

ABOUT US

Our humble roots began as a volunteer chapter of the American Institute of Banking (AIB) IN 1912 and has grown from there. Our for impact organization is centered on displaying four core values with you at the center.

Trusted
 Flexible
 Passionate
 Innovative

Generations of career champions have discovered what makes CFTEA unique in the learning and development world. Would you like to learn more? www.cftea.org



A Non-Profit Professional Development Community

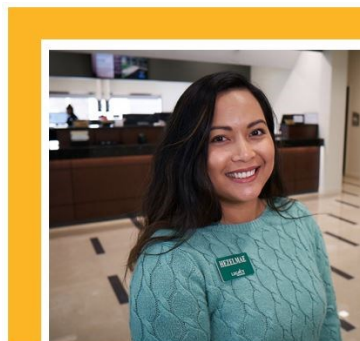
2023 APRIL

CFTEA INSIDER

WHAT'S INSIDE

- Why CFTEA Core Values Support You
- 2023 Student Award Programs
- Development Opportunities
- Recent Vote Results Revealed!
- Guided Learning Discounts and Upcoming Programs
- In-Demand Soft (Durable) Skills
- What Is the Community Catalog?
- BONUS: Workplace Generations

EXPLORE OUR UNIQUE SOLUTIONS AND EMPOWERMENT NOW.



BRANCH CAREERS

What is your next step for career advancement in a retail branch? Success stories are everywhere. Explore career-focused learning opportunities to strengthen your growth, confidence, and knowledge in a branch. [Use this link to see Retail Career Paths!](#)



VIRTUAL CLASSROOM

[Join our amazing instructor, Jessica Bollotta, for Quality Service starting April 2023!](#) Exceed customer expectations with this course and work toward the [Certified Modern Banking Representative](#) and more. Excellent engagement!



WHY CFTEA'S CORE VALUES SUPPORT YOU

Core values represent our heart. They are more than words. They highlight what is important, what we prioritize, and how we look to conduct ourselves with you. Here are some key factors to consider when working with CFTEA over other learning options.

- **Trusted**—Our economy works because people trust each other and the businesses they support. You have options and CFTEA aims to always be believable, relevant, consistent, and genuine in every transaction.
- **Flexible**—In life, we want options. At CFTEA, we appreciate that we

need to provide flexible learning options—but it is more than that. Our culture supports improving efficiency, providing new leadership opportunities, reducing our environmental impact, and leveraging new technology. CFTEA looks to evolve over time and build productive structures leading to success.

- **Innovative**—At our core, we are explorers and CFTEA looks to

improve processes, update course material, and stay relevant for today and tomorrow. We never want to say—"But, that is how we have always done it."

- **Passionate**—Supporting the next generation of professionals in the workplace has always been the core of CFTEA's mission. That passion fuels our focus, enables creativity, and enhances our desire to pursue excellence. This is energy lives in our employees, board, council, and instructors.



The CFTEA board and council members spent time each quarter reviewing course materials and seeing what is currently needed in the workplace.



2023 STUDENT AWARD PROGRAMS

Plan now! Courses are being reviewed to verify the completion of certificates, diplomas, and certifications.

Do you believe you have completed or are close to completing an award? [Reach out to Tammy in the CFTEA office to check progress.](#)

Save the Date! Here are the tentative dates and locations based

on attendance numbers.

6/13/23—Inn at Whitefield,
Whitefield, NH

6/14/23—Capitol Plaza,
Montpelier, VT

6/15/23—Hilton Garden Inn,
West Lebanon, NH

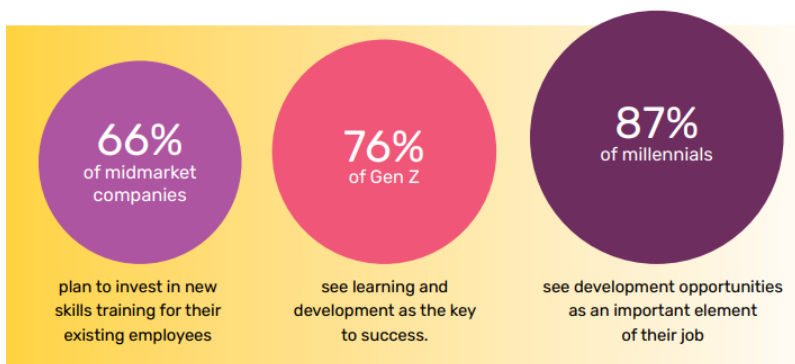
6/21/23—Hilton Garden Inn Auburn
Riverwatch, Auburn, ME

Locations will be confirmed based on the planned number in attendance.

