

DIVERSITY DIALOGUES

SESSION FOUR TAKEAWAYS

Topic: Maximizing relationships with diverse customers

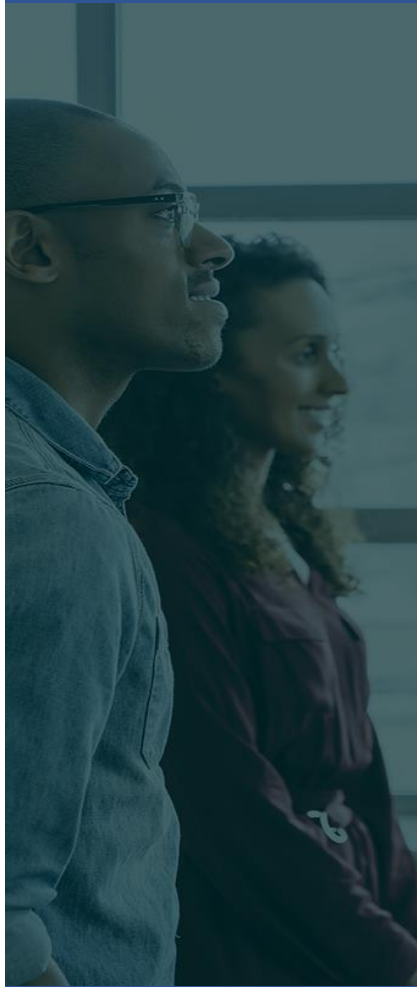
Takeaways:

- Take the time to understand each customer's back story, previous experiences with financial institutions, their knowledge level and concerns.
- Empathize with their story. Even if two people have completely different backgrounds and experiences, they can still have an appreciation for how it might feel to go through certain situations. Leverage that appreciation and allow it to foster a stronger relationship.
- Build trust through transparent conversations and sound financial advice.
- As trust is built, customers may start turning to the banker for non-financial questions. Be a complete resource for the customer. Understand what community resources are available and make those connections for customers when they need assistance or guidance.

Topic: Breaking into diverse markets

Takeaways:

- Have staff that can "speak the language" AND can relate to the experiences and plights of consumers in the target market.
- Engage with community partners who can provide additional insight on what is happening with consumers in the target market so strategies can be put into place to best support those consumers.
- Participate in community events hosted by the target market. Actively get involved in activities. This enables a banker to show support to the target market, gain a better understanding of the market and demonstrate a commitment to the market.
- Ask questions and ask for feedback. Be willing to ask questions to better understand consumers in the target market. Ask for feedback and suggestions for how the bank can better serve the target market and support those consumers. Act on reasonable advice and recommendations.



Building a foundation of trust and understanding from our similarities while embracing and valuing our differences!

Members with topic suggestions, panelist suggestions or questions regarding the series can contact Stephanie Watson swatson@ohiobankersleague.com.