

## The most rewarding careers are in banking.

Younger employees today receive career advice that often includes a suggestion to 'follow your passion.' It sounds very logical, and after all, who wouldn't want to be passionate about what they intend to do for the rest of their life?

In high school my aptitude tests suggested I should be a veterinarian or ag producer. I ended up being neither. In fact, when I headed to college, my only desire was to get a business degree and see where things went from there. I didn't grow up with a passion to be a firefighter or physician. I had no plans to be an astronaut or policeman. I might have enjoyed any of those career opportunities, but I had not set any professional goals yet.

Entering college, I needed a part-time job and there was a bank just four blocks from campus. Easy decision; apply for a job at the bank. I had no idea what I might do at the bank, but it seemed like a good place to work. As it turned out, I started my job as a drive-thru teller. A pretty typical place to enter banking.

From there my responsibilities and jobs changed based on where the bank needed assistance. Bookkeeping, new accounts, audit, operations, branch management, marketing director, and bank president got added to my resume.

### Understanding Your Passion

I didn't enter banking with a passion for banking. I entered banking with a passion for work. For me, that was the most important part of my career decisions. I followed the opportunities and invested in each one. The end result was a lifetime of wonderful work experiences across a variety of positions and responsibilities.

So, here's my challenge to anyone considering a new job. If you want to enter a career that provides professional growth and development opportunities, consider banking. Banking is fueled by multiple professions and areas of expertise.

### Banking impacts lives, businesses and communities.

Local economies thrive because a bank is supporting main street businesses. Small businesses thrive because skilled lenders are helping them fund their inventories and buildings. Schools, non-profit organizations and local charities receive support because banks and their employees are actively giving back to their communities, both financially and with donations of time.

### Banking relies on many professions.

Managing a financial institution is more than an exercise in proper accounting. Inside the walls of a bank, you will find a wide range of professions. Many different skill sets are required to ensure

a bank is addressing customer needs and providing a safe and secure way to manage their money. All of the following professions are represented in banking today.

**Company management**

**Human resource management**

**Sales**

**Technology**

**Economics**

**Finance**

**Accounting**

**Marketing and communications**

**Legal**

**Corporate operations**

And the focus of those professions is helping customers pursue dreams, accomplish financial goals, prepare for a secure retirement, start a new business, finance an education, or keep a farm in the family for generations. What a fantastic contribution to a community you call home.

### **Helping people plan and succeed.**

When customer needs are met, great things happen. In banking, customer needs fall into four key categories connected to money. Helping people save money. Helping people manage money. Helping customers borrow money. And, finally, helping people protect money. Bankers have an opportunity to assist customers with all four needs.

Perhaps that is why financial institutions are divided into a few important lines of business. Deposit services to help customers manage their money. Investment services to help customers save money and prepare for retirement. Lending services to help customers borrow money for personal and business activities. Trust services to help customers protect and grow their assets.

There are a lot of fun things happening in the banking industry. Change is a daily endeavor. If you think you are good enough to be a banker, find a community bank worthy of your talent. They will benefit from your skills and you will benefit from a career with one of the economic engines in your community.

Businesses grow, families thrive, and schools succeed when communities pull together. Your local community bank can use your talents to support those efforts. Whether you're an accountant, lawyer, salesperson, technology guru, customer service representative, human resource professional, or someone who wants to be part of your community's success, banking is an industry worth a second look.

You may not think you have a passion for banking, but there are so many career opportunities in the industry; it is worth a look.

### **Are you good enough to be a banker?**

