

WELCOME TO
**ENTERPRISE
UNIVERSITY**

- BETTER YOUR BUSINESS KNOWLEDGE,
ONE COURSE AT A TIME
- **NO-COST** BUSINESS TRAINING
- COURSES ARE **TWO HOURS** LONG
- LED BY PROFESSIONALS WHO ARE
EXPERTS IN THEIR INDUSTRY

“

**A CURRICULUM TO
MAKE YOU AND YOUR
COMPANY BETTER.**

”

— JIM LALLY, PRESIDENT & CEO
ENTERPRISE FINANCIAL SERVICES CORP

SCHEDULE

MARCH

11	C	Using the Power of Story to Grow Your Business <i>(NEW)</i>	p. 25
18	C	Dare to Lead™: How Courageous Resilience Overcomes Burnout <i>(NEW)</i>	p. 19
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26	C	Introduction to the Five Behaviors of a Cohesive Team Model <i>(NEW)</i>	p. 20
31	C	Using Business Intelligence to Survive and Thrive in Any Economy	p. 26



LOCATION KEY

- A ARNOLD
- C CREVE COEUR
- P PERRYVILLE

APRIL

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1	C	The Myth of Doing It All (NEW)	p. 21
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MAY

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REGISTRATION

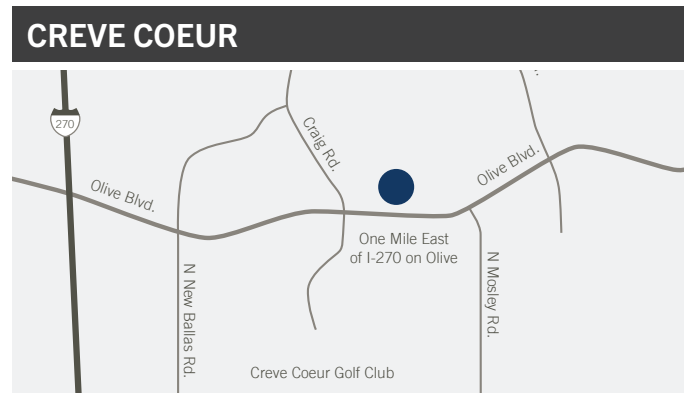
Enterprise University classes are offered at no cost to you. To register for one or more classes, please visit enterprisebank.com/eu.

Certificates of attendance are available upon request.

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

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

LOCATIONS

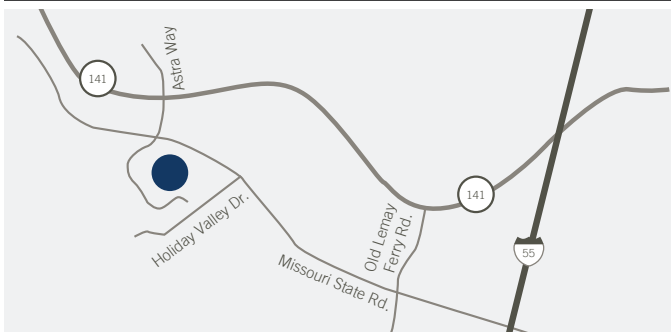


Enterprise Bank & Trust

11401 Olive Blvd.

Creve Coeur, MO 63141

ARNOLD



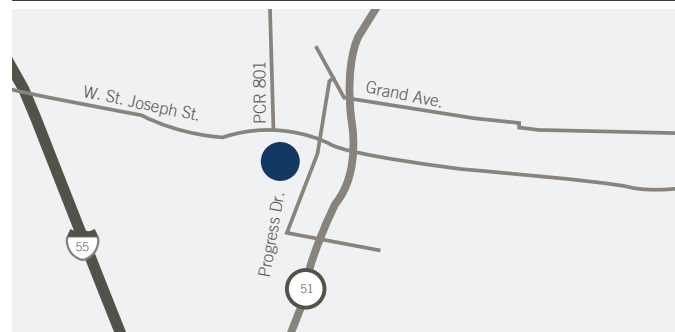
Jefferson College

1687 Missouri State Rd.

Arnold, MO 63010

Refer to course description for room location

PERRYVILLE



Perryville Area Higher Education Center

108 S Progress Dr.

Perryville, MO 63775

COURSE AUDIENCES







Audience markers are included to help you identify which classes will best fit your needs. Look for these markers below each course description.

LEVEL

Introductory courses will introduce you to the subject matter and prepare you for future courses. Prior knowledge of the subject is not required.

Advanced courses will provide a deeper level of understanding of the subject matter. Prior knowledge or experience with the subject matter is recommended.

