

## **Best of Community Banking Awards - Culture**

### Documentation of Program FBSW – Where Family Truly Means Family

Our motto at FirstBank Southwest is Faith. Family. Bank. We pride ourselves with building our culture around those three words. The order of the words are intentional. Faith will always be first, accepting whatever faith means to each individual. Faith is what governs our personal beliefs and makes each employee who they are. Next comes family. It signifies that family comes first, before Bank. We believe there is nothing more important than family. Lastly Bank. Bank means we take care of our customers, employees, and community. Bank encompasses it all.

Recently, a short survey was sent out asking, “What do you love about the Bank?” We received an overwhelming response about how FBSW values their employees and is a huge supporter of families. It was refreshing to read how employees are encouraged to take off when they need, without feeling guilt or fear of being reprimanded.

There is no formal program, but instead, an innate belief that family should always come first. This belief began over 100 years ago, when the Bank first opened its doors and has since stood the test of time. It was a driving factor for the creation of the motto Faith. Family. Bank. Seeing how the Bank naturally embraced the three tenets, the motto was formed several years ago by Smith Ellis, then CEO.

When the pandemic occurred, it became even more apparent that our employees needed the support of the Bank to take care of their families. The Bank fully supported employees on working from home, being flexible with work hours, and taking the time necessary to ensure their families were safe and healthy.

We will never be known as the bank that offers the highest wages or the bank with all of the flashy programs. We would rather be known for our incredible tenure because employees feel valued and love where they work. Our current tenure is 9.38 years. According to the Bureau of Labor Statistics, the mean tenure in the Finance sector for 2020 was 4.8 years. Our goal is to drive our tenure to above 10 years. Focusing on family values plays a large role in achieving that.

We are FirstBank Southwest, where family truly means family.