



WINNING STRATEGIES FOR BANKS

Does your financial institution have a plan to reach your goals?

Banks have their goals for growth and profitability but frequently don't have a plan to reach their goals.

Bâton Global helps banks companies design realistic strategies for the markets they serve with our StrategyWon™ services.



Defining Purpose

What is your 'Why'? Is your team pulling towards common goals?

Mission, Vision, and Values statements provide the North Star that inspire, guides decisions and aligns daily activities. ([Learn More](#))



Data Driven Strategy

How do you know today if you'll be successful tomorrow?

Scorecards or dashboards help monitor the leading Key Performance Indicators (KPIs) that will ultimately dictate your performance. ([Learn More](#))



Communicating Strategy

Do your stakeholders know your strategy?

A Strategy-on-a-Page communicates the key elements of your plan so stakeholders see the big picture and how their activities contribute. ([Learn More](#))



Transformational Changes

What are the Big Hairy Audacious Goals (BHAGs) which will transform your company?

Meaningful change is hard. High-level initiatives combine the vision of success with a working framework that empowers teams to succeed. ([Learn More](#))



Mapping the Journey

Can you realistically make the necessary process and cultural changes needed for long-term success?

Journey Maps, created collaboratively with the entire organization, map the route to achieve agreed-upon milestones over time ([Learn More](#))

EXCELLENCE



Matthew Mitchell, PhD

Strategy and leadership advisor to financial services and organizations of all types. Professor of Business and founding partner of Bâton Global. ([Learn More](#))



Wade Britt

A P&L leader who has led sizeable business units in logistics and the edtech space across the US, Europe, and S. Asia ([Learn More](#))

IMPACT



Bank Iowa.



Bankers Trust.



AMERICAN EQUITY
INVESTMENT LIFE HOLDING COMPANY



LET BÂTON GLOBAL HELP YOU DESIGN A STRATEGY THAT ACHIEVES YOUR GOALS.



Contact Molly Lopez to discuss our StrategyWon services.

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"Our team is excited about our new strategy and feels confident to take it forward."

Insurance Executive Vice President