

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 and CEO

Enterprise Financial Services Corp

Jeff Carson

President, Kansas City 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.

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MAY

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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



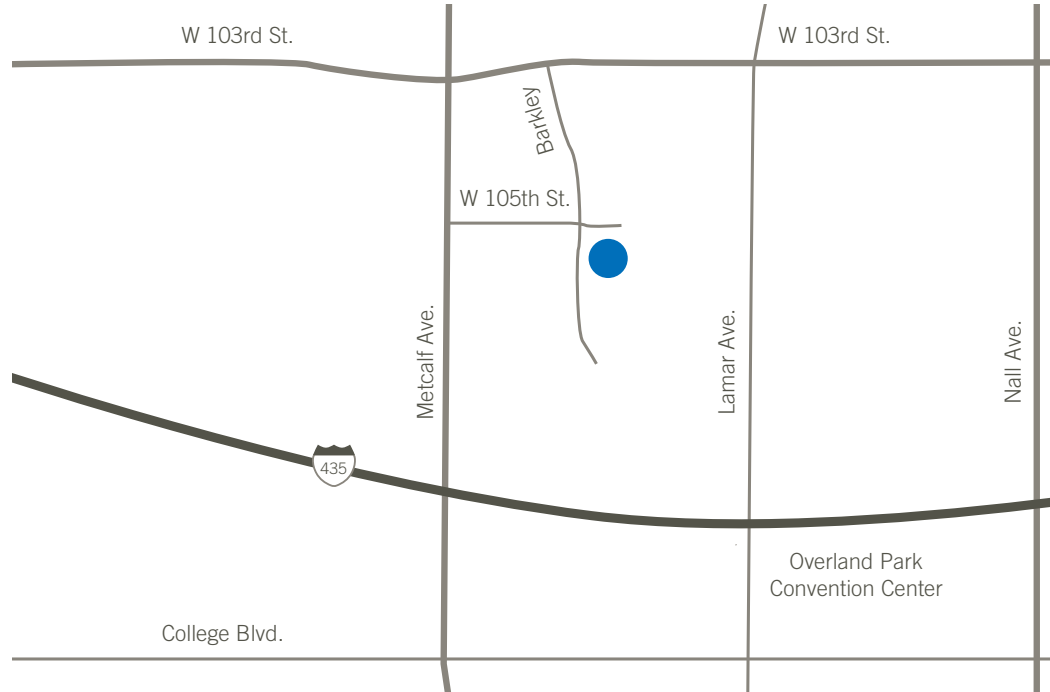
MARKETING & SALES

Location

REGISTER AT ENTERPRISEBANK.COM/EU

All courses will be held at **Training Umbrella**

10551 Barkley Street #102
Overland Park, KS 66212



REVENUE RECOGNITION CHANGES ARE HERE: IS YOUR BUSINESS READY?

Chester Moyer, CPA
Partner, RubinBrown

The standards for recognizing revenue have changed, and becoming compliant is a business-critical task. Join this expert-guided course to gain an understanding of how your business is affected by new regulations and how to successfully move forward.

- Familiarize and understand the key points of the new standard
- Explore the operational impacts on key parts of your business
- Receive takeaways for your implementation strategies

SESSION:
Wednesday, May 15

AUDIENCE:



PLANNING THE RETIREMENT YOU'LL WANT TO LIVE IN

Chris Torres, AIF®
Vice President, Wealth Advisor Team Lead, Enterprise Bank & Trust

Learn strategies to help secure the life you and your loved ones deserve, long after retirement.

- Evaluate risks to your retirement plan
- Ensure your assets outlive you
- Understand how to effectively allocate your assets

SESSION:
Monday, May 6

AUDIENCE:



Finance

PATH TO PROFITABILITY

Nancy McCullough

Founder & CEO, e2E, LLC

The future of your business is directly linked to its profitability. Profitability is dependent on understanding your financial results, how operations contribute to those results, and aligning resources to achieve your future goals. With the resources, strategies and advice of a financial professional, you can move your business along the path to growth and improved profitability.

- Learn how to closely align finances and operational aspects of your business to achieve your profit goals
- Improve capability to make profit-driven business decisions
- Address key issues to achieve measurable results

SESSION:

Friday, May 3

AUDIENCE:



CRACKING THE CASH FLOW CODE

Mike DeMaio

Principal Consultant, Crown Consulting Services

Understand the flow of money through a company and how your balance sheet impacts your cash flow.

- Understand a balance sheet
- Analyze your cash flow statement
- Improve cash flow and your bottom line

SESSION:

Wednesday, May 22

AUDIENCE:



Human Resources

BUILDING A COMPANY CULTURE THROUGH PEOPLE

Lorie White

Senior Vice President, Human Resources, Enterprise Bank & Trust

Company culture is more important than ever in relationships with your employees, partners and even your customers. By learning how to shift your talent acquisition and management strategies, you can create a culture reflective of your company's values, from the inside out.

- Learn how to identify key characteristics of your company culture
- Gain tools to help you build and protect corporate culture when selecting personnel
- Explore management strategies that foster cultural growth within your teams

SESSION:

Tuesday, May 7

AUDIENCE:



I GAVE THEM FEEDBACK AND THEY STILL HAVEN'T CHANGED

Amy Leslie

CEO, Perspective Consulting, Inc.

