

GSB Online Seminars

January – February 2024

Co-Sponsored By:
The Graduate School of Banking at the University of Wisconsin-Madison and
Oklahoma Bankers Association

Upcoming Programs (listed in start date order):

For additional information— including detailed seminar descriptions and presenter bios— and to register online, please visit <https://www.gsb.org/schools-programs/online-seminars/choose-a-seminar/>

GENERAL

The Business of Banking-Sp24 on January 30 & 31 from 9:30-11:30 a.m. CT
<https://gsb.org/product/the-business-of-banking-sp24/>

HR MANAGEMENT

Onboarding Your New Hire - An Experience or an Afterthought?-Sp24 on January 30 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/onboarding-your-new-hire-an-experience-or-an-afterthought-sp24/>

The Employee Experience - Your Competitive Advantage-Sp24 on February 16 from 10:00 a.m. - 11:00 a.m. CT
<https://gsb.org/product/the-employee-experience-your-competitive-advantage-sp24/>

Talent Management - Having the Right People in the Right Seats. Coaching Up or Coaching to Exit?-Sp24 on February 26 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/talent-management-having-the-right-people-in-the-right-seats-coaching-up-or-coaching-to-exit-sp24/>

LENDING

Business Financial Statements and Tax Returns - Components of Business Financial Statements & Tax Returns-Sp24 on January 16 from 8:30 a.m. - 10:00 a.m. CT
<https://gsb.org/product/business-financial-statements-and-tax-returns-components-of-business-financial-statements-tax-returns-sp24/>

CRE Lending - Developing a Cash Flow and Key Ratios-Sp24 on January 16 from 10:30 a.m. - 12:00 p.m. CT
<https://gsb.org/product/cre-lending-developing-a-cash-flow-and-key-ratios-sp24/>

Personal Tax Returns and Cash Flow - Focus on Sole Proprietorships, Rental Property and Farms-Sp24 on January 16 from 1:00 p.m. - 2:30 p.m. CT
<https://gsb.org/product/personal-tax-returns-and-cash-flow-focus-on-sole-proprietorships-rental-property-and-farms-sp24/>

Business Financial Statements and Tax Returns - Cash vs. Accrual Accounting Refresher-Sp24 on January 30 from 8:30 a.m. - 10:00 a.m. CT
<https://gsb.org/product/business-financial-statements-and-tax-returns-cash-vs-accrual-accounting-refresher-sp24/>

CRE Lending - Cap Rates and Factors Beyond Debt Coverage and Loan-to-Value-Sp24 on January 30 from 10:30 a.m. - 12:00 p.m. CT
<https://gsb.org/product/cre-lending-cap-rates-and-factors-beyond-debt-coverage-and-loan-to-value-sp24/>

LENDING (cont'd)

Personal Tax Returns and Cash Flow - Focus on Pass-Through Entities and Schedule K-1s-Sp24 on January 30 from 1:00 p.m. - 2:30 p.m. CT

<https://gsb.org/product/personal-tax-returns-and-cash-flow-focus-on-pass-through-entities-and-schedule-k-1s-sp24/>

SBA Loan Programs - What's New in 2024-Sp24 on January 31 from 8:30 a.m. - 12:00 p.m. CT

<https://gsb.org/product/sba-loan-programs-whats-new-in-2024-sp24/>

Business Financial Statements and Tax Returns - Navigating and Analyzing a Business Tax Return-Sp24 on February 6 from 8:30 a.m. - 10:00 a.m. CT

<https://gsb.org/product/business-financial-statements-and-tax-returns-navigating-and-analyzing-a-business-tax-return-sp24/>

CRE Lending - Issues with Property Types & Lease Structures-Sp24 on February 6 from 10:30 a.m. - 12:00 p.m. CT

<https://gsb.org/product/cre-lending-issues-with-property-types-lease-structures-sp24/>

Personal Tax Returns and Cash Flow - Focus on Global Cash Flow as an Underwriting Tool for Businesses and Owners-Sp24 on February 6 from 1:00 p.m. - 2:30 p.m. CT

