



2021 IBAT Best of Community Banking Awards

**Organization:** Texas Bank and Trust

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**Category:** Bank Culture

# Community Focused Culture Drives Results

## Goal and Results

The goal of implementing Haberfeld's High Performance Growth™ (HPG™) strategy was to strengthen customer growth across all markets. Since implementation, we have seen a 56% increase in retail checking account openings and a 73% increase in business checking account openings (net of PPP).

## The Initiative

Established in 1958, Texas Bank and Trust (TBT) has grown to 20 branch locations, spanning a 200-mile radius with more than 480 team members. Given our vast footprint, our people, culture and commitment to our communities are what drive our success. In January of 2020, we partnered with Haberfeld and launched the HPG™ strategy; the foundation is based on aligning our people, products, processes and promotion. When Covid-19 was shutting lobbies across the U.S., our teams were able to quickly adjust and adapt. Because of our strong, community-focused culture with empowered team members, TBT rose to the occasion.



*First Downs to Touchdowns  
in Lindale*



*Peak Performance in Van*



*Words of Inspiration  
in Canton*

Despite the challenges of 2020, TBT's Retail teams found a winning spirit achieves results, with a culture that thrives on service.

