



# LSNB History & Values

## **Project Inspiration:**

As an organization we have a sense of pride for what we stand for as a company. Our company values tell our employees and customers who we are. Our goal was to produce a video that would tell a story of who our bank was and what our mission is in the community. The History and Values video will share with the audience a story of how our company started and what impact we have had in the communities we serve. We talk about the past, present and future of our bank and the communities we serve. The goal of this video was to create something that we could use when onboarding a new employee and when introducing our bank to a potential or existing customer.

This video project used exclusive original footage.

## **Goals:**

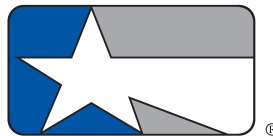
- To use as an onboarding tool for new employees
- To use as an introductory video of the bank with new customers
- To tell a story about our bank to the general community

## **Outcome:**

The reaction has been overall very positive. Our employees have felt a sense of pride as a result of this video. It has been a nice reminder of what our organization stands for and has freshened the sense of pride we all want to feel about our employer. Our customers have also been very receptive towards the video.

## **Concise Summary:**

The History & Values video project represents an introductory primer to the history, culture, and values of LSNB. It is one thing to say that you are a "community bank" but in this video we show many examples of how LSNB truly places the needs of the community it serves, first. We used exclusive original footage to show that LSNB is focused on being a community bank.



**Lone Star National Bank**<sup>SM</sup>

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