

ENTERPRISE UNIVERSITY





Welcome to

ENTERPRISE UNIVERSITY

“The high level of information offered here is impressive. I’ve made some huge positive changes to my company because of this. Time well spent for sure.”

After more than a decade, after helping educate nearly 15,000 business leaders, Enterprise University has become not only an integral part of Enterprise Bank & Trust, it’s become a valuable community resource.

These practical, half-day courses are carefully designed to challenge and energize you, with thought-provoking material from presenters who have lived what they’re teaching, plus additional real-world experiences shared by your peers.

We 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 and there will be no sales pressure from the bank or the presenter.

Every day you’re bombarded with more information, more changes in the business environment. Those who attend Enterprise University tell us it helps them put all this into a useful perspective.

We encourage you to take advantage of this unique opportunity.



C. Duncan Burdette
*Regional Chairman
Enterprise Bank & Trust*



Linda M. Hanson
*Regional President
Enterprise Bank & Trust*





SPRING 2016

Enterprise University Schedule at a Glance

MARCH

17th	8:30 - 11:30 a.m.	208	Marketing Strategy (Overland Park)
22nd	8:30 - 11:30 a.m.	334	Acquiring and Selling a Business: What You Need to Know ◀NEW! (Hallbrook)
24th	8:30 - 11:30 a.m.	214	LinkedIn Deep Dive – Growing Your Business through Effective Networking (Hallbrook)
29th	8:30 - 11:30 a.m.	460	Winning the Talent Game ◀NEW! (Hallbrook)

APRIL

1st	8:30 - 11:30 a.m.	461	Why Won't They Change? ◀NEW! (Hallbrook)
6th	8:30 - 11:30 a.m.	405	Building a Powerful Business Strategy (Overland Park)
8th	8:30 - 11:30 a.m.	462	Numbers Don't Lie: The Business Case for Diversity and Inclusion ◀NEW! (Overland Park)
14th	8:30 - 11:30 a.m.	464	Are You Building Value into Your Business? ◀NEW! (Hallbrook)
19th	8:30 - 11:30 a.m.	230	Social Media is Not Just Pretty Pictures ◀NEW! (Hallbrook)
20th	8:30 - 11:30 a.m.	227	SEO Bootcamp: Gaining Better Visibility on Google (Hallbrook)

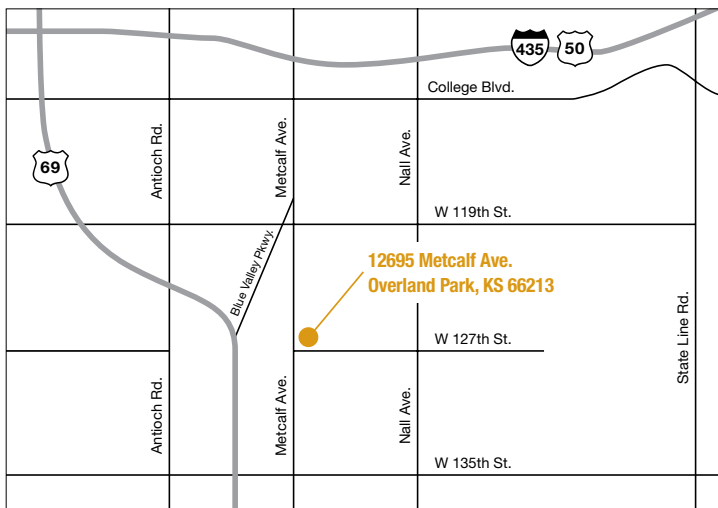
MAY

3rd	8:30 - 11:30 a.m.	229	What is Sales Management – REALLY? ◀NEW! (Hallbrook)
5th	8:30 - 11:30 a.m.	465	The Essentials of Deliberate Growth™ Action Plans ◀NEW! (Hallbrook)
10th	8:30 - 11:30 a.m.	335	Financial Benchmarking for Your Business ◀NEW! (Hallbrook)
12th	8:30 - 11:30 a.m.	444	Leading Change Through Process Improvement (Overland Park)
18th	8:30 - 11:00 a.m.	502	Planning the Retirement You'll Want to Live In ◀NEW! (Overland Park)
24th	8:30 - 11:30 a.m.	463	Top Ten Dangerous Wage & Hour (Payroll) Mistakes ◀NEW! (Hallbrook)

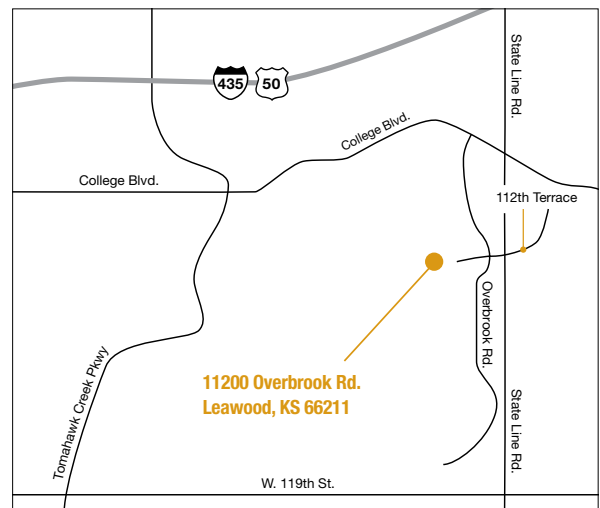
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COURSE LOCATIONS

Overland Park Board Room



Hallbrook Country Club



Enterprise University courses are designed for decision makers of the companies that participate. Attendance should be limited to five individuals per organization, and no more than three individuals for any given class. Thank you in advance for your cooperation.



