

STRATEGIC ADVISORY SERVICES

THINK | PLAN | EXECUTE



YOUR BANK HAS A SIGNIFICANT ADVANTAGE:
EXTENSIVE INSIGHT INTO YOUR LOCAL MARKET.

THINK | PLAN | EXECUTE PUTS YOUR
KNOWLEDGE TO WORK TO GIVE YOU NEW
OPPORTUNITIES TO BENEFIT YOUR COMMUNITY.

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3 KEY ELEMENTS

OF THE STRATEGIC PROCESS



THINK

STRATEGIC DIRECTION & DISCOVERY FOR NEW POSSIBILITIES

The journey begins by gathering background information for a complete understanding of your bank's current strategic direction and operating environment. In preparation for an on-site Strategic Planning session with the bank's executive team, Plansmith conducts a discovery session with the bank where we:

- Assess your bank's current Strategic Direction and Plan
- Review the long-range financial plan targets and results
- Define the current lines of business and key products
- Thoroughly examine market analytics in the bank's trade area
- Conduct a competitive analysis with particular emphasis on the *Strategic Focus Matrix*

Our exclusive *Strategic Focus Matrix* pinpoints your position, compared to competitors, as a value or cost leader. This becomes the basis for formulating strategies to position the bank for long-term success.

PLAN

TRANSLATING INSIGHTS INTO AN ACTIONABLE PLAYBOOK

Our second on-site session will assist the executive team in formulating a strategy, setting strategic objectives and creating an action plan using the conclusions drawn from the Strategic Direction document and SWOT analysis. We then present you with a strategic playbook, including:

- A summary of your bank's central strategic focus
- Description of target markets and value proposition
- Financial and non-financial objectives with targets to measure progress
- Strategic initiatives to close the gap between the bank's current position and long-range vision

EXECUTE

ENSURE THE PLAN IS NOT FORGOTTEN

Successful plans need care and feeding. To that end, we facilitate four quarterly 1-hour online plan reviews with the bank's executive team to assist with successful plan execution.