<https://gsb.org/product/personal-tax-returns-and-cash-flow-advanced-personal-cash-flow-issues-including-capital-gains-sp24/>

Business Financial Statements and Tax Returns - Developing and Analyzing Key Financial Ratios-Sp24 on February 13 from 8:30 a.m. - 10:00 a.m. CT

<https://gsb.org/product/business-financial-statements-and-tax-returns-developing-and-analyzing-key-financial-ratios-sp24/>

CRE Lending - Developing a Global Analysis of Property Holdings-Sp24 on February 13 from 10:30 a.m. - 12:00 p.m. CT

<https://gsb.org/product/cre-lending-developing-a-global-analysis-of-property-holdings-sp24/>

Personal Tax Returns and Cash Flow - Advanced Personal Cash Flow Issues, Including Capital Gains-Sp24 on February 13 from 1:00 p.m. - 2:30 p.m. CT

<https://gsb.org/product/personal-tax-returns-and-cash-flow-advanced-personal-cash-flow-issues-including-capital-gains-sp24/>

Credit Risk Management in a Recession-Sp24 on February 14 from 8:30 a.m. - 12:00 p.m. CT

<https://gsb.org/product/credit-risk-management-in-a-recession-sp24/>

SBA Lending - The Need for an SBA Loan Policy-Sp24 on February 21 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/sba-lending-the-need-for-an-sba-loan-policy-sp24/>

Strategic Loan Growth in a Rising Rate Environment-Sp24 on February 21 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/strategic-loan-growth-in-a-rising-rate-environment-sp24/>

Commercial Lending - Improving Commercial Loan Pricing and Profitability-Sp24 on February 27 from 1:00 p.m. - 2:30 p.m. CT

<https://gsb.org/product/commercial-lending-improving-commercial-loan-pricing-and-profitability-sp24/>

Commercial Lending - Introduction to Commercial Lending-Sp24 on February 27 from 8:30 a.m. - 10:00 a.m. CT

<https://gsb.org/product/commercial-lending-introduction-to-commercial-lending-sp24/>

CRE Appraisals - Overview of Appraisal Rules/Guidelines and the Review Process-Sp24 on February 27 from 10:30 a.m. - 12:00 p.m. CT

<https://gsb.org/product/cre-appraisals-overview-of-appraisal-rules-guidelines-and-the-review-process-sp24/>

SBA Lending - How SBA Reviews Your SBA Loan Portfolio-Sp24 on February 28 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/sba-lending-how-sba-reviews-your-sba-loan-portfolio-sp24/>

MANAGEMENT

So We're Digital - Now What?-Sp24 on January 17 from 9:00 a.m. - 12:30 p.m. CT

<https://gsb.org/product/so-were-digital-now-what/>

Implications of ChatGPT and other Large Language Models for Financial Institutions-Sp24 on February 8 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/implications-of-chatgpt-and-other-large-language-models-for-financial-institutions-sp24/>

Why Pricing Matters to Your Organization's Health-Sp24 on February 14 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/why-pricing-matters-to-your-organizations-health-sp24/>

Five Cultural Changes that Must Become Business as Usual-Sp24 on February 15 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/five-cultural-changes-that-must-become-business-as-usual-sp24/>

Negotiation Competence for Leaders in the Workplace-Sp24 on February 20 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/negotiation-competence-for-leaders-in-the-workplace-sp24/>

Navigating Earnings Challenges: How to Thrive in 2024-Sp24 on February 22 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/navigating-earnings-challenges-how-to-thrive-in-2024-sp24/>

Community Bank Management in the Current Operating Environment-Sp24 on February 29 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/community-bank-management-in-the-current-operating-environment-sp24/>

Vendor Management - How Model Risk Fits In-Sp24 on February 29 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/vendor-management-how-model-risk-fits-in-sp24/>

TECHNOLOGY

Two Sides of the Same Coin - How and Why IT Should be Separated from IS-Sp24 on February 9 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/two-sides-of-the-same-coin-how-and-why-it-should-be-separated-from-is-sp24/>

