



2023 Webinar series

Join us on the third Wednesday of each month at 10:30am or 2pm (Central) for our Monthly Webinar Series.

Register online at haberfeld.net/hpcwebinarreg.aspx

Get to Know Generation Z!

JANUARY 18

A new generation has arrived in your branches! For your financial institution to attract and retain younger employees and clients, you must understand the wants, needs, and demands of Generation Z—the bright new generation that’s reshaping so many aspects of the branch experience.

Haberfeld Reporting

FEBRUARY 15

Part of what makes Haberfeld institutions so successful is the continuous measurement of (and accountability for) their performance. For optimal results, your strategy must measure progress, report results, and reward success. In this webinar, we’ll share how to use Haberfeld’s reporting to your greatest advantage and get results we can celebrate.

Introduction to Trellis™

MARCH 15

Every organization rises or falls on the strength of its leaders. When leaders effectively equip and grow those around them, organizations succeed. When they can’t or won’t, organizations fail. This webinar will introduce Trellis™, an immersive 12-month graduate-level program that supports and directs the growth of your current and emerging organizational leaders.

The Power of Positive Speech

APRIL 19

Your words matter! The language we use with our clients will directly impact their perception of us as individuals and our institution. The words we use with our teams will directly shape our branch culture. In this webinar, we will discuss how the power of positive language can profoundly influence your branch success.

Accelerating Growth Beyond HPG™

MAY 17

Beyond our core HPG™ strategy, we offer a robust lineup of solutions. This webinar will provide an overview of Haberfeld programs and platforms designed to enhance your leadership, sales, organizational development, and referrals. Note: Due to Annual Symposium occurring on this date, the May webinar will be pre-recorded and sent as a link.

The Employee Experience

JUNE 21

In 2020, we saw the Great Resignation. Last year, an astounding number of people reported feeling disengaged and undervalued at their place of work. This leaves no doubt that employee engagement and retention are more important than ever. In this webinar, you’ll learn strategies to foster an employee experience of true engagement and productivity.

[More webinar listings](#) ►



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Plus One™ Platform

JULY 19

Haberfeld's Plus One™ referral strategy is top notch! When combined with superior service, it's guaranteed to set your institution up for success. In this webinar, we will explore the various components of our Plus One™ referral strategy and take a deep dive into the online platform we've created to help you generate, track, and reward referrals.

Introduction to Cultivate™

AUGUST 16

True leaders of financial institutions have the ability to create cultures of success. They are capable coaches and mentors whose leadership successfully motivates teams, increases retention, and develops future leaders! Join this webinar for expert insight on growing, building, and supporting your team in reaching its full potential.

Product Knowledge Is Power

SEPTEMBER 20

Most of your front-line team members are eager to offer your clients the best service and products possible. However, this is difficult to do when team members aren't well-versed in your institution's products. In this webinar, we'll share and discuss strategies to enhance your front line's product knowledge and results.

Planning Successful Events

OCTOBER 18

In-branch events are ideal for generating excitement among your prospective and current clients. They're also highly effective at engaging and motivating your employees! This webinar will illustrate why events are most successful when your marketing, timing, mail, enthusiasm, and incentives are executed in alignment.

Why Excellence Is Everything

NOVEMBER 15

Client expectations are higher than ever before—and if we want to do better than our competitors, our financial institution must constantly work to meet and exceed client expectations through service excellence. Join this webinar to learn what true service excellence looks like and why it's your #1 competitive advantage.

Preparing Your Branch for 2024

DECEMBER 20

Let's start 2024 off right by preparing for success today! Every year is a fresh opportunity to earn more new clients, retain current clients, and build lasting relationships with all of them. In this webinar, you'll hear from Haberfeld experts on how to make the most of your growth strategy in 2024!