

ENTERPRISE UNIVERSITY

Better your business knowledge. One course at a time.



WELCOME TO
**ENTERPRISE
UNIVERSITY**

ST. LOUIS | 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.

INFORMATION: **COURSE SCHEDULE**

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.


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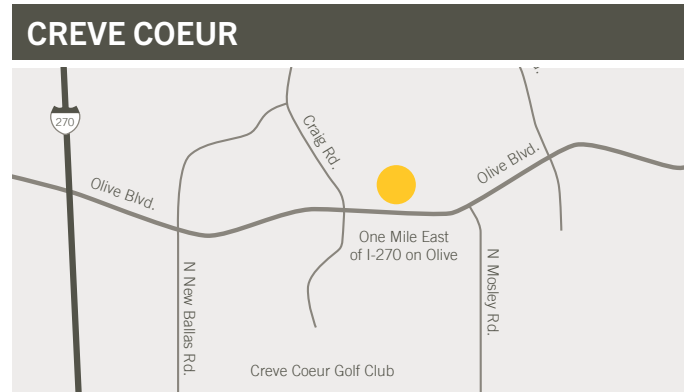


LOCATION KEY

 JEFFERSON COLLEGE

 PERRYVILLE

INFORMATION: **COURSE LOCATIONS**

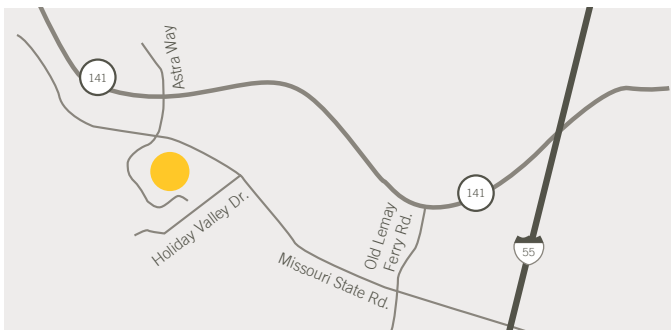


Enterprise Bank & Trust
11401 Olive Blvd.
Creve Coeur, MO 63141

All classes take place at the Creve Coeur location unless noted otherwise.

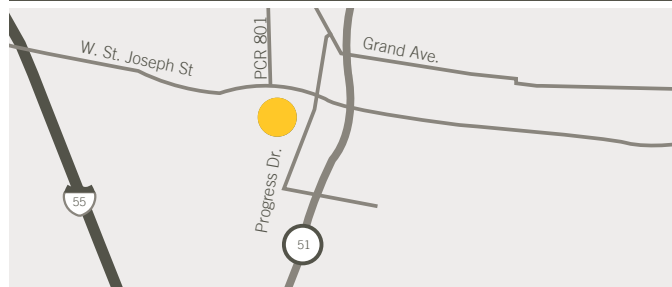
Look for an asterisk (*) beside the date in the Course Description section for classes that take place at a different location.

JEFFERSON COLLEGE



1687 Missouri State Rd.
Arnold, MO 63010
Courses hosted in Lecture Room 304

PERRYVILLE AREA HIGHER EDUCATION CENTER



108 S Progress Dr.
Perryville, MO 63775

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**

ST. LOUIS | ENTERPRISE UNIVERSITY

COURSES: FINANCE



THUR
SEP
19

TOP FIVE PROFIT BOOSTERS AND
SIX STEPS TO SYSTEMATIZE YOUR
BUSINESS FOR GROWTH

Sheles Wallace

*Award Winning Business Coach, Certified
Keynote Speaker and Trainer, Billionaire
Thoughts*

The same growth principles that large companies use for exponential growth can be scaled to grow profits in your own business. Learn strategies to impact the five ways to double your business profits; increasing your high-quality leads, improving your conversion rate, average dollar sale, number of transactions per client, and profit margin.

- Learn how to achieve consistent, reliable cash flow
- Gain control of your time, team, and money
- Take steps towards financial mastery and understanding the numbers that drive any business



TUE
SEP
24

MEASURING REVENUE RETURN ON MARKETING AND SALES BUDGETS

Tara Kinney
CEO, Atomic Revenue

You have to spend money to make money and knowing the right-size of your marketing and sales budgets can help you to manage efficiently. Learn how to measure what's working and what's not to get more revenue bang for your buck.

- Empower performance with the right people accessing and providing the right data
- Make data-driven decisions about budget size and allocation in your strategic planning process
- Build a data strategy and culture that thrives on profitable performance and Return on Investment (ROI) accountability



WED
OCT
09

MEANINGFUL CASH FLOW: IT'S AVAILABLE IN UNLIKELY PLACES

Bruce Kellerman
Director, Expense Reduction Analysts

Whether your business is growing or compensating for a revenue shortfall, increased cash flow will help you.

