



“ARE YOU READY FOR SOME....BANKING?!!!”

It is that time of the year again—chill in the air, leaves turning, mums blooming, a distinct end of summer scent on the breeze, and then you hear the phrase that ushers in the fall—“ARE YOU READY FOR SOME FOOTBALL?!!!” This phrase evokes excitement and builds hype for both fans and players alike. After all, around these parts and across this great nation, fall means time for the most powerful, uplifting, motivating, trying and rewarding past time I know.....FOOTBALL, and I’m ready .

Hearing this phrase over and over again, I began to think: Are “They” Really Ready?—How Do “They” Get Ready? The “They” I am referring to are the players. It is truly amazing the multitudes of skilled players across all levels of the grid iron. Attend any game, from the “Friday Night Lights” of your local High School; Saturday afternoon “tailgating” at the University; or the majestic stadiums of the NFL and you are going to witness some of the finest talent around.

Players dedicate a tremendous amount of time during the off season improving their skills; becoming faster, stronger, quicker, and smarter. Game time is when they prove their metal to the teammates, fans, and coaches who depend on them for a solid performance. Everyone loves the heroes of the game. But behind every consistently successful hero, no matter what level of competitive football you observe, you will find these skilled players share one common thread: a solid coaching staff. Individual skill, although important, will only take a player so far. Champions require the guidance, wisdom, motivation, and direction provided by a coach. A great coach knows how to customize the message to meet the player where they are at. Players benefit from the wisdom of a coach who has seen others in their situations and has the experience to map out a plan to help them find their inner hero and truly be ready when their number is called.

Over the past 13 years working in the banking industry, I have witnessed many successful business owners look to a financial coach with the same enthusiasm and zeal for their game as the grid iron giants show for football. Each winning entrepreneur was uniquely skilled in their area of expertise and doggedly determined to make their mark as a captain of industry. With no off season to regroup or retool they focused on continuous improvement; working to become more efficient; strengthening their product/service offerings; reacting to competitive and economic concerns; and building the endurance to stay upright and plow forward ever forging ahead. Like star athletes, successful business owners surround themselves with a solid coaching staff, each with experiences that effectively complement their own. A strong financial coach exponentially improves the growth potential of any business venture. Finding a banker that can meet you where you are at and take you where you need to go will create the winning attitude your business needs to succeed. “ARE YOU READY FOR SOME....BANKING?!!!”

A successful owner of a small business must use good judgment and acumen when choosing a financial coach for their team. Selecting the right banker means finding someone who:

- Is experienced in your industry
- Has the capacity to grow with you
- Understands and accepts your business’ priorities
- Is in tune with the variables that influence your business
- Understands your company’s cash flow cycle
- Is able to offer solutions that help you deliver
- You enjoy working with and you feel the relationship will grow

If you are a business owner looking to outperform expectations, surround yourself with an exceptional coaching staff. They will keep you well conditioned, balanced, and help you march down the field to success. I would love to share in your victory.

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