About The GSB Online Seminar Series

The GSB Online Seminar Series offers a convenient, cost-effective way to access quality educational opportunities. GSB seminars are designed to meet the dynamic learning needs of today's busy financial professional and are delivered by some of today's top industry experts. All sessions are recorded, so if you're unable to attend one of the live presentations, it's no problem! When you register for a GSB Online Seminar, you'll have access to the live presentation as well as a recording of the live session in case you are unable to attend the entire program. There is no additional fee to view the recording, it's included in your registration fee. It's your choice to attend the live session, view the recording—or do both—based on your schedule. With the GSB Online Seminar Series you'll benefit from:

- Nearly 100 relevant, bank-specific courses that deliver must-know information
- A variety of live, interactive courses offered throughout the year—each recorded for scheduling flexibility
- Additional On-Demand seminars on popular topics available anytime, anywhere, to fit your schedule. Instructor contact information is provided so you have the ability to ask questions as you go through the recordings.
- Competitive pricing—one fee allows multiple attendees to participate through a single connection and includes all handouts and materials
- State-of-the-art technology that ensures a quality learning experience
- The faculty and expertise of the nation's most respected graduate banking school

For additional information, please visit gsb.org

GSB Online Seminars

March 2024

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HR MANAGEMENT

Hiring for the Right Fit and Beyond-Sp24 on March 12 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/hiring-for-the-right-fit-and-beyond-sp24/>

LENDING

SBA Lending - SBA Loan Programs and When to Use Each One-Sp24 on March 6 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/sba-lending-sba-loan-programs-and-when-to-use-each-one-sp24/>

Business Financial Statements and Tax Returns - Developing and Analyzing a Statement of Cash Flows-Sp24 on March 12 from 8:30 a.m. - 10:00 a.m. CT
<https://gsb.org/product/business-financial-statements-and-tax-returns-developing-and-analyzing-a-statement-of-cash-flows-sp24/>

Commercial Lending - Four Keys to Loan Structuring-Sp24 on March 12 from 1:00 p.m. - 2:30 p.m. CT
<https://gsb.org/product/commercial-lending-four-keys-to-loan-structuring-sp24/>

CRE Appraisals - Appraisal Approaches to Value De-mystified-Sp24 on March 12 from 10:30 a.m. - 12:00 p.m. CT
<https://gsb.org/product/cre-appraisals-appraisal-approaches-to-value-de-mystified-sp24/>

SBA Lending - Avoid Costly Mistakes in the SBA Loan Closing Process-Sp24 on March 13 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/sba-lending-avoid-costly-mistakes-in-the-sba-loan-closing-process-sp24/>

Business Financial Statements and Tax Returns - Developing and Analyzing the Uniform Credit Analysis (UCA) Model-Sp24 on March 19 from 8:30 a.m. - 10:00 a.m. CT
<https://gsb.org/product/business-financial-statements-and-tax-returns-developing-and-analyzing-the-uniform-credit-analysis-uca-model-sp24/>

Commercial Lending - Best Practices for Lines of Credit, Term Loans and Other Credit Facilities-Sp24 on March 19 from 1:00 p.m. - 2:30 p.m. CT
<https://gsb.org/product/commercial-lending-best-practices-for-lines-of-credit-term-loans-and-other-credit-facilities-sp24/>

CRE Appraisals - Key Appraisal Components Beyond the Approaches to Value-Sp24 on March 19 from 10:30 a.m. - 12:00 p.m. CT
<https://gsb.org/product/cre-appraisals-key-appraisal-components-beyond-the-approaches-to-value-sp24/>

LENDING (cont'd)

SBA Lending - Common Issues in SBA Loan Files-Sp24 on March 20 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/sba-lending-common-issues-in-sba-loan-files-sp24/>

Business Financial Statements and Tax Returns - Advanced Cash Flow Issues - Working Capital and Fixed Asset Expenditures-Sp24 on March 26 from 8:30 a.m. - 10:00 a.m. CT

