

ENTERPRISE UNIVERSITY

Better your business knowledge. One course at a time.



WELCOME TO
**ENTERPRISE
UNIVERSITY**

KANSAS CITY | FALL 2019

Come See What's New With Enterprise University!

Enterprise University classes challenge and energize attendees with thought-provoking material from presenters who live what they're teaching. Our workshop format ensures you leave with knowledge that can be put to use immediately in bettering yourself and your business.

We've made a few enhancements to make your experience with Enterprise University better than ever, including:

- Shorter, two-hour courses
- Faster kiosk check-in
- Designated time for you to network

As always, courses are offered at no cost to you—and you do not need to be a client of Enterprise Bank & Trust to attend. You can sign up for one course, or as many courses as you'd like.

By attending a course, you become one of more than 18,000 professionals who have participated in Enterprise University since launching in 2003. Join our network by registering today. We look forward to seeing you this fall.

FALL 2019
**COURSE
OVERVIEW**

KANSAS CITY | ENTERPRISE UNIVERSITY

All courses will be held at Training Umbrella

10551 Barkley Street #102
Overland Park, KS 66212



I love that these classes are offered to everyone, even if you are not a customer.

FALL 2019 COURSE SCHEDULE

SEPTEMBER

10	How to Give Feedback & Manage Conflict in the Workplace	p. 13
11	Fundamentals of Intellectual Property	p. 25
19	The Freedom Workshop: Creating a Business That Can Run Without You	p. 17
25	Cracking the Cash Flow Code	p. 9

REGISTRATION

Enterprise University classes are offered at no cost. To register for one or more classes, please visit enterprisebank.com/eu.

Certificates of attendance are available upon request.

All classes begin at 8:30 a.m. and conclude by 10:30 a.m.

Check-in and continental breakfast begin at 8:00 a.m.

OCTOBER

- | | | |
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| 2 | Rethink Your Internal Communications Strategy to Boost Employee Engagement | p. 14 |
| 3 | The Power of Connections | p. 18 |
| 9 | Combating Rising Health Care Costs | p. 10 |
| 10 | LinkedIn™ Deep Dive: Growing Your Business Through Effective Networking | p. 21 |
| 23 | Investing in Your Brand: The Creation, Care and Feeding of Inspiring (And Profitable) Brands | p. 22 |
| 24 | Driving Success Through Better Strategy Execution: <i>The 5 Essential Practices</i> | p. 19 |
| 29 | Planning the Retirement You'll Want to Live In | p. 11 |
| 30 | People Suck! How to Deal with Difficult People | p. 20 |

NOVEMBER

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| 5 | Top 10 HR Mistakes That Could Put Your Business at Risk | p. 15 |
| 6 | Path to Profitability | p. 12 |
| 7 | Ignite Your Instagram™: Strategy & Content 101 | p. 23 |
| 13 | How Your Employees Know They Are Really Valuable | p. 16 |
| 14 | Before the Emergency: Crisis Communication Planning | p. 24 |

AUDIENCES

We have included audience markers to help you identify which classes will best fit your needs. Look for these markers above each course description.

BUSINESS AREA



ALL AREAS



BUSINESS LEADERS



FINANCE



HUMAN RESOURCES



INFORMATION TECHNOLOGY



MARKETING & SALES

LEVEL



BEGINNER



INTERMEDIATE



EXPERT

FALL 2019
**COURSE
DESCRIPTIONS**

KANSAS CITY | ENTERPRISE UNIVERSITY

COURSES: **FINANCE**



WED
SEP
25

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



WED
OCT
09

COMBATING RISING HEALTH CARE COSTS

Erica Brune

President, Lever1

Mark Avery

Chief Strategy Officer, Truss

Employee health behaviors are the root cause of escalating health care costs. Now, more than ever, business leaders have recognized the importance of integrating health and wellness into the workplace. *Attendees will receive exclusive results from business leader survey.*

- Learn strategies to maintain affordable benefits coverage
- Discover convenient methods to decrease premium costs and spark employee engagement
- Develop a plan to encourage healthier and more productive employees

*Practical insights
delivered in an
easy to understand
manner.*

COURSES: FINANCE



TUE
OCT
29

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



WED
NOV
06

PATH TO PROFITABILITY

Nancy McCollough
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 your ability to make profit-driven business decisions
- Identify obstacles to address so you can achieve measurable results

What a great opportunity for small and private business owners to get information at no cost.

