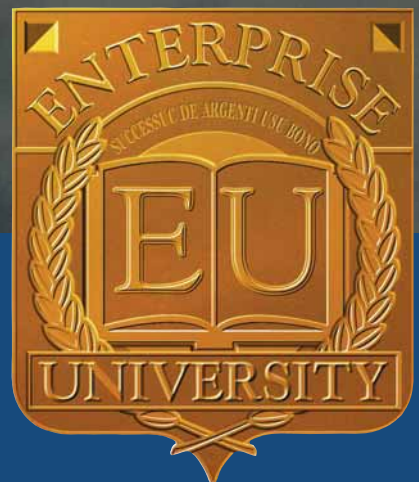


# Enterprise University

Hard-hitting, practical courses  
Taught by recognized experts  
Offered free to business leaders



 **ENTERPRISE**  
BANK & TRUST®

# Welcome to Enterprise University

*Informing and inspiring  
over 11,000 business  
leaders for the past decade.*

At Enterprise Bank & Trust we have long recognized the value of building the knowledge base of our business owner clients.

Enterprise University challenges you to really think strategically, and collectively supports a thriving business community. That's why we continue to offer these courses **free to any business owner and members of their senior team**. You do not have to be a client of Enterprise Bank & Trust.

With the profound and accelerating changes in the business environment, brought on by economic conditions, technology, global competition and more, none of us can afford to stand pat.

Please consider enrolling today.



**C. Duncan Burdette**

Regional Chairman  
Enterprise Bank & Trust



**Linda M. Hanson**

Regional President  
Enterprise Bank & Trust

SPRING 2014

# Enterprise University Schedule at a Glance

## MARCH

13th	8:30 – 11:30 AM	405	Building a Powerful Business Strategy (Olathe)
20th	8:30 – 10:30 AM	323	Health Care Reform is Here: Are YOU Ready? (Overland Park)
26th	8:30 – 11:30 AM	208	Marketing Strategy (Olathe)

## APRIL

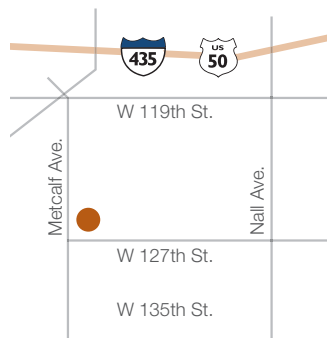
3rd	8:30 – 11:00 AM	431	Defining Your Leadership Signature (Overland Park)
9th	8:30 – 11:30 AM	301	What Banks Look For (Olathe)
16th	8:30 – 11:30 AM	214	LinkedIn Deep Dive – Growing Your Business Through Effective Networking (Overland Park)
22nd	8:30 – 11:00 AM	500	Personal Fiscal Fitness: The Critical Components of a Financial Plan <NEW> (Overland Park)
29th	8:30 – 11:30 AM	440	Kauffman FastTrac's "Listening to Your Business™" <NEW> (Overland Park)

## MAY

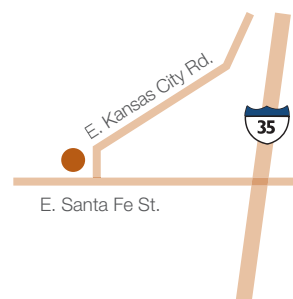
7th	8:30 – 10:30 AM	438	Negotiating with the Savvy Buyer (Olathe)
13th	8:30 – 11:30 AM	441	Is Your Employee Handbook Up-to-Date and Effective? <NEW> (Olathe)

## Course Locations:

**Overland Park:**  
Enterprise Bank & Trust  
12695 Metcalf Avenue  
Overland Park, KS 66213



**Olathe:**  
Enterprise Bank & Trust  
444 E. Santa Fe  
Olathe, KS 66061



**Click to enroll online**

For questions, call Kay Erb at 800-396-8141, ext. 13203

## 200 SERIES – Marketing and Sales Management

### 208 Marketing Strategy

How to create the marketing strategy for your business that is clear, measureable, doable, and effective in any economy. Includes establishing benchmarks; defining your business objective, audiences and messaging; strategy; choosing and integrating the tools of the promotion mix (e.g., sales, promotion, direct, advertising, events, social media).

*Instructor:* Melissa Sturges, Principal, Sturges Word Communications  
*Session:* Wednesday, March 26, 2014, 8:30 – 11:30am (Olathe)

### 214 LinkedIn Deep Dive – Growing Your Business Through Effective Networking

Don't miss this opportunity to learn why LinkedIn is the most important social media tool for growing your business. You will learn how to use LinkedIn to grow your network and stay top of mind with your connections. Jason Terry has been a power user of LinkedIn, helping his own businesses and his client's businesses grow since 2009. He has trained hundreds of professionals in Kansas City. This will be a fast-paced, hands-on, real-time class where Jason will show you the tips and tricks of what to do once you have a professional profile set up on LinkedIn. He will dig into prospecting using LinkedIn, including advanced searches and how to get to your prospect through existing relationships. Connections are only half of the battle and this is often overlooked. You need to continue the conversation with your connections, so you will also learn how to do that using LinkedIn status updates.

