

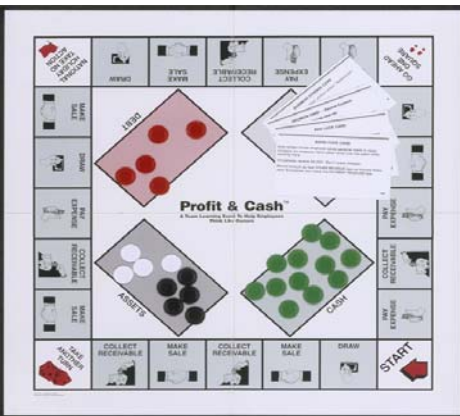
The Schuster Kane Alliance, Inc.



Profit & Cash® Banking Game Workshop

Do you worry over employees not **balancing competing demands** in the best interests of the bank? Are they **making the best combination of tradeoffs** for the bank when it comes to expanding markets, offering new products, reducing costs, taking care of customers, or making credit decisions?

In a fun, non-competitive, high-energy environment, the Profit & Cash® **Banking Game Workshop teaches** participants **how they contribute to banking objectives** such as Return on Equity, Net Interest Margin, and Efficiency. The Workshop **teaches employees the key banking financial concepts** involved in running a bank and helps participants understand their bank's financial goals and how financial reports are like a company's scorecard. Participants learn that they can follow the action of their bank by interpreting the financial statements. Once they have sharpened their basic financial knowledge, participants are better prepared to anticipate the financial implications of the day-to-day decisions they make. They are able to **mold those decisions to improve the overall financial performance of their department.**



Decision cards in the game create strategic and tactical discussions, like:

- The team decides whether to invest in customer service training with possible outcomes that may increase income significantly in Trust & Brokerage, or just barely increase income.
- The team decides whether to place ATMs in 7-11 convenience stores and weighs the risks of great or so-so implementation.

Participants record game action on various financial statements, and quarterly income statements are prepared. A semi-annual review of balance sheet, income statement, cash flow chart, and objectives is prepared. Reports are made for the Board of Directors and a final debrief on lessons learned is made.

"Profit & Cash® is the finest, most flexible financial literacy tool we have ever experienced."

- American Express Tax & Business Services

We can tailor Profit & Cash® for you in small and large ways, such as making special Draw Cards to emphasize some specific aspect of your business.

To tailor the game to reflect the conditions of your particular bank, our team meets with a cross-functional team from your bank and we determine the appropriate adaptations. The Schuster Kane Alliance tests the new version to ensure goals are realistic, and then you can watch your employees accelerate their learning and improve their work.



A Little Bit About The Schuster Kane Alliance

We are a Kansas City-based firm with a national clientele. We use financial simulations as fun, interactive accelerated learning tools for employees in many industries. We have worked with banks, insurance companies, credit unions, manufacturing companies, hospitals, and a whole series of organizations large and small over the last 25 years. Besides our work in financial literacy, in which we have trained more than 400,000 participants during the past 15 years, we specialize in leadership development and executive coaching. Our client list includes many familiar organizations such as New York Life, Transamerica, GE Capital, Sprint, Applebee's, and Columbia University. Check us out at www.skalliance.com; click on the Profit & Cash® tab to view a video of the game in action.