COURSES: HUMAN RESOURCES



TUE
SEP
10

HOW TO GIVE FEEDBACK &
MANAGE CONFLICT IN
THE WORKPLACE

Haley Grayless, MSOD
Consultant, Perspective Consulting, Inc.

A workshop for anyone wanting to learn more about effectively giving and receiving feedback, as well as conflict management, in the workplace.

- Learn methods for effective feedback between coworkers
- Empower people to not fear conflict, but know how to manage it well
- Understand how to proactively prevent unnecessary animosity between team members



WED
OCT
02

RETHINK YOUR INTERNAL COMMUNICATIONS STRATEGY TO BOOST EMPLOYEE ENGAGEMENT

Kara Cowie
Vice President of Corporate Communications,
SkillPath

In this workshop, we'll discuss what employees want from their managers and, in turn, what managers want from employees. Learn about typical communication snags, hyper-connectivity challenges that impede effective communications, and how you can improve internal communication in your organizational for optimal employee engagement.

- Evaluate the communication challenges in your organization
- Discover ways to improve internal communications, starting at the very top of your organization's leadership
- Develop a consistent internal communications plan

I was able to take away many different tools to bring back to my company to plan for next year. I am excited to share what I learned with my team!

COURSES: HUMAN RESOURCES



TUE
NOV
05

TOP 10 HR MISTAKES THAT
COULD PUT YOUR BUSINESS
AT RISK

Erica Brune
President, Lever1

There are 10 common mistakes in Human Resources that can put you and your business at risk. Whether you're a team leader or C-suite executive, it is critical to understand how to reduce your exposure for lawsuits. This session explores workable strategies to help you manage HR at your business. Learn how to navigate the challenges ranging from discrimination and wrongful termination to harassment and employee paperwork.

- Explore HR obstacles for business leaders and how to avoid the pitfalls
- Learn how to better implement and track key HR objectives
- Discover how to set behavioral expectations and audit performance



WED
NOV
13

HOW YOUR EMPLOYEES KNOW THEY ARE REALLY VALUABLE

Patty Backman
CEO, Synthesus, LLC

Every employee wants to know they are making valuable contributions to their organization. In this course, leaders will learn how to align their employees' contributions to their organization's strategic goals and purpose, and communicate critical information along the way.

- Align your team's priorities to your company's strategic goals
- Learn to provide employees with a direct line-of-sight into how their individual contributions impact the organization
- Identify and communicate project priorities, resource allocation and objective performance measurements

*The information
was so relevant
and will open up
conversations within
our organization.
Thank you!*

COURSES: MANAGEMENT & LEADERSHIP



THUR
SEP
19

THE FREEDOM WORKSHOP:
CREATING A BUSINESS THAT CAN
RUN WITHOUT YOU

Shawn Kinkade and Chris Steinlage
Business Advisors, Aspire
Business Development

You started your business for the freedom that comes with running your own company: the freedom to earn what you deserve, to work for whoever you want, when you want, and from wherever you want. That dream remains elusive for many business owners. The Freedom Workshop is an interactive, “roll-up-your-sleeves” session, dedicated to getting you back on track to gaining the freedom you deserve as a business owner.

- Discover the eight value drivers that impact the health and viability of your business
- Learn how to guarantee profitability for your business
- Identify products/services that will help you scale the most



THUR
OCT
03

THE POWER OF CONNECTIONS

Tanika Cherie'

Published Author, Speaker & Co-Founder, Be a Bridge & Elevate

This transformative and interactive course will prepare and equip you with comprehensive tips and techniques to stay connected to your network, identify what tools are already in your toolbox and learn how to effectively maximize your resources.

- Understand how to better communicate, connect, and network with confidence
- Learn the truth about change, choices & transformation in your personal and professional lives
- Discover how your connections can help you bridge the gap in both team and client relations

I found examples that not only will help me personally, but will help my clients as well.

