

## Thrive: Strategies To Turn Uncertainty To Competitive Advantage

Meridith Elliott Powell

### Abstract

Responsible for the research, development and implementation of the Client Strategy for First Citizens Bank and Atlantic States Bank. The scope of work included creating a proactive relationship, sales and client loyalty culture throughout all levels and lines of business within the organization. Duties included all initial research to define overall company direction and growth potential; development of the client strategy for the company, ensuring integration of the retail line with the wealth and business lines. Development of all sales and client loyalty training plans, tools and procedures to educate bank associates at all levels throughout the company; creation of training programs for all sales trainers, line managers and the sales force; development and personal facilitation of courses for executive management; and development and execution of implementation and sustainability models for client strategy. The role required working closely with several teams within the organization including Executives; Senior Vice Presidents of Retail, Business and Wealth Management; CFO; Technology; Operations; Marketing; Human Resources; Organizational Effectiveness; and Education and Training.

### Biography:

Marketed our business to physicians looking to refer patients, and built and maintained a physicians' referral base of more than 60 doctors. Developed professional and referral relations with healthcare organizations. Oversaw patient relations. Represented the practice at trade shows, physicians' seminars and social functions. Worked hard to create awareness and establish the company's name and reputation in the community. Designed and published the company's newsletter, practice brochure and patient education materials. Managed media relations, including press releases, public service announcements and feature articles.

MotionFirst Business Growth Strategist, Award Winning Author Voted one of the Top 15 Business Growth Experts to watch by Currency Fair, a Top Sales Experts To Follow by LinkedIn, and one of the Top 41 Motivational Speakers alongside some of the best in the business. Meridith Elliott Powell is an award-winning author, keynote speaker and business strategist. With a background in corporate leadership and sales, her career expands over several industries including banking, healthcare and finance. Meridith worked her way up from entry-level to earn her position in the C-Suite. She is a



Master Certified Strategist, Executive Coach and Certified Speaking Professional, a designation held by less than twelve percent of professional speakers. In addition, Meridith is an invitation-only author for LinkedIn, having published more than six courses on their prestigious education networks.

She has a cutting-edge message, rooted in real-life examples and real-world knowledge. She is the author of five books, including *Winning In The Trust & Value Economy* (a finalist in the USA Best Book Awards) and her latest "Own It: Redefining Responsibility - Stories of Power, Freedom & Purpose" (named Top 50 Sales Book for 2018) about how to build cultures the inspire ownership at every level to create profits at every turn.

Meridith is regularly featured in publications such as Forbes, Fast Company, Inc., Investment News, and American Banker among others. High energy and highly interactive, Meridith's helps leaders and business owners learn the new rules of success today. How today's economy has changed. How that has changed today's customers and employees. And specifically how that impacts your business.

In her highly engaging keynote-speaking sessions, workshops and trainings Meridith shows her clients how to attract more business, retain top talent, and leap into position to win in this new economy. No walking on coals, no breaking boards, just real-life strategies you can put into place first thing Monday morning.

### Abstract Citation:

Meridith Elliott Powell, Thrive: Strategies To Turn Uncertainty To Competitive Advantage, Global Entrepreneurship Summit 2020, Rome, Italy 30-31 July. (<https://www.lexismeeeting.com/entrepreneurship>)