



# HYBRID RETAIL BRANCH MANAGER DEVELOPMENT PROGRAM

Providing a Strong Foundation  
for the Next Generation  
of Northwest Bankers

October 2022 – March 2023

WBA Members\*: \$2,250 early bird; \$2,750 after Sept. 17

Non-Members: \$3,250 early bird; \$3,750 after Sept. 17



Register Here:  
[www.wabankers.com/rbmdp](http://www.wabankers.com/rbmdp)

# WHO SHOULD ATTEND?

The Retail Branch Manager Development Program focuses on providing bankers a strong foundation in the dynamic and demanding retail banking sector. The program is specifically tailored for current retail bank managers and bankers seeking a retail management position. Participating bankers will commit to a session per month and can expect up to six hours of homework. Students are paired with a self-selected mentor from their institution for class support and to facilitate engagement with key leaders.

# HYBRID PROGRAM

In 2022, this program will be held in a hybrid format, with the first four sessions held virtually and the last two sessions in-person. Students will be provided information regarding the virtual platform where students will be able to interact with each session instructor, ask questions and learn from their fellow classmates.

## OVERVIEW OF BANKING • VIRTUAL

October 12, 2022 • 8:30 - 10:30 am; 1:00 - 3:00 pm  
October 13, 2022 • 8:30 - 11:30 am

The program will be launched with a brief presentation by Joe Zavaglia, the advisor for the program, followed by an introduction of all the participants. Students will then participate in a panel discussion led by various heads of retail banking from local community banks who will talk about the challenges of being a retail banker in today's environment. The afternoon session will discuss the future challenges and opportunities for community banks and the role retail banking plays in these, and provide you with an opportunity to express what it is you wish to learn during this program.

**Instructor:** Joe Zavaglia, Zavaglia Consulting



the work culture at your branch? Does your staff feel included? Do they have clear expectations and the training, the tools, and the coaching to deliver the customer experience as expected? Come learn how to build a team that works together for the common good. Learn how to coach and motivate your team to be committed to branch success.

Students will:

- Key leadership qualities for success
- What does it mean to be exceptional?
- Identify and resolve branch pain points
- Your role as the reputation builder
- Benefits of engaged employees
- Setting behavior and performance expectations
- Coaching: What it is and what it isn't
- Best Practices of managing a branch

**Instructor:** Vicki Kraai, InterAction Training



## BANK LENDING IN TODAY'S CHANGING ENVIRONMENT • VIRTUAL

November 2, 2022 • 8:30 - 3:30 pm

This session will look at the issues facing the bank and borrower during this time of uncertainty. The session will address SBA lending products, and ways to better manage the bank's conventional commercial loan portfolio. Students will also learn how banks traditionally make credit decisions based on the five C's and look at the three main areas of lending. The session will also focus on the loan process, including structure, support, documentation issues, closing, monitoring, and collections.

Students will:

- Explore issues impacting the bank's lending function due to current uncertainty
- Gain an understanding of how banks make lending decisions
- Review the loan process
- Apply concepts to real-life case studies

**Instructor:** David Osburn, Osburn and Associates



## STRENGTHENING CLIENT RELATIONSHIPS DURING CHALLENGING TIMES • VIRTUAL

January 11, 2023 • 8:30 - 10:30 am; 1:00 - 3:00 pm  
January 12, 2023 • 8:30 - 11:30 am

A critical component to increasing your bank's success is building long-term and profitable relationships with existing clients and building new relationships in your community. This session takes a look at how to do so during this challenging time period using different successful approaches. Time will be spent discussing the needs of small business and consumer clients, and proven practices you can employ to identify their needs in a remote or virtual setting while utilizing technology to assist you in the process. In a focused discussion we will compare proactive and reactive approaches, and the need to become even more proactive and disciplined in our habits during this time period.

Students will learn:

- To better listen for and identify customer needs and how this leads to enhanced relationships
- The importance of developing daily proactive habits and self-discipline and more fully utilizing your team to support you in the relationship building process
- How to balance the demands of producing results while managing a branch.
- Ways to engage your clients and future clients utilizing technology as a primary means of outreach
- To understand proven techniques that significantly improve the performance results of hundreds of bankers in the western part of the United States

**Instructor:** Joe Zavaglia, Zavaglia Consulting



## LEAD INTENTIONALLY • VIRTUAL

November 30, 2022 • 8:30 - 10:30 am; 1:00 - 3:00 pm  
December 1, 2022 • 8:30 - 11:30 am

How do you excel at leading while fulfilling your responsibility as a branch manager? It starts with the fundamentals of self-reflection in how we lead and manage. What about the employee experience? What three words would you use to describe

# HOMEWORK AND MENTORS

Participants are required to complete up to six hours of homework a month. This prepares them to best understand the topics, challenges them to be proactive in their learning, and to seek out the advice of key individuals within their own institution when needed. After completing their individual assignments, the participants then discuss within their class to compare notes and learn how their peers approached the questions. Each student is also paired with an executive-level mentor from their bank, who works with them to reinforce the classroom learning experience. Mentors are a required part of the program, and act as a sounding board and to assist in understanding new concepts.

## COMMUNICATE AND CONNECT WITH CONFIDENCE • *IN-PERSON*

February 16, 2023 • 8:30 - 3:30 pm; Seattle

Communicating effectively is an art. Regardless of your position in the organization, elevating your communication skills will impact relationships with peers, customers, and the CEO. Participants will move beyond theory into practical ideas for communicating assertively, coaching and giving feedback, and much more. Karen Butcher brings an experiential presentation style to her workshops and has a gift for getting everyone involved. Get ready to dig deep.