<https://gsb.org/product/business-financial-statements-and-tax-returns-advanced-cash-flow-issues-working-capital-and-fixed-asset-expenditures/>

Commercial Lending - Loan Agreements and Covenants-Sp24 on March 26 from 1:00 p.m. - 2:30 p.m. CT

<https://gsb.org/product/commercial-lending-loan-agreements-and-covenants-sp24/>

CRE Appraisals - Overview of Evaluations and Other Valuation Options-Sp24 on March 26 from 10:30 a.m. - 12:00 p.m. CT

<https://gsb.org/product/cre-appraisals-overview-of-evaluations-and-other-valuation-options-sp24/>

SBA Lending - Costly Mistakes When Servicing the SBA Loan-Sp24 on March 27 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/sba-lending-costly-mistakes-when-servicing-the-sba-loan-sp24/>

MANAGEMENT

How do you Strike a Balance Between Growth and Operational Efficiency?-Sp24 on March 6 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/how-do-you-strike-a-balance-between-growth-and-operational-efficiency-sp24/>

The Great Money Migration-Sp24 on March 7 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/the-great-money-migration-sp24/>

How to Incorporate Business Continuity Management Into Your ERM-Sp24 on March 7 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/how-to-incorporate-business-continuity-management-into-your-erm-sp24/>

How Can AI Help My Bank?-Sp24 on March 13 from 2:00 p.m. - 3:00 p.m. CT

<https://gsb.org/product/how-can-ai-help-my-bank-sp24/>

Refining Deposit Strategy in 2024 and Beyond-Sp24 on March 14 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/refining-deposit-strategy-in-2024-and-beyond-sp24/>

Artificial Intelligence/Machine Learning Readiness for Financial Institutions - Take Meaningful Steps-Sp24 on March 14 from 2:00 p.m. - 3:00 p.m. CT

<https://gsb.org/product/artificial-intelligence-machine-learning-readiness-for-financial-institutions-take-meaningful-steps-sp24/>

Treasury Management - A Powerful Tool to Increase Deposits and Fee Income-Sp24 on March 19 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/treasury-management-a-powerful-tool-to-increase-deposits-and-fee-income-sp24/>

Adopting New Negotiations Tactics to Win the Battle for Deposits-Sp24 on March 21 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/adopting-new-negotiations-tactics-to-win-the-battle-for-deposits-sp24/>

MARKETING

Money Saving, Money Making Marketing Ideas-Sp24 on March 21 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/money-saving-money-making-marketing-ideas-sp24/>

RELATIONSHIP BANKING

Transformative Branch Conversations-Sp24 on March 28 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/transformative-branch-conversations-sp24/>

TECHNOLOGY

Today's Ransomware Threat - Don't Lose Your Data (And Your Business)-Sp24 on March 8 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/todays-ransomware-threat-dont-lose-your-data-and-your-business-sp24/>

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GSB Online Seminars

April – May, 2024

*Co-Sponsored By:
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Upcoming Programs (listed in start date order):

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A/L MANAGEMENT

A Beginners Guide to Asset/Liability Management-Sp24 on April 25 from 2:00 p.m. - 3:00 p.m. CT
<https://gsb.org/product/a-beginners-guide-to-asset-liability-management-sp24/>

Managing Liquidity and Interest Rate Risk-Sp24 on May 9 from 2:00 p.m. - 3:00 p.m. CT
<https://gsb.org/product/managing-liquidity-and-interest-rate-risk-sp24/>

HR MANAGEMENT

Creating a Collaborative Work Environment - I LOVE My Job! Engagement and Beyond-Sp24 on April 11 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/creating-a-collaborative-work-environment-i-love-my-job-engagement-and-beyond-sp24/>

How to Effectively Manage Your Virtual Team-Sp24 on April 12 from 9:30 a.m. - 11:00 a.m.
<https://gsb.org/product/how-to-effectively-manage-your-virtual-team-sp24/>