There are three types of feedback you can give as a leader that will lead to positive performance results.

- Learn to identify and change your “mental mindset”
- Discover the three types of feedback and when to use each one
- Receive a “Feedback Toolkit” with easy-to-use conversational tactics to make feedback an ongoing process

SESSION:

Friday, April 12

AUDIENCE:



Human Resources

SMALL BUSINESS SURVIVAL GUIDE

Erica Brune

President, Lever1

From OSHA compliance to year-end planning, the success of your growing business relies on an effective HR program. Reclaim your peace of mind with best practice policies and procedures.

- Gain a “toolkit” of resources to proactively manage HR tasks
- Understand how to hire staff and manage them within the law
- Explore common payroll mistakes to avoid

SESSION:

Tuesday, March 26

AUDIENCE:



COMBATING RISING HEALTHCARE COSTS

Erica Brune

President, Lever1

Employee health behaviors are the root cause of escalating healthcare costs. Now, more than ever, business owners have recognized the importance of integrating health and wellness into the workplace.

- Understand strategies to maintain affordable benefits coverage
- Discover convenient methods to decrease premium costs and spark employee engagement
- Gain strategies to develop healthier and more productive employees

SESSION:

Monday, May 13

AUDIENCE:



LEADING AND COMMUNICATING WITH STYLE

Dan Stalp

President, Sandler Training

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

- Learn how to modify your behavior based on 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 17

AUDIENCE:



SCALING TO WIN – ASPIRE FOR MORE

Shawn Kinkade

President & Business Coach

Aspire Business Development

Chris Steinlage

Principal & Business Coach

Aspire Business Development

Focusing on the fundamentals of your business can unlock the potential for not only sustainable growth, but also freedom from long hours and burnout.

- Develop your key growth drivers to scale your business
- Learn why “profit first” matters and how to implement this strategy
- Process and systemize a business the right way and understand how to design a unique personal brand

SESSION:

Monday, April 15

AUDIENCE:



Management & Leadership

TAKE CHARGE OF YOUR CAREER: 82,560 HOURS TO MAKE A DIFFERENCE

Amy Calvin

Principal, Brightways Consulting

If you work full time from age 22 to 65, you'll spend nearly 83,000 hours at work! This significant portion of your life deserves a proactive career plan that clarifies your goals, guides your actions and decision-making, and propels your success.

- Learn how to create your career goals and plan
- Understand how to put your career plan into action – immediately
- Receive tools and resources that will help you stay on track and keep your career plan fresh

SESSION:

Tuesday, May 21

AUDIENCE:



CYBER FRAUD: WHAT EVERY BUSINESS EXECUTIVE SHOULD UNDERSTAND AND DO ABOUT IT

Rich Watson

Vice President, Information Security Officer, Enterprise Bank & Trust

Learn to protect and defend against dangerous threats to your organization.

- Understand the nature of cyber fraud risk
- Protect against cyber fraud within your organization
- Empower and educate employees and customers about cyber fraud risks

SESSION:

Tuesday, April 16

AUDIENCE:



Marketing

REGISTER AT [ENTERPRISEBANK.COM/EU](https://enterprisebank.com/eu)

LINKEDIN DEEP DIVE — GROWING YOUR BUSINESS THROUGH EFFECTIVE NETWORKING

Jason Terry

Principal, Blue Gurus

Connections are only half the battle of growing your business. Take a guided exploration through best practices for successful prospecting.

- Create a memorable LinkedIn profile to attract potential connections
- Learn how to prospect effectively
- Utilize LinkedIn's search capabilities to maximize networking

SESSION:

Wednesday, April 24

AUDIENCE:



LET'S TALK ABOUT YOUR BRAND

Sarah Chan

Account Supervisor, Trozzolo

Brad Hamilton

Group Creative Director, Trozzolo

Your brand is one of your most important company assets. So it's critical to begin to understand how to build and express it.

- Learn the basics of brand building
- Harness the power of identity
- Define your key branding building blocks

SESSION:

Friday, May 10

AUDIENCE:



GENERATING MEDIA ATTENTION FOR YOUR BUSINESS

Alex Greenwood

Principal, AGPR Public Relations & Marketing

Maximize your efforts to gain media attention for your business by understanding how to work with local media. Join this deep dive into effective media relations.

- Learn how the local news media works and what is and isn't "news" to reporters
- Develop effective communication tactics to promote your business with the press
- Integrate media relations into your marketing strategy

SESSION:

Thursday, May 2

AUDIENCE:



ENGAGE AND EDUCATE: MARKETING WITH CONTENT AND SOCIAL MEDIA

Kara Cowie

Vice President of Corporate Communications, SkillPath

Katie Parrish

Thought Leadership Editor, SkillPath

By strategically using social media and content marketing, you can capture your clients' and prospects' attention while driving marketing initiatives.

- Learn how to develop a content strategy that aligns with your goals
- Discuss best practices in social media marketing
- Explore tools designed to help you reach your target audience

SESSION:

Tuesday, April 9

AUDIENCE:



To register online, visit enterprisebank.com/eu.



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