

CDD Fall Meeting October 23, 2018 Wyndham City Centre, Springfield



Topics Include:
Strategic Cultural Change
Foundations of Organizational Excellence
World-Class Sales Culture
Strategic Customer Care

OCTOBER 22, 2018

7 p.m. Social Event: Ghost Tour
Springfield Scandalous Walk & Ghost
Tour — Meet at the Wynham City
Centre Lobby

10:45 - 11:45 a.m.

“Strategic Cultural Change”
Norm Bilsbury, Ph.D.
Bilsbury Consulting/Sandler

OCTOBER 23, 2018

8:30 a.m. Registration/Continental Breakfast

11:45 - 1:15 P.M.

Business Meeting Luncheon

9 - 9:30 a.m. Networking Session

1:15 - 2:15 P.M.

“Sales-Force Enablement & Sales
Training: Establishing a World-Class
Sales Culture in a Small Company”
Norm Bilsbury, Ph.D.
Bilsbury Consulting

9:30 - 10:30 a.m. “Foundations of Organizational
Excellence & Strategic Planning”
Norm Bilsbury, Ph.D.
Bilsbury Consulting

2:15 - 3:15 P.M.

“Strategic Customer Care:
Developing Your Front-Line
Personnel”
Norm Bilsbury, Ph.D.
Bilsbury Consulting

10:30 - 10:45 a.m. Break

3:15 p.m.

Adjournment



Norm Bilsbury

**General Session Speaker
Norm Bilsbury, Ph.D., Bilsbury Consulting**

Norm is a strategist, leadership coach and OD consultant with more than 25 years of experience in consulting, sales, marketing and training. He has positively changed the lives and trajectories of individuals, teams and Fortune 500 companies. He offers a broad range of services to maximize performance and profit: strategic cultural change, leadership development, coaching programs, teambuilding, negotiations and sales training.

Norm earned his B.A. at the University of Illinois, Urbana. He earned his M.S. in corporate training & development from Illinois State University, Normal and his Ph.D. in organizational development also from the University of Illinois. His major defeat in life: on the television show “American Gladiators” where Nitro & Thunder publicly battered and pummeled him—though he did live to tell the story.

**Social Event: Springfield Scandalous Walk & Ghost Tour
Monday, October 22, 2018 — 7 p.m.**

This 90-minute walking tour uses the Lincoln sites as the backdrop for strange and bizarre stories of Springfield along with amusing scandals. We'll talk some Prohibition history and stop at a couple of local pubs where the more historical events occurred. We'll talk about Lincoln's bizarre visions and dreams of his death. Mary Todd Lincoln believed in spiritualism and held seances in the White House. This is a largely factual history tour including known ghostly lore. Suitable for all ages, the tour is strange, not scary. This tour will take place rain or shine, so please dress accordingly for the weather.



Networking Session - 9 - 9:30 a.m.

During this roundtable discussion, attendees have the opportunity to bring forth ideas and issues related to their positions within their banks. This is a wonderful opportunity to learn from your colleagues throughout the state. You can walk up and sit at the table that best represents the topic you are most interested in discussing: social media/marketing, consumer lending, real-estate lending, commercial lending, agricultural lending, operations, compliance, technology and HR/management/supervision.

General Session - 9:30 - 10:30 a.m.

"Foundations of Organizational Excellence & Strategic Planning"

As individuals it's important for us to visit the doctor once a year to take a physical. Why? Because we need to establish that various body functions are performing as they should. If you assessed just one area of your body, that information would be helpful, but wouldn't yield a full-picture perspective of your health. The same is true for your business. There are many functions that must be functioning for your overall business to be healthy. The organizational excellence program exposes 12 blind-spots that leaders sometimes have, and helps them ask the right questions to understand how to devote their time, money, and energy to improve the overall health and effectiveness of their businesses. The net result is a high-level strategic plan to improve overall organizational health and pursue organizational excellence.

General Session - 10:45 - 11:45 a.m.