BUSINESS AREAS

-  All Areas
-  Business Leaders
-  Finance
-  Human Resources
-  Information Technology
-  Marketing & Sales

COURSE DESCRIPTIONS

TOPICS

FINANCE.....	9-12
HUMAN RESOURCES.....	13-18
MANAGEMENT & LEADERSHIP	19-24
MARKETING & SALES	25-32
TRENDING	33

FINANCE

WED
APR
01

MEANINGFUL CASH FLOW: IT'S AVAILABLE IN UNLIKELY PLACES

John Hall
Senior Principal Consultant
Expense Reduction Analysts

Description:

If you have a nagging feeling or curiosity you're overpaying suppliers by meaningful amounts, this course is for you. Learn where and how to find and recover meaningful cash flow that is likely available. The cash can be used to fund a business need, solve a problem or improve your bottom line.

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

Location:

Arnold, Room 201

Level:

Introductory

Business Area(s):



TUE
APR
07

MEANINGFUL CASH FLOW: IT'S AVAILABLE IN UNLIKELY PLACES

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Expense Reduction Analysts

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Location:

Creve Coeur

Level:

Introductory

Business Area(s):



WED
APR
22

MEASURING REVENUE RETURN ON MARKETING AND SALES SPEND

Tara Kinney
CEO
Atomic Revenue, LLC

Description:

You have to spend money to make money. Knowing how to right-size your marketing and sales budgets with accountability metrics will propel your business growth. Learn how to measure what's working and what's not to get more return on your investment.

- Empower performance with the right data to and from the right people
- Make data-driven decisions about budget allocation and performance management
- Build a marketing and sales culture that thrives on profitability and accountability

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



FINANCE

WED
MAY
06

TIME IS MONEY: DISCOVER THE DIFFERENCE BETWEEN OPPORTUNITY AND EXPLICIT COST

Saeed Akbani
COO & Co-Owner
Data Dynamics

Description:

Decision-makers often look at cash impact as the only cost while forgetting opportunity cost.

- Identify and include opportunity cost in decision-making
- Evaluate alternative options and compute economic profits
- Calculate explicit and implicit cost utilizing case scenarios

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



WED
MAY
13

FUNDAMENTALS OF QUICKBOOKS® ONLINE

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

Description:

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

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



“

*Comprehensive ideas
for immediate impact
— the content was
very relevant and
valuable!*

”

HUMAN RESOURCES

THU
APR
09

DEFENSIVE DOCUMENTING (AND EMAILING) FOR EMPLOYEE PERFORMANCE MANAGEMENT

Jim Paul and Andrew Metcalf
Attorneys
Ogletree Deakins

Description:

When it comes to making good personnel decisions and communicating with employees, an employer's documentation is EVERYTHING. Join us for a dynamic discussion about the importance of documentation, and how to document personnel actions in the workplace.

- Reduce the legal risk associated with employment decisions
- Develop policies and procedures to create and retain documentation
- Help your managers communicate better at work

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



WED
APR
15

DEFENSIVE DOCUMENTING (AND EMAILING) FOR EMPLOYEE PERFORMANCE MANAGEMENT

Jim Paul and Andrew Metcalf
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Ogletree Deakins

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- Reduce the legal risk associated with employment decisions
- Develop policies and procedures to create and retain documentation
- Help your managers communicate better at work

Location:

Arnold, Room 201

Level:

Advanced

Business Area(s):



“

I left feeling like I could implement the strategy provided; it is applicable to me with many situations.

”

HUMAN RESOURCES

WED
APR
15

EMPLOYMENT LAW DEMYSTIFIED

Sarah Webb Elfrink
Attorney
The Webb Law Firm, LLC

Description:

Join us for an introductory course on employment law. We will cover the Missouri Workers' Compensation Act, the Missouri Human Rights Act and the Americans with Disabilities Act. You will learn employment law basics and understand where to find free and trustworthy information when you need more detailed information. Bring your employment law questions!

- Understand the basics of the Workers' Compensation Act
- Learn about Missouri's at-will doctrine and its exceptions
- Discover how these legal principles apply to real life events

Location:

Perryville

Level:

Introductory

Business Area(s):



TUE
APR
21

HIRING FOR INTEGRITY

Jacque James
President & Founder
ARA Fraud & Forensic Services

Description:

Hiring managers tend to focus their interview questions on whether the candidate has the right skill set for the position and if they will fit into their company culture. This training allows organizations to identify potential ethics integrity issues with a candidate to help avoid making a wrong hiring decision.

