



*Fulton Bank Chairman and CEO Curt Myers (second from right) joins in the fun at the annual Culture Champions event, which empowers “champions” to actively shape culture throughout the year.*

# As Banking Evolves, the Need to Attract Diverse Talent Intensifies

WITH NEAR RECORD UNEMPLOYMENT for the past year, the competition for talent in the financial services industry is tighter than ever, even as customers’ digital needs rapidly evolve and banks are forced to respond to growing fintech pressures.

Banks have always focused on winning customers by offering the latest products and services and the best pricing. Today’s digital demands add a new layer to the competitive landscape.

So how can banks meet their customers’ need for traditional services and product innovation? To succeed, banks must build a customer-focused team with diverse knowledge, technical skills and financial services experience.

Unfortunately, all banks are vying for the same top talent they need to be successful – the people who create an outstanding customer experience and the innovators of new digital solutions and future financial product advances.

In today’s job market, the interviewing process is a two-way street as candidates ask probing questions to determine compatibility and employers face a new reality of being “ghosted” by their top selection.

That is why it is vital for banks to differentiate themselves as an “employer of choice” by offering the right balance of both tangible and intangible benefits, like purpose, culture and an inclusive work environment.

At Fulton Bank, we understand the important role each team member plays in our success, and we emphasize building long-term relationships with both customers and employees. That is why we took the time to evaluate who we are as a company, the prominence of purpose in our everyday work lives, and what we can uniquely offer to current and future team members.

Here are seven steps Fulton Bank has taken to become a standout in a crowded field of financial employers:

- Refined our company purpose statement and engaged our team in purpose discussions so every employee understands their role in how we “change lives for the better.”
- Created the Fulton Forward™ initiative to provide additional structure and guidance for our corporate giving and volunteering programs and to allow us to better tell the story of all the ways we support the communities we serve.
- Involved employees at all levels in our culture shaping effort so they understand that they “own” our corporate culture.
- Invested in learning opportunities for employees to develop their knowledge through our online learning portal, with in-class skills training, and by encouraging coaching conversations with leaders.
- Conducted open focus groups to create a dialogue about how our company can attract diverse talent and foster a sense of inclusion for all employees.

# Guide to Banking

- Built a candidate pipeline to attract emerging talent with our Diversity Scholarship, Military Internship, Internship Development Program and Management Trainee Program.

- Established Fulton Future to provide a channel for employees to network, collaborate to innovate and join forces to volunteer as a team.

We also took the time to consider what employees really want in a workplace when we developed our employee value proposition:

“Our values define us and our culture inspires us to change lives for the better. Our employees are the heart and soul of our company and every success we experience begins with them. We hire team members who raise the bar, who are collaborative and inclusive, who build relationships, and who are looking for a long-term career with Fulton. We strive to promote a culture of work-life balance, to unplug and recharge to be your best self, at work and at home.”

Fulton is continuing to transform as a financial services provider and as an employer to stay relevant in a swiftly shifting banking and employment landscape.

With fierce competition in the financial services industry for diverse talent, all banks must take the time to deeply consider how they can attract and retain talent and what they can offer to enrich the lives of

*Fulton Bank's Talent Acquisition Team is dedicated to finding candidates who will bring diverse experience to the organization.*



employees. Ultimately, this focus on employee engagement translates to a happier, more connected team that comes to work each day

excited by the opportunity to change lives for the better. ■



**Katie Wilkinson**, Commercial Market Executive with Fulton Bank, N.A.

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