

XYZ Consulting - Community Banks

Objective Determine areas of greatest need

Data Source Telephone surveys among community bank leaders

Question *“What’s the most important area that XYZ could help with during the coming year?”*

VERBATIMS

ThoughtScan Frequency

ThoughtSCAN[®]

regulatory (support)
education (members)
earnings (increased)
risk (reduction)

<u>2012</u>	<u>2008</u>
39	16
25	21
17	29
18	7

ThoughtScan *“It’s all about regulatory support due to rule changes.”*
“Member education; help with major regulatory issues.”
“Educate my people, increase earnings and regulations.”

Results With added emphasis on regulatory support, new business assignments increased along with additional work from current customers.

www.wallacewashburn.com