- Learn how to “norm” a candidate and identify baseline behavior
- Recognize the importance of incorporating assumptive-based questions into your interview
- Identify verbal and non-verbal communication to detect deception

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



“

Having an opportunity to be around and speak with a group of like-minded people was a great experience. I will definitely be back!

”

HUMAN RESOURCES

TUE
MAY
19

CREATING THE WORKPLACE OF THE FUTURE WITH EQ

Roberta Moore
Founder & CEO
EQ-i Coach

Description:

Leaders must be engaging, compassionate and morally competent to foster a community-oriented environment in the workplace. Corporations around the world are turning to EQ (emotional quotient) measurement to hire, promote and develop their employees. Is your organization positioned to leverage this trend?

- Recognize, debug and diffuse irrational beliefs that can get in the way of professional productivity, performance and profitability
- Identify leaders and help high-potentials use both emotions and logic for better leadership performance
- Understanding how EQ contributes to the success of leaders, their employees and their organizations

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



THU
MAY
21

I GAVE THEM FEEDBACK, AND THEY STILL HAVEN'T CHANGED

Dr. Zach Schaefer
Founder & CEO
Spark the Discussion

Description:

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

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



“

This was a course I didn't even know I needed.

”

MANAGEMENT & LEADERSHIP

WED
MAR
18

DARE TO LEAD™: HOW COURAGEOUS RESILIENCE OVERCOMES BURNOUT

Justine Froelker

*Author, Speaker, Certified Dare to Lead™
Facilitator*

Description:

Based on the research of Dr. Brené Brown, this class will introduce the Dare to Lead™ curriculum. Daring leaders lead with curiosity and courage, even with — and most especially when — it comes to emotions at work. Leaders know how to recognize when emotions are running their leadership and how to choose resilience, prevent burnout and lead well.

- Learn the four skills of courage and what makes a daring leader
- Understand the critical role that curiosity and recognition of emotion play in developing daring leadership skills and resilience
- Recognize common strategies for offloading hurt, and learn more effective behaviors for managing emotion

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



TUE
MAR
24

DELEGATE LIKE A BOSS

Erin Joy
Founder & CEO
Black Dress Circle

Description:

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

Location:

Creve Coeur

Level:

Introductory

Business Area(s):

A

THU
MAR
26

INTRODUCTION TO THE FIVE BEHAVIORS OF A COHESIVE TEAM MODEL

Tracy Flori, PCC, MA
Founder & CEO
Tracy Flori Coaching

Description:

As much effort as it takes to build a cohesive team, the process does not have to be complicated. Keeping it simple is critical. Based on the best-selling book, "The Five Dysfunctions of a Team," by Patrick Lencioni, the Five Behaviors model is designed to provide a clear, concise and practical guide to improve your team. Join us as we discuss specific tools to create high-functioning, cohesive teams.

- Discover the five behaviors a team needs to master
- Learn to embrace conflict that is productive, not personal
- Take steps to implement a culture of accountability

Location:

Creve Coeur

Level:

Introductory

Business Area(s):

A

MANAGEMENT & LEADERSHIP

WED
APR
01

THE MYTH OF DOING IT ALL

Kelli Huber, Ph.D.
Consultant
Colarelli, Meyer & Associates (CMA)

Description:

There is a myth that we have to work ourselves into the ground and be at 110% in order to be successful. In reality, we simply cannot do it all. In this workshop, learn strategies to help stop the whirlwind and focus on the wildly important.

- Find out what happens to your brain on burnout
- Step out of the “here and now” to evaluate your priorities
- Learn strategies to improve work-life balance and effectiveness

Location:

Creve Coeur

Level:

Introductory

Business Area(s):

A

WED
APR
08

LEADING & COMMUNICATING WITH STYLE

Kallie Klein
Associate
Sandler Training

Description:

Learning the ability to effectively relate, communicate, influence and motivate others is a critical skill in creating successful relationships. We will use the DiSC® assessment principles to understand your own personal style and how to effectively communicate with others.

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

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



TUE
APR
14

KNOW YOUR ROLE: EFFECTIVELY ENGAGING OTHERS TO BUILD INFLUENCE

Valerie Tripi
Senior Associate/Content Development Lead
The Heartwood Group

Description:

When leaders become truly skilled in their ability to influence others, they intuitively shift roles based on the circumstances. You may glide back and forth between coaching, mentoring, facilitating, managing and leading, sometimes within the space of a single meeting. By taking this course, you'll understand what makes each role unique and valuable, learn how they are different and know when they are most appropriate to use.