- Learn fundamental principles that will allow your company to recover additional cash flow
- Review the 10 best practices of companies with exceptional expense management
- Develop an effective strategy for expense management in your business

COURSES: **FINANCE**



WED
NOV
06*

FUNDAMENTALS OF QUICKBOOKS™ ONLINE (QBO)

Gregg M. Cole, CPA, MBA, CITP
President/CEO, Cole & Company, PC

Dive into an in-depth discussion of QuickBooks™ Online (QBO) with a QBO Advanced Certified Professional. You will learn how QBO can help you generate greater wealth during ownership and help you prepare your exit strategy.

- Gain a better understanding of QBO capabilities
- Increase business value
- Learn how to improve your accounting efficiency

 **Jefferson College**



THUR
NOV
21

NAVIGATING HEALTH CARE FOR BUSINESS

Tim Wells
Director of Benefits, Crane Agency

Health care is often riddled with confusion, ambiguity and dissatisfaction for businesses. As the number one cause for bankruptcy in America and, for some businesses, the largest expense incurred throughout the year, health care requires continuous education and advocacy. *Attendees will receive exclusive results from business leader survey.*

- Understand the current landscape of health care
- Recognize how health care impacts you and your organization
- Identify how high deductible health plans fit into your business plan and how you can make the most of them

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

COURSES: HUMAN RESOURCES



WED
SEP
18

ACHIEVING RESPECTFUL,
HEALTHY, HIGH PERFORMING
TEAMS

Lisa Yankowitz

The Workplace Educator, Informed Workplace

Why is it that some teams consistently meet performance goals while others struggle? We are not all motivated in the same way or by the same things, nor do we see a concept like accountability in the same way. So, what's the key to a high performing team? Short answer - scrap the golden rule.

- Understand engagement, disengagement and motivation and why the distinctions are important
- Learn about temperament and how each person sees engagement, accountability, and team performance
- Discover how to tailor your interactions with individual team members to inspire performance and accountability for their role in the team's continued success



TUE
OCT
01

THE MODERN WORKPLACE: ADVANCES IN EMPLOYMENT LAW

James M. Paul and Eric A. Todd
Shareholders, Olgetree Deakins

A myriad of federal, state and local laws governing the workplace impose requirements and obligations with which both employers and employees must comply. Learn the latest developments regarding employee paid sick time rules, alternative work arrangements (flex time, telecommuting and unlimited PTO), leaves of absence, and job accommodations (service/emotional support animals and medical marijuana).

- Learn the various employment law requirements that apply to your organization
- Identify ways to ensure legal compliance while also improving your workplace culture
- Take important knowledge back to your organization to update policies and train your supervisors

ADDITIONAL SESSION:

October 30 at **Jefferson College** (pg. 15)



THUR
OCT
03

I GAVE THEM FEEDBACK AND THEY STILL HAVEN'T CHANGED

Dr. Zach Schaefer
CEO, Spark the Discussion

Have you given your employees feedback and aren't seeing results? Attend this course to learn the 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” when giving feedback
- Discover the three types of feedback, and when to use each one
- Receive a “Feedback Toolkit” with easy-to-use conversational tactics to make productive feedback an ongoing process

COURSES: HUMAN RESOURCES



WED
OCT
30*

THE MODERN WORKPLACE: ADVANCES IN EMPLOYMENT LAW

Andrew Metcalf
Attorney, Olgetree Deakins

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- Take important knowledge back to your organization to update policies and train your supervisors





TUE
OCT
22

FINDING THE BEST FIT FOR YOUR COMPANY

Bob Grace, Ph.D.
Principal Consultant, The Leadership Effect

Hiring managers need to make best use of time they spend with prospective candidates to be effective during the interview process. Research shows most managers do a poor job of assessing an individual's fit within the organization. Hiring managers can improve the quality of their hiring decisions by focusing on behavioral questions.

- Define your ideal candidate to decrease the time spent on interviewing
- Learn interviewing techniques to focus on cultural fit within your business
- Improve the quality and accuracy of your hiring decisions

ADDITIONAL SESSION:
November 13 at **Perryville** (pg. [17](#))



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



WED
NOV
13*

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WED
NOV
13*

LEADING AND COMMUNICATING WITH STYLE

Patti Harty
Senior Associate, Sandler Training

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

- Learn how to modify your behavior based on others' 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

 **Jefferson College**



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



COURSES: MANAGEMENT & LEADERSHIP



THUR
SEP
12

SALES MANAGEMENT FOR NON-
SALES EXECUTIVES

Jim Messina
*Partner, LIBRIX A Training & Development
Agency*

Unlock the “black box” of the sales world so you can hire and manage sales professionals with confidence.