Students will:

- Assess personal communication styles
- Recognize how ego gets in the way of effective communication
- Identify strengths and blind spots
- Eliminate workplace drama
- Clarify the difference between feedback and coaching
- Practice a variety of conversations
- Leave with a plan of action

Instructor: Karen Butcher, InterAction Training



## SATISFYING CUSTOMERS WHILE ENGAGING EMPLOYEES • *IN-PERSON*

March 16, 2023 • 8:30 - 3:30 pm; Seattle

One big differentiator for us as community retail bankers is customer satisfaction, yet do we really know what the customer wants (we'll tell you what the research says they want) and is our perception of how well we're doing accurate or overly inflated? This session will provide an in-depth understanding of all aspects of delighting your customers and link it with the importance of engaging your employees which always generates great class discussion. Just how good is your level of customer service? After this class you will clearly see where you can make adjustments to further enhance the quality of service you're providing. How engaged are your employees? At times do you feel challenged in trying to lead your team, like your words are falling on deaf ears? This class will provide you with numerous ideas on how to engage your staff while strengthening your leadership skills. Finally, we often have great ideas on how to improve things at work but then our ideas fail or fall short. You will be provided a "commitment map" that will assist you in becoming more successful in enhancing customer satisfaction and employee engagement in your branch.

Instructor: Joe Zavaglia, Zavaglia Consulting



## VIRTUAL NETWORKING

Networking is a key aspect to WBA's Development Programs, so to facilitate learning about your peers in a virtual world, we have designated the last hour of the second day of class each month to be dedicated to networking.

**"THIS CLASS SURPASSED MY EXPECTATIONS! THE RELATABLE INFORMATION AND THE ENGAGEMENT FROM OTHER CLASSMATES WAS BENEFICIAL, AS WAS THE THOROUGH REVIEW OF THE MATERIAL."**  
Dulci Mustin, Sound Community Bank

**"IT REALLY MADE ME THINK ABOUT SITUATIONS I CAN FIX AS A MANAGER, AND I FEEL BETTER ABOUT HOW THE APPROACH I AM GOING TO TAKE."**  
Gary Zambor, 1st Security Bank of Washington

**"I BELIEVE THIS COURSE HAS SOMETHING FOR EVERYONE. NO MATTER HOW LONG YOU HAVE BEEN IN BANKING, THERE IS ALWAYS ROOM FOR GROWTH AND IMPROVEMENT."**

## SPEAKER PROFILES

**Karen Butcher**, is the head coach and pivotal people trainer at InterAction Training. Her work has included being a high school economics teacher, 4-H youth agent, Mary Kay sales director, and director of training at a community bank in Kentucky. She has seen the need for a new leadership philosophy to hold leaders and their teams accountable and let go of outdated practices.

**Vicki Kraai**, is the CEO of InterAction Training. Vicki's 25 plus years of community bank experience started at the family bank in rural Nebraska, serving as a bank teller and eventually becoming CEO. Vicki's many years of banking include credit card lending experience where she was a member of the management team that launched the Cabela's credit card program. She has a passion for developing people for success in their roles and careers. Clients and program attendees value Vicki's highly engaging "been there, done that" approach to all facets of her training and speaking engagements.

**David Osburn** is the founder and managing member of David L. Osburn & Associates LLC, a Las Vegas-based business training and contract CFO firm that provides seminar/keynote speeches for state banking associations across the country. His extensive professional background encompasses over 30 years in banking, finance, and marketing. Osburn's bank commercial lending credentials include comprehensive loan underwriting, management, customer development, and loan work-out experience.

**Joe Zavaglia** is the owner and operator of Zavaglia Consulting, which he has run since 2008, providing retail banking and small business advisory services to community banks. He has over 40 years of experience working in banking, and helped create the WBA's Executive Development Program, for which he also serves as the advisor. He also runs the From the Heart of Italy, an Italian cooking school and serves as a director for 1st Security Bank of Washington.

## ATTENDANCE

Students can miss up to one class during this program. If more than one class is missed, the student will not receive their graduation certificate, but can earn it by attending missed classes the next year.



## COST FOR PROGRAM

- WBA Members: \$2,250 early bird; \$2,750 after Sept. 17
- Non-Members: \$3,250 early bird; \$3,750 after Sept. 17

## REGISTRATION FORM

(photocopy for additional registrants)

Name \_\_\_\_\_

Title \_\_\_\_\_

Bank/Firm \_\_\_\_\_

Work Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Mentor Name \_\_\_\_\_

Title and Bank \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Manager Name \_\_\_\_\_

Title and Bank \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

### Payment Information

- Check enclosed
- Please invoice
- Credit Card (*please send payment link*)

Billing Address \_\_\_\_\_ City/ST/Zip \_\_\_\_\_

Billing Contact \_\_\_\_\_ Email \_\_\_\_\_

### Register: [reg@wabankers.com](mailto:reg@wabankers.com)

Contact our office at: WBA, 601 Union Street, Suite 1720, Seattle WA 98101

Call us at (206) 447-1700.

Learn more online at [www.wabankers.com/rbmdp](http://www.wabankers.com/rbmdp).

#### Recommended Prerequisites

Before joining the WBA's RBMDP, we strongly recommend several courses to help you prepare and be successful. These courses are offered through the ABA and are available online at your convenience. Contact WBA for more information about registration.

Essential Selling Skills Bundle

Servicing & Growing Small Business Relationships

Management Essentials Suite

\* 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: For all cancellations that occur up to seven days prior to the start date, a \$50 cancellation fee will be charged. For cancellations with less than seven days notice, there will be no refunds. A substitute can attend at no fee. Cancellation Procedure: Cancellations must be sent in writing to the WBA office via email, fax, or mail. No refunds will be granted until a written cancellation request is received by WBA.