

Featured Seminar

Inspire your Board or Staff for success in 2012



Purpose, Passion and Profits

A new path to a profitable future

Enough already! No more using the economy as an excuse to say profits are a thing of the past, and that you can't do anything to change that – because you can.

Successful organizations are driven by an over arching sense of purpose. Operated by people with a strong sense of personal and professional passion, they view profit as a result, not a reason for being in business.

Shift your thinking and focus on what matters most – your organization's reason for being – and a culture that puts human capital first. These are the building blocks for success in a highly commoditized and regulated industry where the rules of the game have all changed.

Take an inspiring journey through the principles that will drive success for companies in the new economy. This presentation will balance inspiration along with tactical steps your institution can take to identify it's over arching purpose and ignite passion on your team.

Envision not what is possible or probable, but what your competitors think is impossible.



joe sullivan

CEO, MARKET INSIGHTS

Joe Sullivan is the CEO and Founder of Market Insights. As a consultant, author and speaker with more than 20 years of experience in the industry, the themes of relevancy and growth can be found throughout Joe's work.

Over the years, Joe has been invited to share his insights with many national, regional and state associations and banking schools — on topics ranging from marketing and delivery network planning, to brand positioning and leadership.

Joe's forward thinking approach and energetic style engages his audiences and consistently makes him a top rated speaker. Additionally, his unique perspective comes from working side-by-side with bank and credit union executives and marketers around the U.S. in the development of successful growth strategies. Joe incorporates these frontline experiences into his presentations and offers insights that challenge conventional thinking, creating a sense of excited urgency with his audiences.

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