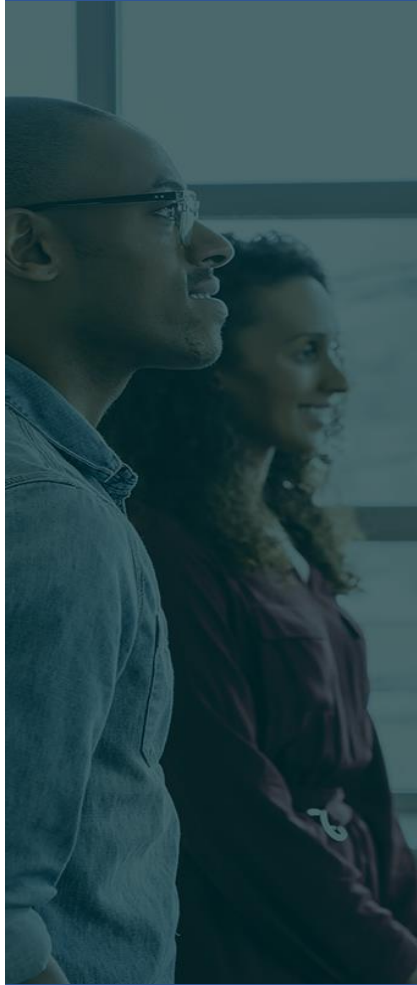


Topic: Creating and enhancing long-term community partnerships

Takeaways:

- Identify and build community partnerships
 - Understand the market and the needs of the community
 - Determine what will help those in the community – what products or services could be created
 - Determine what groups in the community can assist the bank in supporting the needs of the community – what group does the community currently trust
 - Connect with identified organizations and build trust
 - Ask for candid feedback about the bank’s reputation and products
 - Attend meetings and conferences held by the group and demonstrate personal engagement while there
 - Be an advocate for the organization and the community
- Long-term community partnerships are partnerships with groups that have similar needs, focus and vision
- Make partnerships a win-win-win – a win for the customer, a win for the bank, a win for the community organization
- Develop and execute on DEI strategies
 - Obtain, maintain and demonstrate leader buy-in and engagement
 - Have leaders join in on the conversation
 - Provide leaders with the research that demonstrates the importance of leader buy-in and engagement
 - Have leaders who are actively engaged in their organization’s DEI efforts discuss the importance and benefits
 - Get comfortable being uncomfortable – turn stumbles into a dance versus viewing them as setbacks. Share uncomfortable conversations with community partners
 - Determine ways to measure success
 - Have quantitative measurements
 - Look at success overall in the community and not just the financial numbers of the bank
 - Include goals around financial literacy
- Benefits of community partnerships
 - Free flow of ideas and ability to get feedback
 - Bank sponsorship from community partners throughout the community
 - The transfer of trust from community partners to the bank
 - Community partners become empowered to have a greater impact on their clientele – they are more inspired that they can make a difference



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

DIVERSITY DIALOGUES

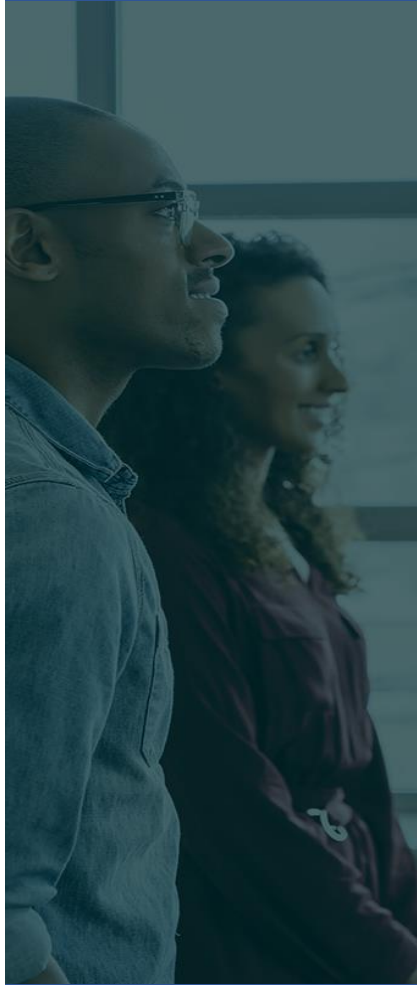
SESSION FIVE TAKEAWAYS – PAGE 2

Topic: Creating and enhancing long-term community partnerships

Takeaways:

- Benefits of community partnerships *continued*
 - Strengthen internal DEI initiatives
 - Strengthen talent pipeline through recommendations from community partners
 - Partner on DEI events
 - Build and deliver on minority supplier programs

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



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