



DALE CARNEGIE®
TRAINING



CUSTOMER SUCCESS STORY

CUSTOMER

SCVBank

CORPORATE PROFILE

Headquarters

Santa Paula, CA

Type of Business

Financial

Details

Founded in 1998, SCVBank has received a 4-star "Excellent" rating from Bauer Financial Inc., recognizing it as among the safest financial institutions in the country.

"Spectacular changes have taken place allowing us to once again strive for perfection. Our morale is back; greater levels of respect exist among our branch personnel; the efficacy in our operation systems is evidence in our decreased error rate; inter office communication is better; morale is high and consequently so too is our customer service"

-Michael Hause, CEO, SCVBank



"In the last six months, our teams have managed to achieve a 20% increase in loan growth and a 10% increase in deposit growth. I know that had it not been for such a convalescence of morale, these successes would have been impossible."

Team Building is a fundamental aspect of organizational success, especially when different offices, functions and philosophies are involved. Some of the benefits of building strong teams are increased efficiency, improved morale, and a greater sense of shared purpose. Small clashes between cultures are able to be resolved quickly and effectively with little to no damage to the organization as a whole.

The Santa Clara Valley Bank (SCVBank) is a three-branch bank based in California with about \$140 million in assets. Despite on-going success CEO Michael Hause felt that in order to continue maximizing the potential of SCVBank there needed to be a greater sense of coalition within the three branches of the company. Michael realized that SCVBank's challenge was to build a sense of teamwork within the company and develop a unified corporate culture.

Michael Hause and his team attended a customized Dale Carnegie Training employee engagement program. "This program was different. Its techniques were impressive and its solutions tangible. I just knew that Dale Carnegie Training was onto something."

Michael Hause, CEO, SCVBank



During the follow up portion of the program Dale Carnegie suggested putting together teams of individuals who would evenly split their time working at all three branch locations. This would encourage employees to interact with each other, get to know each other and both understand and appreciate each other's operational roles.

"The benefits of engaging Dale Carnegie Training have been threefold for SCVBank. We have improved leadership and management; we've gained a newfound sense of organizational unity and vision and as a result of these improvements, we've dramatically enhanced our team work productivity. In the last six months, our teams have managed to achieve a 20% increase in loan growth and a 10% increase in deposit growth. I know that had it not been for such a convalescence of morale, these successes would have been impossible." Said Michael Hause, CEO of SCVBank

CHALLENGE

"Morale became less than optimal and consequently, a kind of oppressive air pervaded the SCVBank work culture. Our teams lack motivation to lucratively meet the needs of the market unfortunately slowed the growth of our new branch" said Michael Hause, CEO.

SOLUTION

Dale Carnegie Training put SCVBank through an intensive Team Member Engagement program. Dale Carnegie Training specialists helped implement organizational changes as well as assess and strengthen SCVBank's strategic planning process.

RESULTS

SCVBank has experienced outstanding bottom-line performance over the past sixth months. The changes that were made effected all of the company; from morale and communication to error rate and customer service.