

Education/Human Resources Conference

Program:

April 5-6, 2018

Location:

Hyatt Regency Southport
1053 Regency Southport
Renton, WA 98056

Reservations:

(425) 203-1234

Fees:

| | Before 3/22 | After 3/22 |
|--------------|-------------|------------|
| WBA Members: | \$445 | \$495 |
| Non-Members: | \$775 | \$875 |

**Attendance at WBA programs is limited to employees, officers and directors of WBA members, non-members eligible for membership in the WBA and members of other state banking associations which grant reciprocal privileges to WBA members.*

Cancellation Policy: Registrations may be cancelled up to seven days prior to the conference. All cancellations have a \$50 charge. No cancellations within the seven day period will be accepted; however, a substitute may attend.

Registration Form

Please complete the following information:

Name _____

Title Bank/Firm _____

Work Address _____

City/State/Zip _____

Phone _____

Email _____

Register Online: reg@wabankers.com

For more information:

Mail: 1601 Fifth Avenue, Suite 2150, Seattle WA 98101.

Call: (206) 447-1700.

Enclosed is a check for \$ _____

VISA Mastercard Expiration Date _____

Card Number _____

Name on Card _____

Billing Contact _____

Billing Contact Email _____ Phone _____

2018 Education/Human Resources Conference



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Who Should Attend?

Specifically designed to meet the needs of trainers, HR managers and any bank staff member responsible for providing training and encouragement to employees of all levels, the WBA Education/Human Resources Conference has something of value for everyone. Breakout sessions feature topics relating to training within the bank, as well as human resource issues.

The WBA would like to thank the following sponsors for their support of this event:

First Financial
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NWFA

NetSpeed Learning
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For sponsorship opportunities, contact Duncan Taylor at duncan@wabankers.com or (206) 344-3492.

Thursday, April 5

9:00 - 10:00 Continental Breakfast & Registration

10:00 - 12:00 Welcome

Liz Wilson, Executive Vice President, Washington Bankers Association, Seattle, WA

Steve Politakis, CEO, Kitsap Bank, Port Orchard, WA

Making the Leadership Leap: Relationship Building & Influence

Jackson Hataway, Ph.D., Senior Consultant, Strategic Arts & Sciences, Jefferson City, MO; Master of Ceremonies, Day 1

Even as the banking world moves faster and faster every day thanks to the explosion of digital connectivity, one thing remains consistent: relationships matter. Whether it's with customers, executives, peers or employees, building relationships is the key to driving a successful career and a successful bank. Every great leader knows how to connect in meaningful and powerful ways, and how to leverage a network of connections to become an influencer. But, building meaningful professional relationships isn't easy or incidental - it requires intensive focus on others, a willingness to act and communicate differently and a strong strategic vision. This engaging and high-energy session will give you the tools to making influence and relationships key assets of your bank.

12:00 - 1:00 Networking Lunch

1:00 - 1:30 WBA Educational Opportunities

Duncan Taylor, Director of Operations, WBA, Seattle, WA

The State of the Banking Industry

Steve Politakis, CEO, Kitsap Bank, Port Orchard, WA

1:35 - 2:50 Breakout Sessions

Turning Over a New Lea(ve): A Closer Look at the New Leave Laws and What the #MeToo Movement Could Mean at Your Bank

Amy Robinson, Shareholder, Jordan Ramis PC, Vancouver, WA

Join us for a "nuts and bolts" discussion on some common compliance pitfalls associated with the new paid sick leave in Washington and learn some practical takeaways. We'll also address the new paid family leave law, so that you are prepared for when it goes into effect. The session will also provide a refresher on the employer's legal obligation to prevent harassment, and an interactive discussion on new approaches for preventing harassment.

The Good, The Bad, and The Innovative: Driving Innovation Without Depleting the Bottom Line

Jackson Hataway, Ph.D., Senior Consultant, Strategic Arts &

Sciences, Jefferson City, MO

Banks that want to differentiate themselves and drive sustainable growth in a financial landscape that is evolving both in terms of complexity and competition have to innovate. They have to do so without adding overwhelming stress to capital, people or infrastructure. That means you can't "just innovate"; you have to target innovation around areas of strategic value where you can think big, act small and fail forward. Jackson Hataway will share tools and methods for getting the most from the innovative potential of your people.

