

Strategic Planning

ERM | Capital Planning | CB Bank Analytics

The New Standard in Strategic Planning

OUR PROVEN PROCESS

ensures that your bank is **effectively evaluating meaningful strategic alternatives** and producing a plan that is targeted and executable. We aggregate and produce meaningful content better than anyone in the business.

OUR COMPREHENSIVE STRATEGIC PLAN SOLUTION

includes all the necessary components for a bank's management team and board to develop and execute a targeted, performance-driven plan. The plan will **zero in on your strategic priorities**, including growth, earnings, the role of technology, target markets, risks and rewards, and more - all with an eye on creating sustainable value.

When
Top-Performance
is Non-Negotiable

CB Resource, Inc.
RISK MANAGEMENT & PLANNING

Optimizing Your Bank's Competitive Advantage.

Call today toll-free: (877) 367-8236 | www.cb-resource.com

What to Expect



THE STRATEGIC PLAN

- Comprehensive, well structured, and performance focused
- Structure integrates external/internal analysis, bank's risk profile, strategic alternatives, mission & vision, goals & objectives, and a dashboard reflecting key performance metrics
- Clearly defined stand-alone action plan for routine tracking and reporting execution
- Complies with the highest regulatory or other stakeholder requirements



VALUATION & GROWTH MODEL

- Run multiple "what if" three or five-year pro forma scenarios
- Scenarios can be pre-run or facilitated in real time
- Clearly articulates factors including growth, ROAA, ROAE, capital ratios, EPS, book value, and market value equity
- Provides ability to model new capital or acquisition scenarios



RESEARCH AND ANALYSIS

- Multiple respected resources to support critical analysis
- External analysis includes: economic trends (*National, state and local*) , target market analysis, competitive analysis, market demographics, industry/regulatory trends, capital market trends, and more
- Internal analysis includes, customized risk profile, comparative analysis, product and customer analysis, and more
- Analysis can be refreshed quarterly, semi-annually or annually



FACILITATED PLANNING PROCESS

- Proven and best practice approach to bank strategic planning
- Assesses impact of clearly defined strategic alternatives
- Proprietary insights to what is and isn't working in the community bank industry
- Unique capability to assist with creating a clearly defined competitive advantage



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