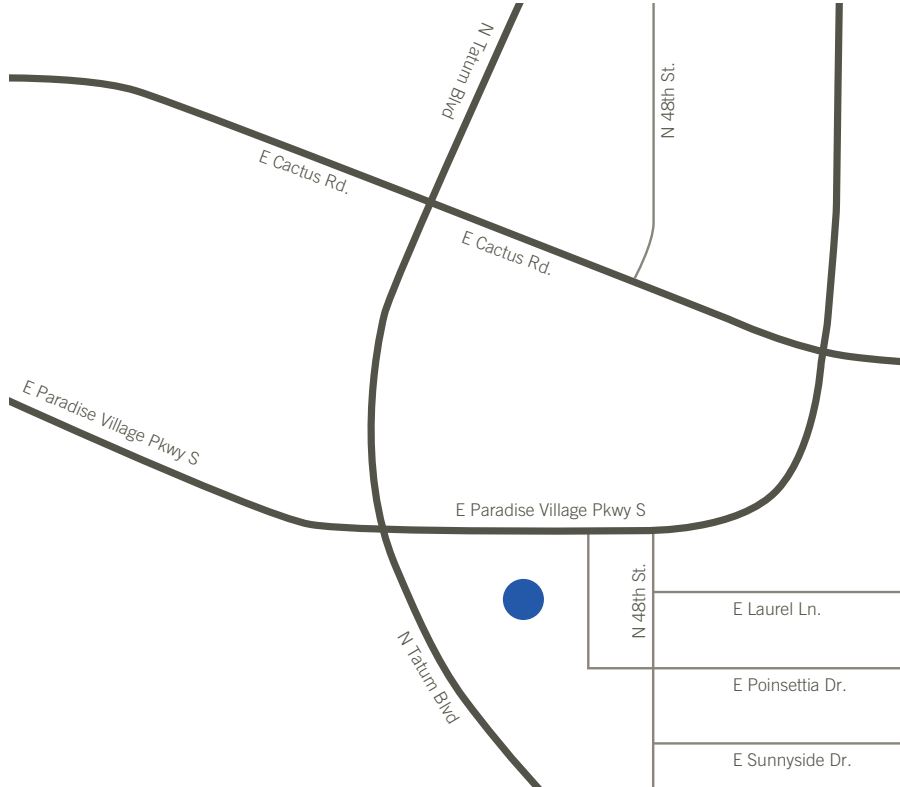
7	The big win-win: How investing the development of underserved communities can cut your tax liability	p. 7
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Location

REGISTER AT ENTERPRISEBANK.COM/EU

All courses will be held at the **Arizona Small Business Association**

11811 N Tatum Boulevard
Suite P-195
Phoenix, AZ 85028



Audiences

We have included audience markers to help you identify which classes might be best for you. Look for these markers next to each course description. Certificates of attendance are available upon request.



BUSINESS LEADERS



EVERYONE



FINANCE



HUMAN RESOURCES



INFORMATION TECHNOLOGY



MARKETING & SALES

THE BRAND CALLED “YOU”

Tracy Bullock

President, Bullock Training & Development

Building your personal brand is more than delivering goals with excellence. Learn the components of turning “high performance” into “high visibility.”

- Understand the components of your personal brand
- Learn what steps to take to build awareness in your company and the market
- Develop a personal branding strategy

SESSION:

Tuesday, April 23

AUDIENCE:



“ I am leaving today with improved goals and ideas. I appreciate Enterprise Bank & Trust offering this to the community. ”

MAKING QUICKBOOKS™ YOUR TOOL, NOT YOUR FRUSTRATION



Lamont Nesbitt

Owner, QuickBooks™ Jedi

QuickBooks™ now offers a web-based platform, and your frustrations with features, shortcuts and various program differences may be growing. With the help of this guided tour, you can make QuickBooks™ work for you.

- Learn the key differences between QuickBooks™ programs and how to determine which version is right for you
- Identify efficient shortcuts for critical tasks
- Prepare questions to ask before shifting from desktop to online

SESSION:
Tuesday, March 26

AUDIENCE:
 

THE BIG WIN-WIN: HOW INVESTING IN THE DEVELOPMENT OF UNDERSERVED COMMUNITIES CAN CUT YOUR TAX LIABILITY



Brett Siglin

Corporate & Tax Attorney, Jennings, Strouss & Salmon, PLC

There are several tax incentives that can provide substantial benefits to both investors and developers who invest or develop in low-income communities. Come learn about critical components of the programs and how to best take advantage of the benefits while helping to revitalize underserved areas.

- Define key terms in community development incentive programs
- Understand how incentive programs work and their potential benefits
- Gain an overview of the primary players in incentive participation and how to collaborate with others in the industry

SESSION:
Tuesday, May 7

AUDIENCE:
 

Management & Leadership

LEADING AND MANAGING MILLENNIALS IN THE WORKPLACE

Crystal M. Blackwell, B.A., C.L.C.

Certified Life Coach, Crystal Clear Results Life Coaching

They're the hottest commodity on the job market and are arriving in the workplace with higher expectations than any generation before them! Learn how to manage and motivate this powerful workforce.

- Understand the work and communication styles of the millennial workforce
- Learn how to motivate and coach millennial employees to achieve objectives
- Develop strategies to retain talent across generations

SESSION:

Wednesday, April 24

AUDIENCE:



ACHIEVE GREATER SUCCESS BY LEADING AUTHENTICALLY

Cindy Gordon

Owner, Business Rescue Coaching, LLC

Is there a right or wrong way to lead? YES! The right way to lead is the style that is authentic to you.

- Gain a new perspective on leadership that can be used to empower every employee within your organization
- Develop tools to increase employee engagement
- Arm yourself with resources to help you communicate with more conviction and confidence

SESSION:

Tuesday, April 9

AUDIENCE:



Management & Leadership

STRATEGICALLY PLANNING FOR SUCCESS

Clifford Jones

Managing Partner & Co-Founder, Harvey Mackay Academy

Building your dream business shouldn't make you lose your mind. Learn how to develop a plan that helps your team prioritize, achieve performance results and generate success for your business.

- Gain a formula for creating a strategic plan of action for your business
- Know how to empower your team with clear goals
- Learn how to create high-performing sales and marketing functions

SESSION:

Tuesday, April 30

AUDIENCE:



OVERCOMING BARRIERS TO ACHIEVE YOUR BUSINESS GOALS

Jeff Fierstein

Founder and Principal, Goal Achieve!

You've developed your business strategy and plan – now it is time to execute. Discover how you and your team can approach strategic plan execution and tackle arising challenges to achieve your top business goals.

- Discuss common barriers to strategic plan execution
- Evaluate which barriers are hindering your team
- Gain strategies for executing on your plan

SESSION:

Wednesday, March 27

AUDIENCE:



Management & Leadership

LEADING & COMMUNICATING WITH STYLE

Tracy Bullock

President, Bullock Training & Development

The ability to effectively relate, communicate, influence and motivate others is a critical skill in creating successful business relationships.

- Learn how to modify your behavior based on other people's work styles
- Create best practices to achieve desired outcomes you expect from meetings
- Develop a toolkit to improve the effectiveness of every meeting you attend

SESSION:

Wednesday, April 3

AUDIENCE:



“ Great content with knowledgeable and personable speakers. I left with useful and practical advice to apply on a day-to-day basis. ”

To register online, visit enterprisebank.com/eu.



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