



Emerging Leaders Insights

November
2014

Networking secrets exposed!

During the October luncheons, attendees learned all the secrets to successful networking from Kyle Golding, chief strategic idealist at The Golding Group in Oklahoma City, and Jeff Reid, SVP/HR business partner at BOKF in Tulsa. Some of the tidbits they shared at the luncheons included:

Before attending an event, make sure you:

- Get mentally prepared – your attitude is everything. Do what you need to do to pump yourself up so you are confident going into an event;
- Know what you are trying to accomplish at the event;
- Preparation is key to be successful at networking. Do your research when possible before events;
- Prior to the event, make the decision to not hang with your friends or previous acquaintances too much. Make a concerted effort to meet new people; and
- Prepare and practice a short introduction for yourself.

To be “in the moment” at the event:

- If you are a person who struggles in a room or tends to become a wallflower at events, get there early and let the room grow around you;
- Don't wait for others to come to you. Your initiative will impress others;
- All you need is 10 seconds of courage to say hello and break the ice with a potential new connection;
- When you say someone's name, they automatically begin to lower their walls making it easier to network;
- Get the person you are speaking with to talk about themselves and you'll get much farther in the conversation;
- Make sure you are listening. Listening is key;
- Look for commonalities with people to give you an edge; and
- When you receive a new business card, take a

moment after parting ways to write a few notes on the back. Doing this provides great ammunition for follow-up.

After an event:

- Don't let business cards pile up and gather dust on your desk. The best thing you can do with them is to immediately follow-up;
- Take five minutes to do a simple, small thing for one person a day on the list of people you need to follow-up with after an event. These simple, small things make a difference; and
- You have to approach follow-up to networking with the idea of building relationships rather than with closing a deal.

Additional tips:

- Make sure to network in markets besides your market (banking) to build your network. Other markets will touch on mutual topics such as finances at various times;
- Joining the board of a nonprofit is a phenomenal way to build your network;
- The opportunities that might not seem so obvious as networking sometimes turn out to be the most powerful and beneficial;
- When you go somewhere and only talk to those you know, you are doing a disservice to yourself because you aren't taking advantage of the opportunity to expand your network;
- Make sure you know your surroundings and always maintain your professionalism; and
- A successful relationship is knowing each other's names, what each other does and how you both can benefit from the relationship.

Although Golding and Reid provided different tidbits, they both mentioned two things which are important to remember when given an opportunity to network. The first being to make yourself known and give people a reason to get to know you. The last tidbit provided, which is often forgotten, is you will only get out of these opportunities what you put into them.

Industry updates

The banking industry is always changing, here are some brief updates for you:

- Last week, the Consumer Financial Protection Bureau released lists of rural or underserved counties to use in 2015 in conjunction with the bureau's Ability-to-Repay, escrow, HOEPA and appraisal rules. Download the list of rural or underserved counties at http://files.consumerfinance.gov/f/201410_cfpb_final-list-of-rural-underserved-counties-2015.pdf;
- The Federal Reserve Board and the Securities and Exchange Commission voted in October to finalize the Dodd-Frank Act's mortgage risk retention rule, aligning the qualified residential mortgage, or QRM, standard with the CFPB's Qualified Mortgage rule; and
- Recently the CFPB issued a “Supervisory Highlights” report which outlines several areas of concern its examiners have had with the new servicing rules. Read the report at http://files.consumerfinance.gov/f/201410_cfpb_supervisory-highlights_fall-2014.pdf.

Emerging Leaders Socials

Nov. 12 — Happy Hour, Ming's Noodle (3509 S Peoria Ave, Suite 161) in Tulsa, 5-7 p.m. Find more information at http://www.oba.com/bankers/emerging_leaders_calendar.php. RSVP (not required but encouraged) by end-of-day Friday, Nov. 7.

Writing your own obituary

By Tony Alessandra

Seriously. Actually sitting down and writing it can be a marvelous exercise in goal-setting. Make it long and detailed.

Your obituary can become your script, telling who you were, what you did, how well you were liked.

If you're like most people, you'll first list your accomplishments, successes, and positions in organizations. Then you'll revise your obit, realizing that what you want to be most remembered for is not how many initials you had after your name or how many employees were beneath you on the organization chart.

Rather, you'll probably want your life story to be about your character:

What useful things did you do?

How good a friend were you?

What kind of a partner?

How well did you behave in crises?

Write it. But understand that the only real way to have the sort of obituary you want is to start living the way you'd like to be remembered.

Copyright ©2003, Tony Alessandra. All right reserved. For information contact FrogPond at email susie@FrogPond.com.

The ant philosophy

By Jim Rohn

Over the years I've been teaching kids about a simple but powerful concept - the ant philosophy. I think everybody should study ants. They have an amazing four-part philosophy, and here is the first part: ants never quit. That's a good philosophy. If they're headed somewhere and you try to stop them; they'll look for another way. They'll climb over, they'll climb under, they'll climb around. They keep looking for another way. What a neat philosophy, to never quit looking for a way to get where you're supposed to go.

Second, ants think winter all summer. That's an important perspective. You can't be so naive as to think summer will last forever. So ants are gathering in their winter food in the middle of summer.

An ancient story says, "Don't build your house on the sand in the summer." Why do we need that advice? Because it is important to think ahead. In the summer, you've got to think storm. You've got to think rocks as you enjoy the sand and sun.

The third part of the ant philosophy is that ants think summer all winter. That is so important. During the winter, ants remind themselves, "This won't last long; we'll soon be out of here." And the first warm day, the ants are out. If it turns cold again, they'll dive back down, but then they come out the first warm day. They can't wait to get out.

And here's the last part of the ant philosophy. How much will an ant gather during the summer to prepare for the winter? All that he possibly can. What an incredible philosophy, the "all-that-you-possibly-can" philosophy.

Wow, what a great philosophy to have - the ant philosophy. Never give up, look ahead, stay positive and do all you can.

Copyright ©2006, Jim Rohn. All right reserved. For information contact FrogPond at email susie@FrogPond.com.

Emerging Leaders notes

- Nov. 4 is election day. Make sure you go out and vote and encourage community members to vote;
- Nov. 13 is the OBA's Women in Banking conference. If you haven't signed up to attend yet, there is still time. Registration information is at <http://members.oba.com/Core/Events/eventdetails.aspx?iKey=14090>;
- The social committee is hard at work planning local events for each region so make sure you are following the Emerging Leaders' Twitter and Facebook pages for information; and
- There will be no additional Emerging Leaders luncheons for 2014 but plans have begun for the first luncheon of the new year. We're waiting on the education department to finalize their class offerings to select the dates. Dates will be announced as soon as possible.

[@OklaBankLeaders](http://www.oba.com/EmergingLeaders)

www.facebook.com/OBAEmergingLeaders
LinkedIn: <http://tinyurl.com/OBAELinkedIn>

MEMBER SPOTLIGHT

Carla Guthrie

Have you ever struggled in trying to pick a movie to watch? Carla Guthrie, deposite operations manager/assistant cashier at Bank of Vici, can certainly help you out next time.

One of the things that Carla enjoys most in her spare time are old Western movies. When she isn't running a taxi service for her younger daughters, she enjoys going to the mountains, camping at the lake, hunting and truly anything connected

to the great outdoors. While it might be too cold in the winter to do many outdoor activities, Carla takes that opportunity to enjoy watching basketball.

Next time you see Carla, take a moment to ask her about those Western films and possibly get a recommendation for your next movie night.

Each month in this section we'll highlight a member of Emerging Leaders. Would you like to be spotlighted? Do you know someone that should be spotlighted? Let us know at kristin@oba.com.