Congratulations!!

DEVELOPMENT OPPORTUNITIES

Along with work-life balance, millennials and Gen Z workers value learning and development opportunities. A Gallup poll found that 87% of millennials see development opportunities as an important element of their job. Similarly, a LinkedIn survey found that 76% of Gen Zs see learning and development as the key to success. Where do learning opportunities fall on your company's priority list?



Source: RSM Changing Work Patterns in the Middle Market

What percentage of time each month is spent on the following tasks? Votes were cast via SurveyMonkey to the Learning and Development Community.

Non-Training Related Tasks - 42%

Delivering Other Trainings - 35%

Delivering New Employee Orientation - 23%

“Education is no longer thought of as a preparation for adult life, but as a continuing process of growth.”

UPCOMING GUIDED LEARNING DISCOUNTS

Giving back. 10% off featured monthly courses enrolled during that month!



April 2023

[Financial Accounting](#) or [General Accounting](#)

May 2023

[Commercial Lending](#)

June 2023

[Principles of Banking](#)

LOOKING AHEAD: SPECIAL PROGRAMS

April 2023

[Quality Service \(Customer Service\) Virtual Classroom starts 4/4/2023](#)

[ITIL 4 Foundation Certificate with Exam Voucher \(10% off\) - 4/4/2023 & 4/5/2023](#)

LOWEST PRICE

[Notary Public Workshop Virtual Classroom starts 4/11/2023](#)

[ITIL 4 Foundation Certificate with Exam Voucher \(10% off\) - 4/17/2023 & 4/18/2023](#)

LOWEST PRICE

[IRA University start 4/26/2023](#)— Certified IRA Specialist

[HSA University start 4/27/2023](#)— Certified Health Savings Professional

May 2023

[ITIL 4 Foundation Certificate with Exam Voucher \(10% off\) - 5/3/2023 & 5/4/2023](#)

LOWEST PRICE

[Branch Manager Bootcamp: The Evolving Role of the Branch Manager Virtual Class starts 5/23/2023](#)

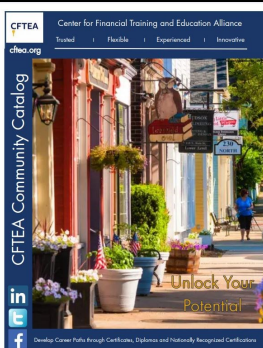
[Branch Manager Bootcamp: The Evolving Role of the Branch Manager Virtual Class starts 5/24/2023](#)

[Branch Manager Bootcamp: The Evolving Role of the Branch Manager Virtual Class starts 5/25/2023](#)

July 2023

[IRA University start 7/5/2023](#)— Certified IRA Specialist

[Outside Calling School Virtual Class starts 7/13/2023](#)



Do you have a friend or business colleague that would benefit from the large selection of courses through CFTEA? [Have you seen our community catalog?](#) As an affordable option with quality courses, CFTEA is an excellent option. Based on your organization's partnership with CFTEA, they receive the same low-price. This is an excellent add-on benefit to your community and provides access to a wide range of business topics. [Find out more by browsing and sharing our community catalog.](#)

In-Demand Transferable Soft (Durable) Values



Accepting Feedback, Self-Motivation and Accountability

- [How to Make Yourself Indispensable](#)

Conflict Resolution

- [Emotional Intelligence](#)
- [Handling Workplace Conflict](#)
- [Navigating Difficult Conversations](#)
- [Working Together](#)

Coping Skills

- [Effectively Managing Stress in the Workplace](#)

Dealing with Change

- [Staying Focused: Handling Change and Uncertainty in the Workplace](#)

Personal Branding

- [Personal Branding](#)

STUDENT SPOTLIGHT

Click to discover how CFTEA supported Jess Russell's career growth.