"Strategic Cultural Change"

How is strategic cultural change achieved for a company or a department within a company? What is "Strategic Change?" And why is this terminology relevant? Where is your organization now, and where is it headed? How can you inject new life into seemingly stagnant structures? If you have a known destination, what organizational markers will indicate you have arrived? The infamous axiom that "Culture Eats Strategy for Breakfast" can unfortunately be true, but doesn't have to be. There are tools available to leverage the power of culture to align with your strategy. In this talk, Bilsbury shares the classic models for achieving intentional change while sharing from his own personal experiences and classic case studies.

Business Meeting Luncheon - 11:45 - 1:15 p.m.

The Annual Business Meeting features an address from the newly appointed **CBAI Chairman Tony Sisto**. Highlights also include reports from CDD officers on membership, financials and CBAI convention activities, as well as the results of the recruitment campaign. The election of officers and the Economic Educator and Outstanding Member Awards will be presented. Enjoy time during the luncheon to meet with fellow CDD members for informative roundtable discussion on issues that are affecting your community bank.

General Session - 1:15 - 2:15 p.m.

"Sales-Force Enablement & Sales Training: Establishing a World-Class Sales Culture in a Small Company"

Why do college coaches insist that their teams have an offense, a defense and a known set of plays? Because they share something that is in very much in common with business owners, investors, and business development executives — that is, they desire predictable growth outcomes that are both manageable and measurable. If two basketball teams of equal talent face off—one with an offense, while the other plays pick-up ball, the team without a system is automatically relinquishing marketplace position and is thereby played as the pawn of an existing system. In other words, another team's offense is imposing its will upon the team without a system. Whose team will win? The team that has and can execute a superior system. In this talk, Norm defines the necessary elements of a sales system, and reveals the tactics for recapturing precious seed capital, attaining positive cash flow and growing revenues.

Closing General Session - 2:15 - 3:15 p.m.

"Strategic Customer Care: Developing Your Front-Line Personnel"

If you subscribe to the notion "that everyone is in sales," why isn't everyone selling? Your tellers and customer-service personnel are often intimately acquainted with your customers' problems, yet often overlook or misread a conversation that could have been converted into a revenue opportunity. The reason many of your front-line people aren't upselling or cross selling is that they lack the confidence to do so. What they are not telling you is that they are not comfortable engaging in a "sales-like" dialogue. These barriers exist because your people mistakenly perceive selling as a persuasive and convincing type of conversation that they aren't comfortable having. This myth must first be debunked. Real selling is about solving someone's problems. This talk gives you several immediate tools to teach your people to be consultants rather than persuaders, avoid the negative perceptions of sales and grow revenues.

REGISTRATION - CDD ANNUAL FALL MEETING

OCTOBER 22-23, 2018 WYDHAM CITY CENTRE, SPRINGFIELD

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RETURN THIS REGISTRATION FORM TO:

Career Development Division, Community Bankers Association of Illinois,
901 Community Drive, Springfield, IL 62703-5184 or fax form to 217/585-8738.

CDD MEMBERS

One Person \$279
Two or more from the same institution \$259 each

NON-CDD MEMBERS \$429*

***You may qualify for a discounted rate for this meeting and CDD membership. Contact Melinda McClelland for more details.**

FOR MORE INFORMATION CALL:

Melinda McClelland, vice president,
Department of Education & Special Events
800/736-2224 FAX: 217/585-8738
melindam@cba.com

MEETING REGISTRATION FEES include customized training programs, refreshments breaks, and lunch. An income-tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills. Registrants cancelling two days prior to the seminar will receive 100% less than two days, 50% refund; the day of the seminar, no refund. **All cancellations must be made in writing to Melinda McClelland.**

CONFERENCE HOTEL is the **Wydham City Centre**, 700 E Adams St, Springfield, IL 62701. **A block of rooms has been reserved for CDD Conference participants and reservations can be made by calling the Wydham City Centre at 217/789-1530.** To ensure availability, reservations should be made by October 1. The room rate is \$109 plus tax and parking for a single or double occupancy.

Each participant will receive take-away toolkit that includes a bullet-point write-up and talking points of the general sessions for bankers to provide follow-up information for their banks.

REGISTER BY SEPTEMBER 15 AND YOUR NAME WILL BE INCLUDED IN A DRAWING FOR \$100!