- Understand the five key leadership roles
- Know how these roles come into play within your everyday interactions
- Engage and influence others effectively

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



MANAGEMENT & LEADERSHIP

THU
APR
23

BUILDING A POWERFUL BUSINESS STRATEGY

Jim Del Carmen
Partner
Collaborative Strategies, Inc.

Description:

Attend one of our best-reviewed courses to learn how to design and implement a powerful business plan and what to expect from it.

- Learn how to develop your organization's vision and strategy
- Understand how sustainable differentiation helps your organization compete
- Make your strategy more actionable for results

Location:

Creve Coeur

Level:

Introductory

Business Area(s):

BL

WED
APR
29

TAKING CONTROL OF YOUR BUSINESS

Tammie Lowes
Accountant & Business Consultant
PPS Tax Service

Description:

Business owners are pulled in multiple directions every day, which leaves them feeling like they are constantly putting out fires and can't get anything done. You will learn how to take control over the chaos and get your life back. The information shared with you will transform your company, your staff and your personal life. You will have a complete understanding of what drives your business forward and what doesn't.

- Discover when it is time to fire a customer
- Learn how to increase staff efficiency
- Learn how to operate within your business model and management system — or learn how to create them

Location:

Perryville

Level:

Introductory

Business Area(s):

BL

WED
MAY
20

THE COURAGEOUS LEADER: AN INTRODUCTION TO DARE TO LEAD™

Justine Froelker
Author, Speaker, Certified Dare to Lead™
Facilitator

Description:

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

Location:

Arnold, Room 323

Level:

Introductory

Business Area(s):

A

MARKETING & SALES

WED
MAR
11

USING THE POWER OF STORY TO GROW YOUR BUSINESS

AJ Ford
President
Marketeer, Inc.

Description:

There's a reason why so few ads are memorable and stand the test of time. Most ad messaging doesn't resonate with the buyer because the company is positioned as the hero instead of making the buyer the hero. You can learn how to tell your story, transforming your company into a loyalty brand.

- Learn a seven-part framework to bring clarity to your marketing message
- Create a marketing message that resonates with your buyers
- Examine and discuss real-world examples of businesses successfully deploying the StoryBrand Framework in their marketing

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



WED
MAR
25

TURN YOUR COMPANY'S EXPERTISE INTO INFLUENCE

Matt Kamp
Senior Vice President
Influence & Co.

Description:

Are you fully leveraging your team's knowledge as an asset to grow your company? Learn how to turn your team's expertise into ROI using content strategy, creation and distribution. You'll be given data-driven strategies for getting your content published on top publications online and walk away with strategies to start producing content that drives leads, builds credibility in the sales process, boosts your personal brand and attracts top talent.

- Build a content strategy that cuts through the clutter in your industry and drives ROI
- Establish a content creation process that saves you time while leveraging your team's knowledge
- Learn how to effectively pitch your content to influential online media

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



TUE
MAR
31

USING BUSINESS INTELLIGENCE TO SURVIVE AND THRIVE IN ANY ECONOMY

Rick Cottrell
CEO/Owner
BizResults.com

Description:

Many small- to mid-sized companies are not achieving their maximum potential. Research shows that eight out of 10 companies are leaving significant dollars on the table by not being able to scale their businesses. Join Rick as he reviews his company's research and illustrates how data can help entrepreneurs gain control and predictably scale their business. You will discover how an effective business intelligence platform can accelerate scalable business growth and propel any company, quickly, to next-level success.

- Understand the importance of business intelligence for any company size
- Learn the necessary steps to set up your business' scorecard
- Discover how your data can add dollars to your bottom line

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



MARKETING & SALES

THU
APR
02

PRESENTATION SKILLS IN THE AGE OF TED TALKS

Denise Bentele

CEO, Common Ground Public Relations

Kathryn Jamboretz

*Presentation Coach & Specialist, Common
Ground Public Relations*

Description:

In the era of TED Talks and rapid social sharing of ideas, leaders are expected to be strong communicators, yet few are actually trained for it. Learn the science behind what motivates, educates, and inspires audiences to take action based on information shared with them. Soon your audience will be hooked and sharing the very ideas you wanted them to take away.

