



# Sunflower Webinar Series



## Strategies to Keep Banking Human

Available OnDemand

Concern is being expressed in board rooms and branches about the ultimate impact of the digital transformation of banking. As every technological innovation comes on-line, human interaction is reduced or replaced, and financial institutions must find new ways to maintain trust, build loyalty and deepen relationships.

This webinar will present four key insights into both personal and institutional behaviors that strike a balance between automation and human connection.

### Topics of Discussion Include

- Ways to improve customer engagement through the right use of data
- Ways to adjust branding to humanize the digital customer experience
- Ways to modify internal and external communications
- Ways to utilize three leadership skills necessary to help an institution harness technology, while preserving human connection

### Presenter

Joe Sullivan, President & CEO, Market Insights

Mr. Sullivan has 20 years experience of providing consulting and education to financial services organizations to push them beyond conventional thinking. He provides a unique mix of sound market research, business strategy and planning skills, packaged with the visionary leadership and facilitation expertise to dissolve organizational barriers and help the client achieve results.



Specialties: Professional speaking, leadership development, strategic planning, marketing and challenging conventional thinking.

This OnDemand webinar recording consists of 60 minutes of instruction. Upon purchase of the webinar, you will receive a link to the recording, which may be shared with all staff within your banking institution.

### REGISTRATION FORM

Strategies to Keep Banking Human.....  
-Available OnDemand

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 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_  
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Asset Size	On Demand
\$50 mil & under	<input type="checkbox"/> \$140
\$51-150 mil.	<input type="checkbox"/> \$215
\$151-250 mil.	<input type="checkbox"/> \$260
Over \$250 mil.	<input type="checkbox"/> \$310
Assoc members	<input type="checkbox"/> \$310
Non-members	<input type="checkbox"/> \$475

### Three Ways to Register:

- Online: Visit [www.ksbankers.com](http://www.ksbankers.com) (Educational Resources)  
 Fax: Fax to 785-272-8392 and follow with payment.  
 Mail: Kansas Bankers Association, P.O. Box 4407, Topeka, KS, 66604

### Method of Payment:

- Check made payable to Kansas Bankers Association  
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