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: Thursday, March 17, 2016, 8:30 - 11:30 a.m.

Location: Overland Park Board Room

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: Thursday, March 24, 2016, 8:30 - 11:30 a.m.

Location: Hallbrook Country Club



227 SEO Bootcamp: Gaining Better Visibility on Google

Search Engine Optimization (SEO) is key in affecting the visibility of your website. This course provides insight on how search engines (primarily Google) determine how and where websites rank in search results. You will learn SEO strategies and tactics needed to improve your website's Google ranking potential. We will also discuss content marketing, blogging and reputation management.

Instructor: Phil Singleton, CEO
Kansas City Website Design & SEO

Session: Wednesday, April 20, 2016, 8:30 - 11:30 a.m.

Location: Hallbrook Country Club



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**For questions, call Nicki Duhn
at 913-791-9139**



200 SERIES - MARKETING AND SALES MANAGEMENT (cont.)

229 What is Sales Management – REALLY? ◀NEW!

If you are a President or Sales Executive with a sales team reporting to you... this session is for you! Do you find yourself wondering what the differences are between supervising, coaching, and mentoring? Or possibly you yearn to do a better job of hiring, interviewing and recruiting? In this interactive session, you will develop a plan of specific steps to be more effective in developing your sales team and getting better results.

Instructor: Dan Stalp, President, Sandler Training
Session: Tuesday, May 3, 2016, 8:30 - 11:30 a.m.
Location: Hallbrook Country Club

230 Social Media is Not Just Pretty Pictures ◀NEW!



Learn the basics of social media – how to choose which platforms are right for your business and how to incorporate a strategic plan into your posts. This three-hour course will cover consistent messaging, maximizing your exposure and capturing your target audience(s).

Instructor: Monica Stoneking, President, SK Consulting
Session: Tuesday, April 19, 2016, 8:30 - 11:30 a.m.
Location: Hallbrook Country Club

300 SERIES - FINANCIAL MANAGEMENT

334 Acquiring and Selling a Business: What You Need to Know ◀NEW!

People have a hard time knowing where to begin when it comes to the question of buying or selling a business. We will demystify that process by showing how buying and selling are mirror processes of each other. This course will explain how both sides of the table (buyer and seller) approach a transaction at both the strategic and the tactical level. We will discuss certain aspects of valuations, how different kinds of buyers compete for the same sellers, value drivers in the business, financing, and how to assemble an advisory team to help you through the process. Practical, real-life examples will illustrate how other business owners have gone through the process. Whether you are considering buying a business or selling a business, this course will help you lay out the path.

Instructor: Ben Olsen, Partner, The DVS Group
Session: Tuesday, March 22, 2016, 8:30 - 11:30 a.m.
Location: Hallbrook Country Club

335 Financial Benchmarking for Your Business ◀NEW!

This course will discuss various financial ratios and benchmarks that are applicable to all businesses. The presentation will include a discussion of the four main types of financial ratios, what they reveal about businesses performance, and what creditors and investors look for in these benchmarks. The presentation will also include a discussion of resources available to help business owners compare themselves against peer groups. Participants will leave with a better understanding of the meaning of these benchmarks and how to use them to analyze their business.

“I come out of these workshops energized, ready to make changes.”

Instructor: John Stolte, CPA, Owner/Manager
S3 Advisors, LLC
Session: Tuesday, May 10, 2016, 8:30 - 11:30 a.m.
Location: Hallbrook Country Club



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: Wednesday, April 6, 2016, 8:30 - 11:30 a.m.

Location: Overland Park Board Room

444 Leading Change Through Process Improvement

Business Process Improvement can be defined as the elimination of activities that do not add value to the customer. This concept has helped businesses for decades decrease costs, lower production time, increase quality, and boost profitability. RubinBrown's Lean Six Sigma Black Belts and other process improvement experts will help educate you on:

- Business process re-engineering which eliminates waste and inefficiencies and creates value
- DMAIC model (Define, Measure, Analyze, Improve and Control), which is used by Fortune 500 companies across the nation
- Lean tools and implementation
- Process mapping
- Strategic Planning

Instructors: Mike W. Lewis, CPA, Partner, RubinBrown
Sunti Wathanacharoen, Partner, RubinBrown

Session: Thursday, May 12, 2016, 8:30 - 11:30 a.m.

