

The Council™

The Only Peer “Roundtable” for Elite Bank CEOs

The Council is the only CEO roundtable designed for elite, ambitious, results-oriented bank CEOs who are committed to sustainable peak performance and “high-impact” transformation.

“I stopped going to most bank CEO conferences—they’re talking about things you taught us almost 20 years ago as if they are new ideas.”

– P. Steele, CEO, First Volunteer Bank, Extraordinary Banking Hall of Fame Inductee

Finally...a place for like-minded transformational CEOs in banking who choose to pull ahead of the herd and need a place that will stimulate their thinking and hold them accountable to pursue the next level of a lofty vision.

Who is The Council for?

The Council is only for those leaders who know that following the herd only leads to mediocrity. It is for those who are committed to realize your highest potential and to unleash your greatest work in the world.

To do that, you need to surround yourself with other transformative leaders—those who question the conventional wisdom that has wiped out over 10,000 community banks—those on a mission to impact their communities, the banking industry, and the world.

The Council is an elite community of leaders who are committed to higher-order transformative thinking and execution. It is a true round table—one where challenging each other and being open to being challenged in an environment of respect, trust and support and confidentiality is normalized.

It is for already successful CEOs and those that are committed to getting to the highest levels of performance--both personally and professionally.

“This is my Board of Advisors. My board doesn’t push me enough, challenge my ideas enough. I need to be around the real industry transformers. That’s why I come.”

What is The Council:

The Council is the board of advisors you always wished you had. It came about because dozens of bank CEOs have voiced their common challenge: “My board of directors doesn’t understand who high-performance banking really looks like so I don’t get stimulated enough by them. My executives, as

capable as they are, are not my peers. I need a place to be challenged where I know people have my back.”

Do you need a group of smart, battle-tested peers who can question your answers, help you stay accountable to your own highest calling and extreme potential, and give you the comradery that only comes from others who are in the CEO’s seat of a bank that is playing at a higher level every day?

Through twice-yearly group roundtables at ***desirable sunny beach locations***, The Council round table will help you build in essential restorative time before and after the program. In each Council session, you will bring your biggest issues and opportunities to the group where your “board of advisors” will challenge your ideas and help you make your plans and execution stronger. **Iron sharpens iron.**

Why is The Council Different?

Unlike most bank conferences and events, where vendors pay to be on stage to sell their products to you, you will have NO vendors paying for the chance to sell but instead, be introduced to some of the top thought leaders in business—those that you would probably spend \$30,000 to spend a half-day with if you bought their time.

At The Council, you’ll hear from the most brilliant minds in business. Their messages will be specially curated to the precise needs of your Council group. There is no “pay to play” system here—only presenters who have demonstrated deep expertise in an area of importance to you and your group are invited. Speakers don’t just “present” *at* you—they collaborate *with* you in an open roundtable format.

Who *Won’t* Be Invited?

As important as who is in the room, is who *is not in the room*. You can’t just write a check and join The Council, and more importantly, neither can anyone else. You are assured that every member of your Council group is hand-selected because of their vision with abundancy as a guiding principle. Our motto: We don’t compete for pieces of the pie—we grow the pie.

Most bank CEOs simply accept the status quo—oppressive regulation, commoditization, and FinTech, all as excuses for mediocre performance. Not you. When you are selected as a member of The Council, you will be a part of a tribe of leaders where new and different thinking is accepted and encouraged—the kind of thinking that gets you and keeps your bank in the top of peers.

*“I’ve attended 24 years of high-performance networks and affiliations. They all have magic formulas and calculations to tell me how much more money I can bring to margins and profit. **The missing ingredient was always the “how.”** We finally found an integrated system of both numbers and “the how” with Roxanne Emmerich’s system and it **took us to top quartile in our top five metrics within two and a half years.** It works!”*

—R.L. Harmon Jr., Chairman and CEO, Bank of Tennessee

Unlike other bank executive groups that merely tell you what you should do, and continue to teach strategies that stopped working 20 years ago, The Council is the place to find new and innovative thinking that not only shows you new ways of driving results for your bank, and also gives you the blueprint for how to do them.

How Can I Become a Member?

Members enter The Council two ways: by invitation and by acceptance. To be accepted, you must complete and submit an application. Download the application and find the next application deadline at ExtraordinaryBanking.com/council-application.

For general questions about membership, please call (952) 737-6700.

“A great program to become a better executive and an even better program to become a greater human being.”

– C. Holland, CEO, Farmers State Bank of Alto Pass

When Does The Council Meet?

Each Council group meets twice per year on a Thursday and Friday, in a warm, desirable, sunny beach destination so that you can restore over the weekend if you choose to bring your significant other OR you can hang out with other bank CEOs for a restorative weekend. To keep the progress on results moving between in-person meetings, you and your Council group will hold bi-monthly accountability meetings by video conference, and you'll have exclusive access to top business thought leaders on topics of critical importance throughout the year.

“This program challenges us and our thinking—this is where there is a sharing of ideas and best practices.”

– S. Jones, President and CEO, Home State Bank, Extraordinary Banking Hall of Fame Inductee

What is the Investment to Join?

If accepted, your investment as a member of The Council is \$2,995