



## Marketing Strategy Doubles Bank's Profits

- **Industry:** Banking
- **Results:** Solved bank's liquidity problem and led to a doubling of profits within months.
- **Critical Business Issues:** Brain Drain Due to Retirement and Need for Agility
- **Job:** Marketing and Finance Strategy
- **Problems Solved:**
  - The bank's strategy and marketing expert was retiring and his expert decision-making processes needed to be retained. This expert had over thirty-five years of banking experience and he was recognized as one of the leading bankers in the United States. He was a well-known economist and the leading strategy instructor at the Bank Administration Institute and the Banking School of the South. He also was ill, going blind and about to retire, taking with him all of his unique expert decision-making processes.
  - The marketing and finance strategy department was made up of very bright novices. Members of the new department needed the ability to correctly interpret and use data about the economy and markets as well as performance of the bank and its competitors so they could develop strategies for moving forward.
- **Real-Time Decision-Making Process "Cloned":** Diagnosing Economy and Marketplace, Developing Strategies, Analyzing Performance and Determining Corrective Action
- **Outcome:** A few weeks after team members began to use MIP's Intellectual Capital Repository® (ICR) containing the expert's "cloned" decision-making expertise, they were making decisions as if they were experts. As they learned, each member of the department used the ICR to expand, refine and share the Mental Steps in their copy of the expert's decision-making processes. They also incorporated the improvements of others into their own decision-making processes. The ICR enabled them to harness the collective expertise of the department and to quickly create a solution for changing and reallocating financial resources – loans, the investment portfolio, deposits and purchased funds. This solution solved the bank's liquidity problem and led to a doubling of profits within months.

According to the expert, "Watching those young people become experts in marketing and finance strategy was one of the most rewarding experiences of my career. I believe there are only ten bankers in the country that can make better, faster and smarter decisions than one of those talented young bankers."

The ICR and the expert's "cloned" expertise was also used by CEOs and CFOs at a number of affiliate banks, who were able to quickly personalize the expert's decision-making processes, use them for their organization and make superior decisions that led to exceptional results.