

YOUR PARTNERS ON YOUR JOURNEY

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Session Workbook

2025 ACBB SUMMIT



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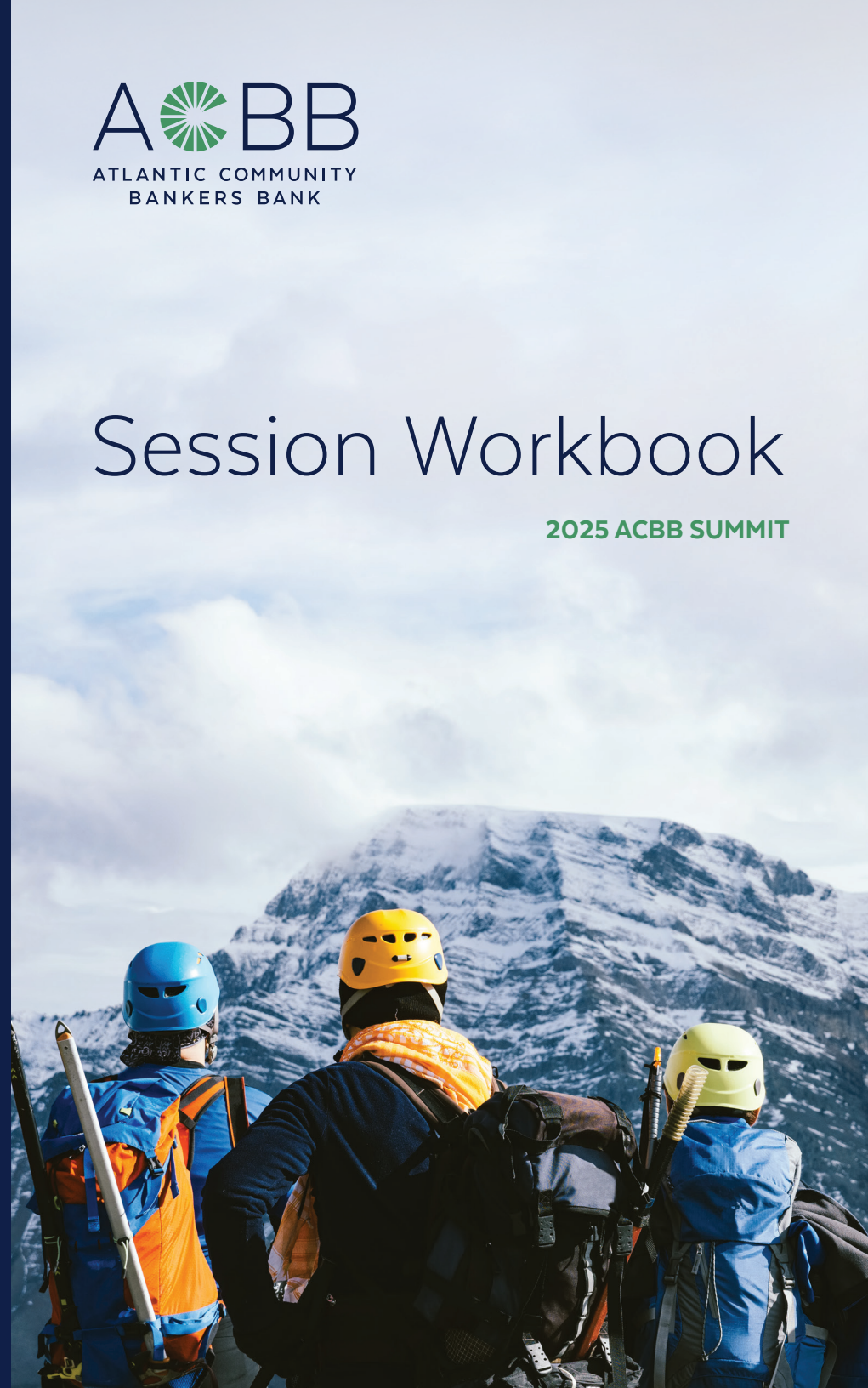




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Milestones, Owners, and Checkpoints



Prep Work: Strategic Brainstorm

What are my bank's biggest opportunities?

What are my bank's greatest strengths?

Where are my bank's biggest vulnerabilities?

Where do I go for objective information and guidance?



What Winning Takes

The Network Behind Community Bank Success

What resources and capabilities are available in my network?

ACBB

Partners

Peers

Where can my team members go for objective information, guidance, and solutions?



THOUGHT STARTER

Which trends create the biggest opportunity or challenge where new strategies, partners, or resources could help us?



Winning Tomorrow

How to Compete in the Next Chapter of Banking

KEY INDUSTRY TRENDS

Identify top industry trends and assess their priority for your bank.

TREND	WHY	PRIORITY

Biggest Opportunity for My Bank

Biggest Risks or Challenges That Face My Bank



THOUGHT STARTER

Which trends create the biggest opportunity or challenge where new strategies, partners, or resources could help us?

Taking Action for Results

Don't Confuse Activity for Progress

Explore strategies, partners, and resources across key categories at your bank. Give each an honest assessment.

Identify the most actionable insights – the people and processes that can spark meaningful change.



THOUGHT STARTER

Which of the topics we just explored creates the biggest opportunity or challenge where new strategies, partners, or resources could help us?



The Right to Win

Your Bank's Opportunity Map

Prioritize your top three opportunities across critical categories:

Technology Transformation

1. _____
2. _____
3. _____

Regulatory & Compliance

1. _____
2. _____
3. _____

Competition/Customer Retention

1. _____
2. _____
3. _____

Financial Performance

1. _____
2. _____
3. _____



THOUGHT STARTER

From the ideas and resources identified, which opportunity will make the greatest impact if we prioritize them now?

Gain Traction

Systems and Partners That Drive Results

How do we turn these ideas into execution?

Clarity & Alignment

How will we ensure everyone understands the strategy and their contributions for success? _____

Focus & Prioritization

What will we say "no" to so we can fully execute what matters most? _____

Measurement & Accountability

What success measures or scorecards will we track, and with what cadence, to stay on course? _____

Communication & Engagement

How will we keep leaders, team members, and customers engaged and energized? _____

Culture & Discipline

What habits, routines, or cadences will help us follow through consistently? _____



Which single goal, if achieved in the next 90 days, would create the greatest impact for our institution, customers, and community?

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