



ZERORISK HR
Hire • Develop • Retain

CASE STUDY// HOME STATE BANK



HOME STATE BANK
YOUR BANK FOR LIFE

FINANCIAL IMPACT

TOTAL ASSETS

54%

growth from 2012 to 2016.



TOTAL LOANS

61%

growth from 2012 to 2016.



TOTAL BANK SIZE

\$100
MILLION

increase over a six-year period through 2016.



CULTURAL IMPACT

TOP 10

SMALL IOWA WORKPLACES
Already ranked high at #7 in 2016 before improving to #3 in 2017.



SALES CULTURE SCORE

11%

increase from 5.40 in 2015 to 5.97 in 2016.



CUSTOMER SERVICE

6%

increase from 6.13 in 2015 to 6.48 in 2016.



CULTURE SURVEY SCORE

5%

increase from 5.8 in 2015 to 6.22 in 2017.



Home State Bank: An Award-Winning Culture Shift

Home State Bank is a community bank in Jefferson, Iowa, that provides banking services for personal, business, agriculture, and wealth management. **HSB sought a consistent process for:**

1. Performance evaluations of current employees.
2. Interviewing prospective employees.
3. Leadership development.

ZERORISK HR provided tools that met each need as part of the bank's cultural shift towards becoming sales-oriented, leading to HSB winning multiple Extraordinary Banking awards.

The Client Problem

Home State Bank was in a growth phase. CEO Sid Jones wanted to instill a new culture **focused on creating more sales.**

1. HSB needed a tool that would allow them to measure performance based on objective data.
2. They were also searching for a consistent process to determine whether new applicants for their job openings were the right fit.
3. Internally, HSB wanted to develop more leaders to guide the future direction of the bank and build more effective teams by accentuating the strengths of each employee.

The **ZERORISK HR** Solution

ZERORISK HR worked with Home State Bank executives and support staff to implement their shift to a sales-focused culture.

1. HSB used ZRHS's emotional intelligence assessment as part of their performance evaluation system.
2. ZRHS helped HSB develop a consistent behavioral interview format enabling hiring managers to evaluate candidates and executives to hold managers accountable for their hiring decisions.
3. HSB used the ZRHS leadership development tools to create 90-day goals for managers and to improve communication between managers and direct reports.

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We were already a healthy organization, but we knew that more was possible. It had to start with culture. Buy-in from the top-down was huge. Now, there is no weakness in the culture structure and people come to us looking for jobs.

– DANILLE CURTIS, CULTURE COORDINATOR OF HOME STATE BANK

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The Result

Because of the top-down buy-in to a sales-oriented culture, Home State Bank executives, managers, and employees came together in a dynamic effort to increase growth and secure the future of the bank.



#1 extraordinary bank
of the year in 2016



Ranked #3
in Iowa's Small Business Category for Workplace Employee Satisfaction



Scored 35% higher
than other similarly-positioned financial service providers on workplace benchmarks



Inducted into the
Extraordinary Bank Hall of Fame
in 2017



HSB has become an
employer of choice
for job-seekers in their market

ZERORISK HR Helped Drive New Company Culture

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ZERORISK HR has been a huge help providing tools to help with the transformation of our culture. We became a fully-integrated sales company and ZRHS provided us with a base to build from.

– SID JONES, PRESIDENT AND CEO OF HOME STATE BANK

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