



The Fauquier Bank

# Building Relationships

# Table of Contents

- Today's Goal
- Meet the Speaker
- Successful Internal Networking
- Establishing the Connection
- Building Trust
- Communication
- Responsiveness
- Associate Involvement
- Career Pathing
- Mentoring / Mentorship
- Questions and Answers

# Today's Goal



Develop an understanding of the importance upon building valued relationships among your peers within the bank.

# Meet the Speaker

## Cody Florence

AVP, Regional Branch Manager – The Fauquier Bank

*\*Pending Merger of Equals with Virginia National Bank\**

- 12 ½ years total in banking
  - Teller
  - Customer Service Representative I/II
  - Assistant Branch Manager
  - Branch Manager I
  - Officer, Branch Manager II (2 Branches)
  - Assistant Vice President, Regional Branch Manager
- Bachelor's Degree – Business Administration:  
Organizational Leadership (April 2021)

# Meet the Speaker

Cody Florence

AVP, Regional Branch Manager – The Fauquier Bank

*\*Pending Merger of Equals with Virginia National Bank\**

- Virginia Banker's Association Involvement
  - Management Development Program 2018-2019
  - School of Bank Management Class of 2021
  - Emerging Bank Leaders since 2018
  - Burgers with Bruce (2017, 2018, 2019)
  - VBA Connect (2018)
  - Financial Forecast (2019)
  - Bank to School (2019)

# Successful Internal Networking

What Does Successful Internal Networking look like?

- Increased Profitability of Clients
- Amount of Joint Business Development Calls
- Increased Qualified Referrals
- Non-Siloed Departments
- How do associates refer to clients? Are they their client or our client?

# Establishing the Connection

- Client Facing
  - Commercial Banking
  - Residential Banking
  - Retail Banking
  - Treasury Management
  - Wealth Management
- Client Support
  - Call Center
  - Digital Banking
- Other Departments
  - Accounting
  - Compliance
  - Deposit Operations
  - Facilities
  - Human Resources
  - Loan Servicing
  - Payment Services
  - Security
  - Technical Services

# Building Trust

Once the connection is established, as a manager, we need to begin building trust with these departments.

*“It is difficult to gain trust, easy to lose it, and even harder to build back.”*

*- Patrick Heijmen, Senior Vice President – Director of Wealth Management, TFB*



# Communication

- Seek Clarity
- Understand the timeline in which you are dealing
- Keep others informed on the progress
- Notify others immediately when you have to adjust your course of action

# Associate Involvement

*“The Key to successful leadership today is influence, not authority.”  
- Ken Blanchard*

*“The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant.”  
- Max DePree*

# Career Pathing

- Formal One-on-One Meeting Quarterly
  - What does your associate like about their current position?
  - What is your associate passionate about?
  - Where does your associate see their self in 5 years?
  - Where does your associate see their self in 10 years?
  - Create an open dialogue conversation to discuss their aspirations and desires
- Develop a plan to help them attain their goals

# Mentoring / Mentorship

- For those employees who are engaged and plan to stay with a company for the long run.
- Formal and Informal in structure
- A dedicated person for the associate to meet with on a consistent basis

# Questions and Answers

Let's hear the questions!

Thank You!

Contact Information

Email: [Cody.Florence@TFB.bank](mailto:Cody.Florence@TFB.bank)

Phone: 540-272-5586