Reward and Recognition Strategies-Sp24 on May 3 from 9:30 a.m. - 11:00 a.m.
<https://gsb.org/product/reward-and-recognition-strategies-sp24/>

Employee Retention Strategies in a Dynamic Labor Market-Sp24 on May 10 from 10:00 a.m. - 11:00 a.m. CT
<https://gsb.org/product/employee-retention-strategies-in-a-dynamic-labor-market-sp24/>

Employment Law Compliance for Banks-Sp24 on May 14 from 8:30 a.m. - 12:00 p.m. CT
<https://gsb.org/product/employment-law-compliance-for-banks-sp24/>

LENDING

SBA Lending - How to Prepare and Apply for SBA's Preferred Lender (PLP) Status-Sp24 on April 3 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/sba-lending-how-to-prepare-and-apply-for-sbas-preferred-lender-plp-status-sp24/>

SBA Lending - Create Fee Income and Sell Your SBA Loan Guaranty-Sp24 on April 10 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/sba-lending-create-fee-income-and-sell-your-sba-loan-guaranty-sp24/>

Business Financial Statements and Tax Returns - Advanced Financial Statement Analysis-Sp24 on April 16 from 8:30 a.m. - 10:00 a.m. CT
<https://gsb.org/product/business-financial-statements-and-tax-returns-advanced-financial-statement-analysis-sp24/>

Commercial Lending - Five Keys to Better Credit Memos and Loan Packages-Sp24 on April 16 from 10:30 a.m. - 12:00 p.m. CT
<https://gsb.org/product/commercial-lending-five-keys-to-better-credit-memos-and-loan-packages-sp24/>

Consumer Lending - Introduction to Consumer Lending-Sp24 on April 16 from 1:00 p.m. - 2:30 p.m. CT
<https://gsb.org/product/consumer-lending-introduction-to-consumer-lending-sp24/>

SBA Lending - Protect Your SBA Guaranty-Sp24 on April 17 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/sba-lending-protect-your-sba-guaranty-sp24/>

Commercial Lending - Introduction to Global Cash Flow-Sp24 on April 23 from 8:30 a.m. - 10:00 a.m. CT
<https://gsb.org/product/commercial-lending-introduction-to-global-cash-flow-sp24/>

Construction Lending - Issues in Underwriting Commercial Construction Loans-Sp24 on April 23 from 10:30 a.m. - 12:00 p.m. CT
<https://gsb.org/product/construction-lending-issues-in-underwriting-commercial-construction-loans-sp24/>

Consumer Lending - Analyzing Personal Financial Statements and Loan Applications-Sp24 on April 23 from 1:00 p.m. - 2:30 p.m. CT
<https://gsb.org/product/consumer-lending-analyzing-personal-financial-statements-and-loan-applications-sp24/>

SBA Lending - How to Liquidate an SBA Loan-Sp24 on April 24 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/sba-lending-how-to-liquidate-an-sba-loan-sp24/>

Commercial Lending - Global Cash Flow Mechanics, Including Living Expenses-Sp24 on April 30 from 8:30 a.m. - 10:00 a.m. CT
<https://gsb.org/product/commercial-lending-global-cash-flow-mechanics-including-living-expenses-sp24/>

Construction Lending - Administering and Monitoring Commercial Construction Loans-Sp24 on April 30 from 10:30 a.m. - 12:00 p.m. CT
<https://gsb.org/product/construction-lending-administering-and-monitoring-commercial-construction-loans-sp24/>

Consumer Lending - Overview of Credit History and the Role of Collateral-Sp24 on April 30 from 1:00 p.m. - 2:30 p.m. CT
<https://gsb.org/product/consumer-lending-overview-of-credit-history-and-the-role-of-collateral-sp24/>

SBA Lending - Changes of Ownership & Partner Buyouts-Sp24 on May 1 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/sba-lending-changes-of-ownership-partner-buyouts-sp24/>