2:50 - 3:05 Coffee Break

3:05 - 4:05 Calculating ROI on Training & HR Initiatives

Lisa Ann Edwards, Bloom Coaching Institute, Seattle, WA

Most organizations have successfully - and sometimes remarkably transformed the attitudes and behaviors of leaders at all levels who participate in leadership development. We know that those transformations have had a positive impact on those organizations. But can we - and do we - demonstrate that impact to our organizations? To grow and to thrive, we need to demonstrate exactly how valuable the impact of coaching has been to our organizations. In this session, we will talk in-depth about the coaching with ROI; how, when, and why to measure it. We'll show you the 8 critical steps to doing it correctly, including a case study and will help you begin by having the money discussion at three critical points within the coaching engagement.

4:05 - 5:05 The Power of Positive Leadership

Howard Gauthier, Professor, Idaho State University; Institute for Positive Leadership, Meridian, ID

Positive Leadership is a relatively new approach to leading people within an organization. Research shows that when a leader creates a positive work environment, their organization has an increase in productivity, sales, employee retention, and a strengthening of customer loyalty. In this session, Howard will provide an engaging presentation that shares the best practices for creating a positive organizational environment.

5:05 - 5:30 Wrap-Up

6:00 - 9:00 Dinner

Friday, April 6

7:15 - 8:00 Breakfast Buffet

8:00 - 9:00 Exceeding Customer Expectations

Brad Worthley, Business Consultant, Customer Service and Motivational Expert, Brad Worthley International, Seattle, WA; Master of Ceremonies, Day 2

Businesses can no longer have the goal of meeting the customer's expectations; the goal today must be to exceed them. What does

that look like from the customer's perspective? Brad will entertain you with great stories and hilarious examples of businesses that step out of the box and find ways to "Wow" the customer. You will learn about how customers create their perceptions of you, your employees and your business. Understand why exceeding customer's expectations is as simplistic as changing one or two behaviors and being consistent with those behaviors. You will walk away with actionable information with which to make changes the very same day.

9:00 - 9:15 Coffee Break

9:15 - 10:30 Breakout Sessions

How to Increase Employee Productivity by 300%

Brad Worthley, Business Consultant, Customer Service and Motivational Expert, Brad Worthley International, Seattle, WA

Coaching is a respectful form of communication that can get employees to do the things you want them to do, while respecting you in the process. Coaching is about self-discovery and allowing employees to come up with their own answers to questions and solutions to problems so they cannot feel dictated to (it also helps build confidence in people). A great leader does not have all the answers; instead, they have great questions, which is what coaching is all about.

Brain-Based Learning in the Virtual Classroom

Cindy Clay, President & CEO, NetSpeed Learning, Seattle, WA

Our brains ignore what is predictable and boring. This session explores the brain's needs for novelty, contrast, meaning, and emotion to capture and keep your participants' attention online. Increase novelty with the creative use of relevant games. Enhance contrast by incorporating a variety of facilitation techniques. Build meaningful connections with collaborative learning approaches. Harness emotion with storytelling frames. Explore six brain-based guidelines that leverage the interaction and collaboration tools in the virtual classroom.

10:40 - 11:40 Leadership for the 21st Century: How Can I Work Best With You?

Alan Cabelly, Ph.D., Professor, Portland State University, University of Washington, School of Business Administration, Portland, OR

Is your leadership working? Are you truly happy with what you do, how you lead, how you communicate? Do you know what impact you have on others? Do your best techniques break down in certain situations? Do certain people stymie you; do you walk away just shaking your head? We can ask more questions, but the resulting thoughts are simple: sometimes your leadership works, sometimes you merely wonder what happened. You'll come away from this session with a more complete understanding of what makes you a great leader.

11:40 - 12:15 Wrap-up; Grand Finale & Prizes Galore!

12:15 Adjourn