

Navigating a Sea of Change

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Take the Helm

It's been a stormy year in banking—and certainly some banks are experiencing difficulties during these challenging times. If the events of the past few years have taught us nothing else, it's that banking is forever changed ... and your team's approach to bank leadership must shift, as well, for your organization to remain successful.

The winds of change are powerful—yet they bring with them new opportunities and fresh challenges—and the most agile of management teams will develop strategies that harness the energy of tumult for growth and success.

Join us for the **2011 Senior Management Seminar** from the Graduate School of Banking, where you'll work with GSB's talented and experienced faculty to develop concrete, actionable strategies for leading through change.

What You'll Learn

Designed to offer a "hands on" mixture of lectures, small group discussions and computer models to reinforce learned concepts, this high quality program is limited to 50 participants to maximize group interaction. Issues examined in the three-day curriculum include:

- Strategies and characteristics of high performing banks
- Achieving a competitive advantage in today's marketplace
- Liquidity, funds and deposit management
- Creating shareholder value
- Critical management skills
- Current trends in banking: What obstacles and opportunities lie ahead?
- Where do we go from here? Peer discussion, idea exchange and strategic dialogue

Bonus Option

Extend your Senior Management Seminar learning experience by adding the two-day bonus option to the core Senior Management Seminar curriculum. You can customize the program to meet your individual learning objectives by selecting electives from a lengthy list of elective courses.

Apply Today

Tuition for the GSB Senior Management Seminar includes a \$350 non-refundable registration fee, instructional materials, all daily meals and three nights single-occupancy lodging at the Fluno Center for Executive Education. You can customize your program by adding the two-day bonus option for an additional \$600 which includes instructional materials for bonus sessions, lodging and meals for the extra days. Tuition for the Senior Management Seminar is \$2,197.

For more information, please visit

gsb.org

or call 800-755-6440.

"In 2010, I attended my second Senior Management Seminar. The instructors are well known as the best in the business and they provided current, relevant information to guide bank strategy. I was able to quickly implement ideas presented in the seminar to achieve measurable bottom line results. In addition to the instructors, the fellow participants in the seminar were from progressive, high performing banks striving to do better."

Andrew A. Karow
Regional President, Alpine Bank, Telluride, Colo.
GSB Class of 2001, Senior Management Seminar 2003
and 2010

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Graduate School of Banking
at the University of Wisconsin – Madison