- Take a deep dive into the world of selling, breaking it into objective, observable pieces
- Learn ways to determine sales associates and managers who are the best cultural fit for your company
- Implement best practices for motivational compensation structures and incentive programs



THUR
SEP
17

THE COURAGEOUS LEADER: AN INTRODUCTION TO DARE TO LEAD™

Justine Froelker

*Author, Speaker, Certified Dare to Lead™
Facilitator, JBF Therapy & Coaching, LLC*

Based on the research of Dr. Brené Brown, this class will introduce the Dare to Lead™ curriculum, a courage-building program for leaders. Daring leaders know how to have hard conversations, hold themselves and others accountable, lead with empathy and connection, take smart risks that lead to innovation, build trust, reset quickly after disappointments and setbacks, and give and receive feedback – even when it's tough.

- Learn the four skills of courage and what makes a daring leader
- Determine your call to courage as a leader
- Understand the role of courage and vulnerability in daring leadership



WED
SEP
25

HOW TO USE BUSINESS INTELLIGENCE (BI) TO SUPERCHARGE YOUR BUSINESS & CRUSH YOUR COMPETITION

Rick Cottrell, CDPFA, CPBA, CPHDA
CEO, BizResults.com

Over 80% of small- to medium-sized business owners don't use good, hard data to understand and grow their businesses. They frequently rely on "hopes, dreams and wishes" that keeps them in a state of mediocrity and creates significant frustration. Join us as we demystify how entrepreneurs and their leadership teams can use BI to help confidently grow their businesses.

- Receive valuable insight to help you accelerate your business' performance through BI and Predictive Analytics
- Walk away with a scorecard tool that can be quickly implemented and immediately deliver results
- Understand the six basic components that every business must master to achieve next-level success

COURSES: MANAGEMENT & LEADERSHIP



WED
OCT
02

THE EIGHT FUNDAMENTALS OF MENTORING

Rik Nemanick, Ph.D.
Principal Consultant, The Leadership Effect

Working with a mentor is one of the best ways to develop and retain leadership talent. Many organizations want to encourage their leaders to be mentors, but often don't know what skills are needed to be effective. This workshop, based on the facilitator's book, "The Mentor's Way," teaches participants the fundamentals of building successful mentoring partnerships.

- Understand the key role mentors play in developing talent
- Learn eight key rules for establishing and growing mentoring partnerships
- Practice skills for holding successful mentoring conversations



THUR
OCT
10

BUILDING A POWERFUL BUSINESS STRATEGY

Jim Del Carmen
Partner, Collaborative Strategies, Inc.

Attend this course to learn how to design and implement a powerful business plan and what to expect from it.

- Better understand what strategic thinking is and why it is important
- Learn how to develop your organization's vision and strategy
- Make your strategy more actionable for results



THUR
OCT
17

ACCOUNTABILITY, CULTURE, AND THE EXTRAORDINARY COMPANY RESULTS

Dina Readinger
CEO, Ace Coaching Company, LLC

Changing organizational culture is a challenging endeavor and requires a great deal of commitment and dedication on the part of the management team to make it work. This leadership development course is focused on how to drive optimal team performance and manage the culture that is needed to remain viable and successful.

- Take the *Personal Core Values Assessment*, which characterizes and measures a person's innate nature
- Learn how to diagnose your culture issues and opportunities
- Discover tools to help you implement your desired culture

COURSES: MANAGEMENT & LEADERSHIP



TUE
OCT
29

DELEGATE LIKE A BOSS

Erin Joy

Founder & CEO, Black Dress Circle

Effective delegation skills are critical for business leaders to get the most out of their team. If you struggle with delegation, this is the workshop for you. Whether you're asking the wrong person or asking the wrong way, we'll get to the heart of your troubles and learn the skills necessary to delegate like a boss. In addition, we'll be workshopping one of your own delegation projects, so you can go back to the office and immediately start making your new delegation skills work for you.

- Cultivate an effective mindset for delegation
- Implement a winning step-by-step formula/checklist for delegating large projects and small tasks
- Learn how to troubleshoot when delegation goes wrong



WED
NOV
06

STRATEGIES TO UNLEASH SALES INCENTIVE PROGRAM POTENTIAL AND DELIVER RETURN ON INVESTMENT (ROI)

Chris Galloway
VP, General Manager, PX Exchange

Sales people, distributors, dealers and business-to-business customers can be motivated to DO more with your company through the use of “experience-driven” incentive programs. However, poorly designed programs can have the opposite effect. In this course, you will learn the essentials of a sales’ incentive program design and how to maximize long-term ROI.

- Design better programs by focusing on delivering better experiences
- Motivate your sales team’s performance as a strategic and sustainable engine for growth
- Measure program effectiveness with Key Performance Indicators (KPIs) that reach beyond the financials

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

COURSES: MARKETING



WED
SEP
11

MARKETING AS A WEAPON

Dan Klein
Partner, Spoke Marketing

An investment in marketing shouldn't cost you money; it should make you money.

