

The background of the slide features a photograph of three people rappelling down a dark, steep cliff. They are silhouetted against a bright blue sky. The person at the top is holding the rope of the person in the middle, who is holding the rope of the person at the bottom. They are all in a dynamic, descending pose. In the background, a valley with a river and distant mountains is visible under a clear sky.

Best Practices for Aligning Bank Values & Culture with Mission

Vince Siciliano
President/CEO
New Resource Bank

Bridge between the Old and New



Old Economy

- Shareholder focus
- Unconscious
- Unsustainable

New Economy

- Stakeholder focus
- Conscious capitalism
- Sustainable leadership

***Our mission is to achieve well-being
for people and the planet through banking***

What We Finance... and Don't

New economy



Old economy





Our Target Markets



Clean Energy



Green Building



Natural & Organic
Products



Nonprofits



Sustainable Business

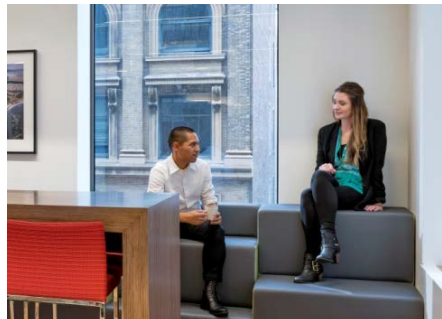
Sustainable Banking Practices





Hiring

- 100% commitment to **triple-bottom-line** mission
- Right people, right seats



Onboarding

- Orientation to company 's **culture** and **values**
- Mission training & Green Team orientation



Engaging

- Sustainability Engagement Program
- Ongoing **educational** opportunities



ECO

Goal: Maximize well being for people and planet



EGO

Goal: Maximize wealth for self

PURPOSE COMES FROM...



RELATIONSHIPS



**DOING SOMETHING
GREATER THAN
YOURSELF**



**PERSONAL GROWTH &
CHALLENGE**

imperative



Hindsight

- Strengths
- Values
- Feedback
- Work history



Foresight

- Awareness about industry & organization's future
- Understanding of key issues

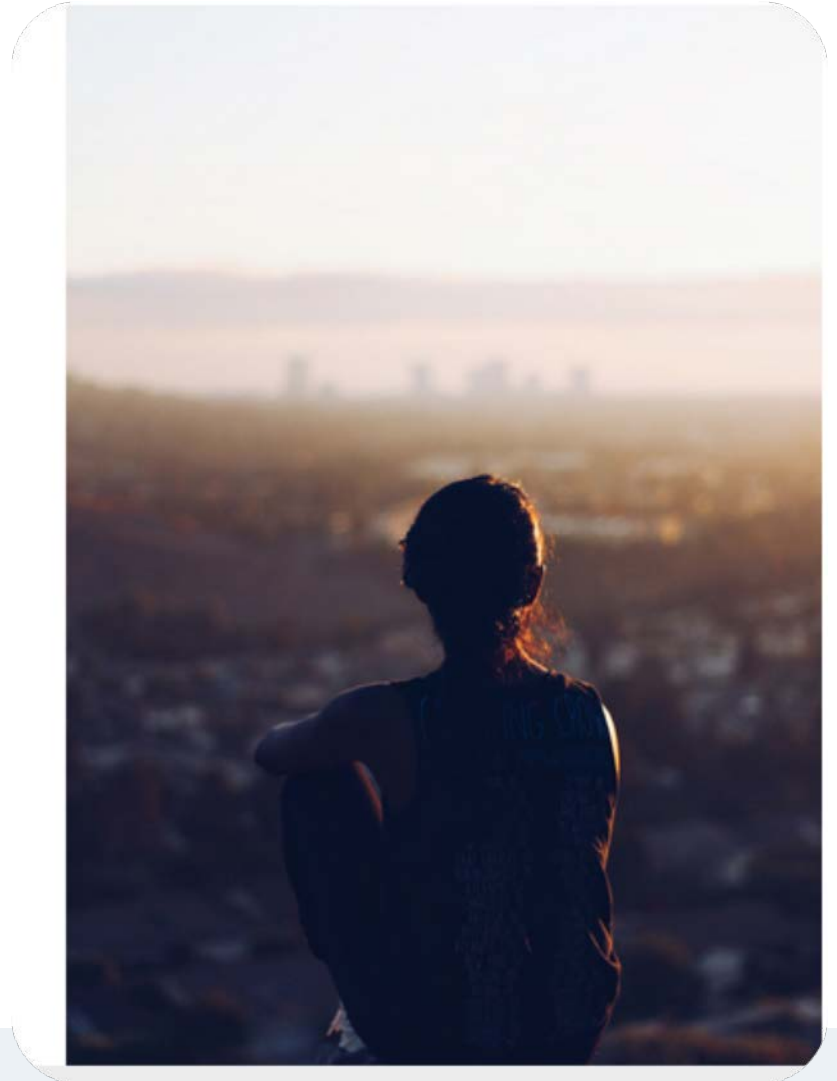


Insight

- Education, Exposure, Experiences
- DEAL

Documented
Employee owned
Aligned with personal goals
Linked to organization's goals"

The Journey of a Leader





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