Sound Practices for Liquidity Risk Management-Sp24 on May 2 from 2:00 p.m. - 3:00 p.m. CT
<https://gsb.org/product/sba-loan-programs-whats-new-in-2024-sp24/>

SBA Lending - How to Collect on Your SBA Guaranty-Sp24 on May 8 from 2:00 p.m. - 3:30 p.m. CT
<https://gsb.org/product/sba-lending-how-to-collect-on-your-sba-guaranty-sp24/>

Commercial Lending - Expanding from Global Cash Flow into Global Analysis-Sp24 on May 14 from 8:30 a.m. - 10:00 a.m. CT

<https://gsb.org/product/commercial-lending-expanding-from-global-cash-flow-into-global-analysis-sp24/>

Construction Lending - Administering and Monitoring Residential Construction Loans-Sp24 on May 14 from 10:30 a.m. - 12:00 p.m. CT

<https://gsb.org/product/construction-lending-administering-and-monitoring-residential-construction-loans-sp24/>

Consumer Lending - Overview of Residential Mortgages and Home Equity Lending-Sp24 on May 14 from 1:00 p.m. - 2:30 p.m. CT

<https://gsb.org/product/consumer-lending-overview-of-residential-mortgages-and-home-equity-lending-sp24/>

SBA Lending - Funding Start-Up Businesses-Sp24 on May 15 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/sba-lending-funding-start-up-businesses-sp24/>

SBA Lending - What You Need to Know About Refinancing with SBA 7(A) Loans-Sp24 on May 22 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/sba-lending-what-you-need-to-know-about-refinancing-with-sba-7a-loans-sp24/>

MANAGEMENT

Creating Value for Community Banks: M&A and Beyond-Sp24 on April 2 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/creating-value-for-community-banks-ma-and-beyond-sp24/>

Improving the Customer Experience with AI-Sp24 on April 3 from 2:00 p.m. - 3:00 p.m. CT

<https://gsb.org/product/improving-the-customer-experience-with-ai-sp24/>

Strategic Planning in Uncertain Times-Sp24 on April 4 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/strategic-planning-in-uncertain-times-sp24/>

Strategies and Planning for Closely Held and Family Banks-Sp24 on April 11 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/strategies-and-planning-for-closely-held-and-family-banks-sp24/>

Strategies for Succession Planning and Talent Management-Sp24 on April 11 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/strategies-for-succession-planning-and-talent-management-sp24/>

Core Processing Strategy - Best Practices for Community Banks-Sp24 on April 18 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/core-processing-strategy-best-practices-for-community-banks-sp24/>

Every Employee is Responsible for Customer Growth-Sp24 on April 18 from 2:00 p.m. - 3:30 p.m. CT

<https://gsb.org/product/every-employee-is-responsible-for-customer-growth-sp24/>

Customer 360 - Breaking Down Data Silos to Build a Consolidated View of Your Customer Accounts, Activities and Behaviors through Analytics and AI-Sp24 on April 24 from 2:00 p.m. - 3:00 p.m. CT

<https://gsb.org/product/customer-360-breaking-down-data-silos-to-build-a-consolidated-view-of-your-customer-accounts-activities-and-behaviors-2/>

MARKETING

Five Social Media Tips to Advance Your Bank's Brand-Sp24 on April 25 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/five-social-media-tips-to-advance-your-banks-brand-sp24/>

RELATIONSHIP BANKING

Selling in a Challenging Rate Environment-Sp24 on April 17 from 10:00 a.m. - 11:00 a.m. CT

<https://gsb.org/product/selling-in-a-challenging-rate-environment-sp24/>

TECHNOLOGY

The Mythology of the Cloud - Considerations for Securing Your Cloud Info-Sp24 on April 12 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/the-mythology-of-the-cloud-considerations-for-securing-your-cloud-info-sp24/>

Security Awareness Training - Best Practices for Keeping Your Employee Engaged-Sp24 on May 17 from 10:00 a.m. - 11:30 a.m. CT

<https://gsb.org/product/security-awareness-training-best-practices-for-keeping-your-employee-engaged-sp24/>

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