- Learn the differentiators of successful companies
- Identify your target market influencers
- Understand and utilize buying triggers that drive sales



TUE
OCT
15

MASTERING LINKEDIN™ FOR BUSINESS AND SALES

Kathy Bernard
CEO, WiserU, LLC

LinkedIn™ can be the single best way to reach your prospects and market your product or service, IF you know how to maximize your presence! In this course, learn how to improve your profile and presence to stay top of mind with your potential customers so they will choose you when they are ready to buy.

- Discover how to target and reach business prospects using LinkedIn™ tools
- Develop your profile and company page to establish and build your presence while attracting the right customers
- Determine how to deliver your LinkedIn™ messages to drive sales

ADDITIONAL SESSION:

October 23 at Jefferson College (pg. [26](#))



WED
OCT
16

PERSONAL BRANDING JUST MAKES FINANCIAL SENSE

Keisha Mabry
Creator & Founder, The Connection Curator

Did you know that those who continuously build their personal brands make, on average, \$29,000 more annually than those who don't? In this session, connection guru Keisha Mabry will lead attendees through everyday strategies to help you build your brand (and thus your finances) on a daily, weekly and monthly basis.

- Create your personal brands in 15-minutes using Keisha's brand lib activity
- Learn five to ten strategies to connect with people and expand your brand online and off
- Discover how to make personal branding a part of your daily to-do's without adding more to your plate



WED
OCT
23*

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- Discover how to target and reach business prospects using LinkedIn™ tools
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- Determine how to deliver your LinkedIn™ messages to drive sales



COURSES: MARKETING



WED
OCT
30

THE SEVEN KEY COMPONENTS OF A SUCCESSFUL MARKETING STRATEGY

Andrea Arco

Founder & CEO, Arco + Associates

Jillian Hausmann

Partner & Communications Director,

Arco + Associates

Now is the time for marketing leaders to prepare and strategize how to best position their organization for success. To gain competitive advantage, marketing initiatives must not take place in a silo. Every marketing decision and component of the comprehensive marketing plan must be firmly connected to strategic business drivers and objectives.

- Refine your role in a way that gives your organization leverage in a complex marketplace
- Learn how to assess your marketing department or outsourced resource
- Understand what a marketing strategy should include and how each component works together



THUR
OCT
31

GETTING TO YOUR VISION:
ALIGNING YOUR SALES
ORGANIZATION TO YOUR
STRATEGIC GOALS

Patti Harty
Senior Associate, Sandler Training

For business owners focused on growth, one of the biggest opportunities is making the sales organization more productive. There is a clear connection between the effectiveness of a leader and the outcomes of the sales organization. **WARNING:** You must be willing to embrace change and new ideas to benefit from this session.

- Learn the processes and behaviors you can apply to get your sales teams to reach new levels
- Create a clear plan for aligning your sales organization to your company's vision for success
- Discover critical skills to attract talent, create a culture of performance, and accelerate sales results



WED
NOV
13

LEADING YOUR MARKETING
TEAM TO IMPACT REVENUE

Ashlyn Brewer and Nick Sargent
Vice Presidents, Standing Partnership

Marketing can and should drive a measurable impact on revenue. In this session, we'll outline what's possible and provide actionable steps for how to transform your marketing function to better support your growth goals.

- Learn what you should expect from your marketing function in today's world
- See real-life case studies of growth marketing in action
- Discover the steps you can take right now to transform your marketing function

COURSES: TRENDING



TUE
NOV
05

THE TECHNOLOGY PRE-NUP:
PROTECTING YOUR INTELLECTUAL
PROPERTY WHEN WORKING
WITH OTHERS

Joseph (Joe) Walsh and Bryan Wheelock
Principals, Harness Dickey

In today's complex world, there will be a time that every successful business will need to work with outside companies to achieve its full potential. This course will focus on the best practices for protecting your intellectual property when that time comes.

- Negotiate effective confidentiality agreements, and recognize and deal with their limitations
- Use available intellectual property rights to protect your innovative ideas and market share
- Appropriately apportion ownership and control of jointly developed technology



THUR
NOV
14

FOUNDATIONS OF BUSINESS
AGILITY

John Krewson
President, Sketch Development

Today's unprecedented pace of change requires businesses to think and act differently. The mindset, skills, and practices that helped us achieve success in the past might not help us thrive in the future. Business agility is the ability to sense and nimbly respond to changes as your normal manner of working.

- Gain an understanding of agile values, principles and practices
- Explore how agile companies succeed in the 21st century with the most commonly applied frameworks and practices
- Understand the leader's role in an Agile organization

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

To register online, visit enterprisebank.com/eu.



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