

## **Marketing Submission: Family First**

### **Executive Summary:**

What does family mean to First State Bank? For us, it has always meant treating our employees like family, which is an essential part of our mission statement. This past year our neighbors truly became extensions of our family, as together we faced the unknown and overcame so much. This led us to develop our 2021 campaign: Family First. Throughout this campaign, our goal is to support our employees and customers in a way that larger institutions can't compare. Through internal efforts like our Leadership Series and executive coaching, we are able to cultivate a family environment that extends to our customers.

### **Long Form:**

Here at First State Bank, our mission is to treat the community as our home, customers as our neighbors, employees as our family, and by so doing create value for our shareholders. As we reflect on the challenges of 2020 and consider our accomplishments in the face of adversity, one word has come to define last year more than any other – family. From our valued employees to our neighbors across North Texas, we saw countless examples of people coming together not only as neighbors, but as family. This led us to our 2021 campaign: Family First.

The goal of our Family First campaign is to show how First State Bank is different from other local community banks, as well as larger institutions. Family has been valuable to us for years but has evolved into something vital in our community. Especially now, our customers and employees need personal support, and it is our goal to ensure that our employees and neighbors know they can count on us.

Like every value, Family First starts from within. From the moment a new employee starts their role, they become part of a culture that feels like family. We do this by providing as many opportunities as possible for employees to feel that they are valued and an integral part of our organization. Starting with our New Employee Luncheons and handwritten notes from our CEO to all new employees, these meaningful actions set the tone for what employees can expect while working at First State Bank.

Our First State Bank Leadership Series is an initiative set forth to maintain our Family First culture. We sharpen executive leadership skills and empower our employees in areas of personal discovery, professional development and team enhancement. Through this, we are able to see how individual differences can build upon each other to form a strong team, all while maintaining our family-oriented culture.

Individualized executive coaching occurs monthly with our CEO and executives, while executive team strategy coaching occurs every quarter. These sessions are mostly done off-site as a retreat to focus on key concepts away from everyday distractions, while providing a neutral ground to encourage participation. Maintenance sessions and individual training are typically held at First State Bank headquarters.

And when the culture within our teams feels like family, our customers can feel it too. We treat every customer like family so that they have the support and resources to take care of theirs. Since 1905, we've helped generations of families throughout North Texas build a better financial future through our tailored services and dependable customer support. This starts with knowing each customer by their first name and leads into our services that help them secure their goals.

This overall campaign allowed us to amplify a message that was already key to who we are and the legacy we are building as a community bank. We were able to solidify our work culture and in turn provide great support and service to our customers.