COURSES: MANAGEMENT & LEADERSHIP



THUR
OCT
24

DRIVING SUCCESS THROUGH
BETTER STRATEGY EXECUTION:
THE 5 ESSENTIAL PRACTICES

Dave Pickhardt and Robert Glenski
Principals, Glenski Group | T5E Associates

This session will share a proven model of operational leadership that will quickly lead to better business results. You will learn *The 5 Essential Practices* and tap into over 100 proven best practices to improve execution of business strategies, goals, and objectives.

- Learn *The 5 Essential Practices (T5E)* that drive strategy execution to achieve better business results
- Discover high pay-off activities, skills, and measurements that support T5E to improve strategy execution
- Create an T5E action plan to implement immediately for improved results



WED
OCT
30

PEOPLE SUCK! HOW TO DEAL WITH DIFFICULT PEOPLE

Dan Stalp
President, Sandler Training

Are you or your employees sick of putting out fires? Frustrated by difficult people or situations being passed around like a hot potato? Tired of being so reactive to other's expectations? Timelines, promises, and high expectations can throw off even the best at their craft. In this highly interactive session, discover how to avoid excuses, blame, and denial.

- Learn how to separate your identity from your role
- Discover how certain personality types play into difficult relationships
- Identify techniques to neutralize and management difficult people

*This course was
fantastic; the
speaker was very
engaging and fun
to listen to.*

COURSES: MARKETING



THUR
OCT
10

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
- Use status updates to stay top of mind with your connections and prospects
- Learn how to research prospects effectively



WED
OCT
23

INVESTING IN YOUR BRAND: THE CREATION, CARE AND FEEDING OF INSPIRING (AND PROFITABLE) BRANDS

Megan Stephens

Managing Principal & CEO, Willoughby Design, Inc.

This workshop will take you through the branding process, including how to determine where your brand is in its life cycle, how to engage with an agency and how to set the groundwork for success.

- Learn why brand development is a capital investment and not a marketing expense
- Define your brand strategy and how it works with business strategy to guide your marketing
- Design your brand identity experience - *Hint: If you only have a logo then you're just getting started*

Thank you for so many courses related to many aspects of business for new or small business owners.

COURSES: MARKETING



THUR
NOV
07

IGNITE YOUR INSTAGRAM™:
STRATEGY & CONTENT 101

Kerri Voyles

*Director of Marketing & Communications,
Central Exchange*

Instagram™ — it's the fastest growing social platform. Are you maximizing it for your business or personal brand? In this interactive session, you'll learn some basic steps for Instagram™ strategy and content. Be sure to bring a fully charged phone or computer logged into your Instagram™ account!

Please note: This course will not review basics of setting up an account and navigating the app.

- Explore nine tips for Instagram™ post content
- Walk away with resources to continue and enhance your Instagram™ journey
- Discover ways to utilize Instagram™ as a powerful tool in your toolbox to cultivate relationships and generate business



THUR
NOV
14

BEFORE THE EMERGENCY: CRISIS COMMUNICATION PLANNING

Alex Greenwood
Principal, AGPR Public Relations & Marketing

The goal of a crisis communication plan is to help you be prepared and respond more quickly and effectively when you need to correct or handle a negative situation. The successful institution will be viewed as responsive, truthful, and concerned about the audience served. In this beginner's introduction to crisis communication plans, you'll learn the components of building a plan for your business or organization.

- Discover why a crisis communications plan is essential
- Learn what comprises a successful crisis communications plan
- Define your crisis communication plan using our outline as a template

The training was relevant, realistic, and applicable. I have learned a lot of info that I can apply immediately.

COURSES: TRENDING



WED
SEP
11

FUNDAMENTALS OF INTELLECTUAL PROPERTY

Jon Hines
Patent Attorney, Erise IP

In today's complex world, it is important for growing and innovative companies to learn best practices surrounding your company's intellectual property. Join us as we go through the four different types of intellectual property (Patents, Trademarks, Copyrights, and Trade Secrets) relevant to businesses.

- Determine which types of intellectual property are most important for your business
- Use available intellectual property rights to protect your innovative ideas and market share
- Plan for new intellectual property that your company will develop

Enterprise University is a great opportunity for small- and mid-sized business leaders to learn. Thank you for putting these on!

To register online, visit enterprisebank.com/eu.



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