*Instructor:* Jason Terry, Principal, Blue Gurus  
*Session:* Wednesday, April 16, 2014, 8:30 – 11:30am (Overland Park)



## 300 SERIES – Financial Management

### 301 What Banks Look For

Learn how to structure your financial statement and manage your bank's expectations as you inspire confidence and build a lifetime relationship with your bank.

*Instructors:* Stephen P. Marsh, Chairman & CEO, Enterprise Bank & Trust  
Chuck Leuck, President, Consumer Banking & Branch Distribution, Enterprise Bank & Trust  
*Session:* Wednesday, April 9, 2014, 8:30 – 11:30am (Olathe)



**Click to enroll online**

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### 323 Health Care Reform is Here: Are YOU Ready?

In this course, you will learn about health care reform and how it will affect your business. You will be able to understand the options available, the penalties that could be assessed if not compliant, the ACA tracking requirements and the most up to date regulatory changes. There will be plenty of time to cover questions regarding this continually changing program.

*Instructor:* Tiffany Wallander, Business Development Manager, Fortune Business Solutions  
*Session:* Thursday, March 20, 2014, 8:30 – 10:30am (Overland Park)

## 400 SERIES – Leadership Effectiveness

### 405 Building a Powerful Business Strategy

How to design and implement a powerful business plan and what to expect from it.

*Instructor:* Jim Lang, Partner, Collaborative Strategies, Inc.  
*Session:* Thursday, March 13, 2014, 8:30 – 11:30am (Olathe)

### 431 Defining Your Leadership Signature

In this hands-on workshop, you will learn to define your leadership signature: your unique brand as a leader. After defining a personal mission statement, you will learn about your desire versus actual leadership impact, and create a development plan to help you continue to improve. This course will also highlight the importance of authenticity, reflection, and ongoing feedback to help you optimize your leadership signature. This workshop is designed for all experience levels, from emerging to established leaders.

*Instructor:* Kelly M. Reed, Ph.D., Sr. Consultant, CMA  
*Session:* Thursday, April 3, 2014, 8:30 – 11:00am (Overland Park)

### 438 Negotiating with the Savvy Buyer

This two hour interactive session will help leaders discover how to anticipate and prepare for negotiating with the savvy buyer. This session will analyze and give helpful advice for:

- Dealing effectively with a “PLAYER”
- Not negotiating at the wrong time, with the wrong people
- Eliminating the belief that money is the real issue

*Instructor:* Dan Stalp, President, Sandler Training  
*Session:* Wednesday, May 7, 2014, 8:30 – 10:30am (Olathe)



**Chuck Leuck helps business owners understand “What Banks Look For.”**

#### 440 Kauffman FastTrac's "Listening to Your Business™" <NEW

Do you own a business that you want to take to the next level? Don't know where to begin? Listening to Your Business™ from Kauffman FastTrac can help. This workshop is designed by Kauffman specifically for existing entrepreneurs who want to grow their business by stepping back, evaluating the future and creating a three-year vision plan. After the workshop, you will be ready to:

- Examine your business with a strengths, weaknesses and opportunities model
- Develop an appropriate action plan to grow your business
- Discover the operational systems needed to support your growing business
- Improve your profitability and financial performance

*Instructor:* Linda M. Hanson, Regional President, Enterprise Bank & Trust

*Session:* Tuesday, April 29, 2014, 8:30 – 11:30 am (Overland Park)

#### 441 Is Your Employee Handbook Up-To-Date and Effective? <NEW

A well-written and complete employee handbook, whether standing alone or used in conjunction with an employment agreement, is a critical tool for recruiting and retaining employees, communicating policy and procedures, defining expectations, and prohibiting unlawful conduct. Also, if they are written as a guide book for managers, these same policies will help ensure your organization remains in legal compliance. This informative session will help you understand what laws impact handbooks and policies, what every handbook should (and should not) include, and how the handbook can keep a workplace running efficiently and productively.

*Instructor:* Trina R. Le Riche, Attorney at Law, Managing Shareholder, Ogletree Deakins

*Session:* Tuesday, May 13, 2014, 8:30 – 11:30 am (Olathe)

### 500 SERIES – Improving Your Personal Fiscal Fitness

#### 500 Personal Fiscal Fitness: The Critical Components of a Financial Plan <NEW

Find out where you stand in relationship to your wealth accumulation, retirement funding, estate planning and financial goals.

*Instructors:* Steven L. Ray, President – Fiduciary Services, Enterprise Trust  
Christopher Nelson, Vice President, Wealth Advisor, Enterprise Trust

*Session:* Tuesday, April 22, 2014, 8:30 – 11:00 am (Overland Park)



Steve Ray helps business leaders look at their personal financial situation.



**Click to enroll online**

For questions, call Kay Erb at 800-396-8141, ext. 13203