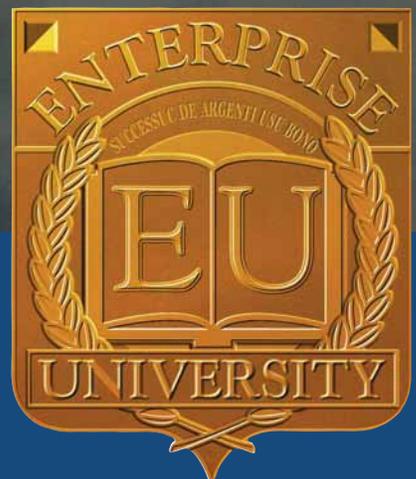


Enterprise University

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



Welcome to Enterprise University

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

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

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

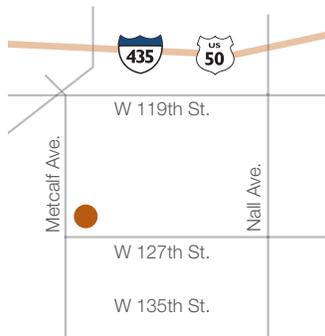
- 3rd 8:30 – 11:00 AM 431 Defining Your Leadership Signature (Overland Park)
- 9th 8:30 – 11:30 AM 301 What Banks Look For (Olathe)
- 16th 8:30 – 11:30 AM 214 LinkedIn Deep Dive – Growing Your Business Through Effective Networking (Overland Park)
- 22nd 8:30 – 11:00 AM 500 Personal Fiscal Fitness: The 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

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

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