UNLOCK YOUR POTENTIAL



GET IN TOUCH

-  WWW.CFTEA.ORG
-  INFO@CFTEA.ORG
-  888.366.3242
-  FACEBOOK.COM/CFTEA.ORG
-  LINKEDIN.COM/SCHOOL/CFTEA

WE ARE HERE

We strive to empower students to achieve their goals, support organizations to realize success, and strengthen communities to create positive change by delivering specialized, relevant, and affordable educational programs.

BABY BOOMERS



GEN X



MILLENNIALS



GEN Z



BORN BETWEEN	1946-1964	1965-1980	1981-1996	1997-2012
AGE IN 2022	58-76 years old	42-57 years old	26-41 years old	10-25 years old
CHARACTERISTICS	Loyal, self-motivated, high work ethic, better focus, deeper experience	Agile, self-reliant, good work ethic, leaders, highly educated	Idealistic, flexible, tech-savvy, highly educated, ambitious	Racial diversity, digital natives, financially-minded, politically progressive
LEARNING STYLES	Face-to-face communication, verbal instruction	Active engagement, interactive social learning	Tech-based learning	Tech-based learning
PREFERRED LEARNING MEDIUMS	Hard-copy materials, open discussion, Q&A sessions	Open discussion, teach-back method	Interactive apps, websites, YouTube videos	Digital infographics, interactive apps
VALUES	Respect and tradition, background information and details, door-open mentality	Shared responsibility, collaborative environment, emotional support, autonomy, optimizing work time	Self-expression and offering their opinion/leaving their mark, career-focused lives, upward mobility, regular feedback from management	Fast and entertaining communication, direct and fun communication, salary is not as important, committed to societal changes
STRENGTHS	Workaholics, committed, team players, make excellent mentors	Committed to work-life balance, considered the biggest revenue generator	Considered most independent workers, concerned with ethics and social responsibility, enjoy creating their own processes rather than being told	Considered most tech competent, particularly ambitious, natural entrepreneurs, excel at multitasking
WEAKNESSES	Need for structure and discipline, competitive, the least tech-savvy	Less inclined to speak up to leadership, prefer doing tasks quickly over making things perfect	Not as interested in teamwork, decreased work ethic, impatient with career growth	Regarded as more cynical than predecessors, reliant on technology
MOTIVATED BY	Company loyalty, teamwork, duty	Diversity, work-life balance, personal-professional interests rather than company's	Responsibility, quality of management, unique work experiences	Diversity, personalization, individuality, creativity
MOST LOVED BRANDS	amazon, Toyota, Apple, Costco Wholesale, Macy's	Apple, amazon, NETFLIX, Jeep	PlayStation, amazon, TARGET, Disney, Ford	PlayStation, amazon, TARGET, Disney, Ford
DIGITAL BEHAVIOR	TV, facebook	facebook, YouTube	facebook, YouTube, Instagram	YouTube, Instagram, Snapchat, TikTok
INTERESTING FACTS	The Civil Rights Movement was a formative event and was raised by the "American Dream" idea	Often left home alone by two working parents, therefore, creating independence. The first generation to grow up with personal computers	They make up a third of all vegans, the most educated generation. By 2025, 75% of the workforce will be made up by Millennials	They often embrace change, one in six people in this generation identify as LGBTQIA+, and they are the most ethnically diverse generation
HOW TO APPEAL BETTER:	Traditional application process, public ceremonies, formal environment, recognition, healthcare and retirement benefits, 401(k) match	Individual emphasis, less supervision, greater autonomy, stock options, mortgage services, monetary gifts	Technology-driven application process, leadership training, skills development, career progression, remote work, mortgage services, on-site daycare	Strong brand across all digital channels, provide stable opportunity, flexibility, student debt assistance, tuition reimbursement, formal training opportunities