- Learn how to start your presentations effectively
- Master the art (and science) of clear, concise and convincing communication
- Uncover the secrets behind the most effective and engaging presentations

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



WED
APR
08

USING THE POWER OF STORY TO GROW YOUR BUSINESS

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- Learn a seven-part framework to bring clarity to your marketing message
- Create a marketing message that resonates with your buyers
- Examine and discuss real-world examples of businesses successfully deploying the StoryBrand Framework in their marketing

Location:

Arnold, Room 201

Level:

Introductory

Business Area(s):



I learned how important it is to marry strategic goals of the company and the marketing strategy.



MARKETING & SALES

WED
APR
15

MASTERING LINKEDIN™ FOR BUSINESS AND SALES

Kathy Bernard
CEO
WiserU, LLC

Description:

To find and engage with promising prospects, learn to master the most powerful business network on the planet: LinkedIn™. Your potential customers are on the site and with a little know-how, you can reach them and drive business to you. 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 potential customers use the LinkedIn™ internal search engine
- Develop a strong profile and company page to score high on LinkedIn™
- Determine how to build a powerful LinkedIn™ network to reach customers and drive sales

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



TUE
MAY
05

FACEBOOK® AND INSTAGRAM™ FOR SMALL BUSINESS

Darcella Craven
President
Veterans Business Resource Center

Description:

Facebook® and Instagram™ can be effective and powerful tools for small businesses. Join us as we discuss how to best utilize Facebook® and Instagram™ for your company, including brand awareness and engagement to ensure your company is set up for success.

- Discover how to set up your company's social media pages to be effective
- Understand insights and create impactful and effective ads
- Determine how best to engage with clients and prospects on social media

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



THU
MAY
07

NETWORKING: IT'S A SUPERPOWER

Kesha Kent, BA, MAOL
*National Diversity & Inclusion, Community
Engagement-Talent Specialist*
Ascension; MrsKeshSpeaks, LLC

Description:

Today, informal teams are formed every minute. By striving for “team building” rather than networking, you can form more solid, mutually rewarding relationships. Learn how to take others more seriously, listen more carefully, make clearer requests of others, respond more decisively and successfully to the requests and, most importantly, develop a group of people you can count on in the future.

- Explore real-life ways to connect with teams, organizations and clients
- Learn to see your relationships, each and every one, as gifts
- Establish clear, realistic and measurable ways to connect on any level, with anyone

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



MARKETING & SALES

TUE
MAY
12

UNDERSTANDING THE BUYER AND CUSTOMER JOURNEY

Dan Klein
CEO & Managing Partner
Spoke Marketing

Description:

Do you know what actions your buyers and customers are taking? It's not about how you want to sell; it's about how your customers want to buy. In this workshop, you'll learn to break down the sales process and discover your customer life cycle as they move from awareness all the way through advocacy.

- Understand your sales process, the questions your prospect is asking and the actions they take
- Identify the tools your sales team needs to grow relationships
- Establish clear, realistic, and measurable ways to connect on any level, with anyone

Location:

Creve Coeur

Level:

Introductory

Business Area(s):



WED
MAY
13

MASTERING LINKEDIN™ FOR BUSINESS AND SALES

Kathy Bernard
CEO
WiserU, LLC

Description:

To find and engage with promising prospects, learn to master the most powerful business network on the planet: LinkedIn™. Your potential customers are on the site and with a little know-how, you can reach them and drive business to you. 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 potential customers use the LinkedIn™ internal search engine
- Develop a strong profile and company page to score high on LinkedIn™
- Determine how to build a powerful LinkedIn™ network to reach customers and drive sales

Location:

Arnold, Room 323

Level:

Introductory

Business Area(s):

A

“

These classes are valuable to so many people across the board. There are so many topics and classes that everyone can find one to work for them.

”

TRENDING

THU
MAR
19

HOW WILL CHANGES IN TAX LAW IMPACT MY BUSINESS??

Adam Ford
Attorney
Ford Law Office, LLC

Description:

Join us to learn about the recent changes in the tax law (“SECURE Act” passed in December of 2019 and Tax & Jobs Act of 2017). We will examine how changes to the tax code over the last few years have led to substantial changes in taxation on businesses, individuals, wealth transfer and charitable giving. Due to these changes, new planning opportunities are now available to maximize tax efficiency and your business.

- Review your current business structure in light of new tax rules
- Recognize planning opportunities for business succession planning to maximize wealth transfer to the next generation
- Understand the impact of the SECURE Act on offering retirement plans to employees

Location:

Creve Coeur

Level:

Advanced

Business Area(s):



BETTER YOUR BUSINESS KNOWLEDGE.

ENTERPRISE UNIVERSITY

ONE COURSE AT A TIME.

REGISTER ONLINE
ENTERPRISEBANK.COM/EU

