

Your success is our success—that's
our mission pure and simple.

Now More Than Ever Banks Need Future-Shaping, Bold Insight To Plan, Differentiate, and Survive

Today's banks need to be ahead of inevitable changes...planning for significant shifts in competition, demographics, technology, and market conditions that will shape the concept and delivery of their services. Attending one of our *Future of Banking* presentations will illuminate key implications and opportunities for banks to break out from their competition with unique, innovative strategies. Learn:

Creating opportunity from the shift in demographics from a product, channel, and marketing perspective.

Identifying differentiated, innovative strategy grounded by sustainable ROI.

Key structural trends occurring in the industry and what opportunities these create.

Get Ready for the Future Now.

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Illuminating Presentations for Breakthrough Banking Strategies

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Anita Gentle Newcomb
Banking Strategist and Futurist

Anita is president of A.G. Newcomb & Co., a Metro DC strategic consulting firm she founded in 1999.



Anita's experience spans over two decades in the financial services industry as a CEO, investment banker, and strategic consultant. Her passion and commitment to the banking industry and her clients is evidenced in her energy, enthusiasm, and business acumen that she brings to every engagement. Anita has built a national reputation in advising some of the country's most successful banks, as well as companies that interface with banks, on a wide range of strategies including:

- Consumer banking
- Business banking
- Strategic assessment and planning
- Business plans
- CRM design and planning
- Institutional acquisitions and divestitures
- Expert testimony and litigation support

Anita's presentations are sought-after by industry leading groups and banks nationwide. Her exciting delivery, exhaustive research, and extensive knowledge of the banking industry will inspire your audience to mobilize their teams in creating innovative strategies that provide sustainable success.

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The Future of Banking

An Illuminating Series of Customizable Presentations for Breakthrough Strategies

This series of dynamic, up-to-the-moment, on-site presentations has been lauded by banking professionals nationwide. Anita Gentle Newcomb's ability to communicate critical information inspires her audience members to become valuable agents-of-change with ideas for new opportunities, strategies, and breakthrough initiatives.

Key Structural Trends, Implications and Opportunities

Although no one knows everything the future holds, there are key shifts, trends, and movements in the banking industry that demand banks' attention. Bank leaders will glean valuable insight into the future of banking that will mobilize, enlighten, and inspire them to make earnest and effective efforts to achieve remarkable goals.

Presentation length: 1–1.5 hours

Key Demographic Trends Transforming the Industry

This presentation focuses on certain demographic shifts that will impact every bank. Anita will illuminate the impact of: aging baby boomers; the coming of age of Generation Y, the soon-to-be most important customer; the shift of the workforce population and impact on employment; and the evolution of small businesses. This powerful, enlightening presentation makes bankers face the certain implications and future-changing opportunities that exist in the wake of these trends.

Presentation length: 1–1.5 hours

Winning Market Share in this Turbulent Environment

This thought-provoking presentation focuses on how banks can win during tough economic times. They will learn strategies for leveraging their bank's wisdom in anticipating consumer and business customers needs. They will leave knowing how they can proactively leverage their financial strength in creating opportunities for customer growth.

Presentation length: 1–1.5 hours

Key Precepts for Perfecting Your Strategic Plan

As a noted strategic planning expert, Anita can help bank leaders enliven a stale and stagnant strategic planning process. She will show how to make strategic planning more than a perfunctory annual exercise but rather a dynamic, participatory process that gains consensus of the Board and executive management team. Bank leaders will also receive actionable advice on how to engage and excite employees around a common vision to realize remarkable success.

Presentation length: 1–1.5 hours

Presentations can be customized to your group's unique challenges, goals, and market.

How Will Banks Differentiate Themselves from Competitors to Create and Sustain Success?

Ensure success with insight into the changes that **will affect all bank stakeholders**. The information in the four *Future of Banking* presentations can make **the** difference between ordinary performance and **legitimate, sustainable competitive advantages**.

Provide your organization presentations **praised by bank Boards, senior management teams, and leading industry groups** such as: the Illinois Bankers Association; the Maryland Bankers Association; the ABA Stonier Graduate School of Banking, and the Barret School of Banking.

Recent feedback on our presentations:

"Extremely knowledgeable. Great presenter."

"Very impressive, well-informed, to the point, and well presented."

"She has her finger on the pulse of the industry."

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