Location: Overland Park Board Room



460 Winning the Talent Game ◀NEW!

In today's competitive talent market, are you on the leading edge or the bleeding edge? In this hands-on workshop for company leaders, owners, and HR executives, you will discover:

- Your talent value proposition and how to become an "employer of choice"
- Your company's "DNA" - what core values and competencies make people successful
- How to select and retain talent that drives your company culture, is passionate about the mission, and lives out the values day-to-day

Instructor: Kelly Reed, Ph.D., Senior Consultant, CMA

Session: Tuesday, March 29, 2016, 8:30 - 11:30 a.m.

Location: Hallbrook Country Club

461 Why Won't They Change? ◀NEW!

Change isn't easy. Learn what research says about change, and how you as a leader can use a practical strengths-based approach to support employees through change. You will walk away with a structured conversation that you can use tomorrow!

Instructor: Joy Humbarger, CEO & Founder
Maximize Your Leadership

Session: Friday, April 1, 2016, 8:30 - 11:30 a.m.

Location: Hallbrook Country Club

"There's a lot of interaction with the other business owners. You get to hear how this plays out in the real world."



400 SERIES - LEADERSHIP EFFECTIVENESS (cont.)

462 Numbers Don't Lie: The Business Case for Diversity and Inclusion ◀NEW!

Changing demographics in our culture in the United States are requiring organizations in all sectors of our society to gain new knowledge about diversity and inclusion in order to build more cohesive work teams and leverage differences to meet their missions. This course will define concepts related to diversity and inclusion, as well as provide historical context for the evolution of D&I in a business context. Participants will also have the chance to use their understanding of best practices and apply it to their own businesses.

Instructor: Kenneth Pruitt, Director of Diversity Training
Diversity Awareness Partnership

Session: Friday, April 8, 2016, 8:30 - 11:30 a.m.

Location: Overland Park Board Room



463 Top Ten Dangerous Wage & Hour (Payroll) Mistakes ◀NEW!

The worker (mis)classification and wage and hour landscape is marked with potential pitfalls for every business - even for those organizations with just a few employees. Careful planning and strategies are required for applying the established legal tests and principles to avoid potentially costly consequences for your business or enterprise. This eye-opening class will discuss the nuts and bolts of the Fair Labor Standards Act (FLSA) and related state laws in Missouri and Kansas, including common minimum wage, overtime, and "hours worked" problems, as well as how to safely determine whether a worker is an "employee" or an "independent contractor." This class is a necessity for learning what you can do to erase (or at least minimize) legal liability to, and litigation with, your employees.

Instructors: Justin Dean, Attorney at Law, Shareholder
Ogletree Deakins
Kate Gallen, Employment Attorney, Associate
Ogletree Deakins

Session: Tuesday, May 24, 2016, 8:30 - 11:30 a.m.

Location: Hallbrook Country Club



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400 SERIES - LEADERSHIP EFFECTIVENESS (cont.)

464 Are You Building Value into Your Business? ◀NEW!

As a business owner, there's really only one valid way to keep score when it comes to how well your business is doing in the long run. It's not revenue, it's not even profits...what you really need to be thinking about is whether you're building VALUE into your business every year.

There are 8 key drivers that dramatically impact what your value is worth. If you get those 8 things mostly right, your

"These workshops have helped us raise the professionalism of our whole team."

business could be worth 3X more than a similar sized business that's not been built for value.

Whether you're thinking about selling your business or just trying to grow it the

right way, this is the information you need to succeed. We'll be talking about things like:

- Optimizing your business structure and model
- How to increase word of mouth for your company
- How to increase cash flow and make it more consistent
- Minimizing your company's reliance on your personal involvement

Instructors: Shawn Kinkade, Founder/President

Aspire Business Development

Chris Steinlage, Principal

Aspire Business Development

Session: Thursday, April 14, 2016, 8:30 - 11:30 a.m.

Location: Hallbrook Country Club

465 The Essentials of Deliberate Growth™ Action Plans ◀NEW!

Developing and managing growth is an essential and continuous challenge for every business. Knowing which levers to pull, when, and how much are the keys to meeting your goals. You may now be seeking more rapid growth, at a serious decision crossroads, or managing the complications of a surge of success. Wherever you are beginning from today, Deliberate Growth™ Essentials will help you create and initiate an action plan map that ties growth strategies to implementation tactics and your desired outcomes. As the leader of your business, Deliberate Growth™ Action Plans will create momentum, focus your decisions, and maximize your results. You will learn:

- The #1 question to prepare you and your business for growth and productive action
- How to determine where to focus your decisions, effort, and resources using the Profit Pyramid
- Understand what fuels better results through your people
- What your growth plan is missing right now



Instructor: Debra Kunz,

Certified CMMS Business Coach, Owner

DkK Group, LLC

Session: Thursday, May 5, 2016, 8:30 - 11:30 a.m.

Location: Hallbrook Country Club

500 SERIES - IMPROVING YOUR PERSONAL FISCAL FITNESS

502 Planning the Retirement You'll Want to Live In ◀NEW!

Strategies to understand your risk, prevent you from outliving your assets, provide the life you and your loved ones deserve, and dispose of assets according to your wishes.

Instructor: Christopher Nelson, Vice President, Wealth Advisor, Enterprise Trust

Session: Wednesday, May 18, 2016, 8:30 - 11:00 a.m.

Location: Overland Park Board Room