

|                                    |                                    |                                         |                                |                             |
|------------------------------------|------------------------------------|-----------------------------------------|--------------------------------|-----------------------------|
| <b>B</b>                           | <b>I</b>                           | <b>N</b>                                | <b>G</b>                       | <b>O</b>                    |
| tweet<br>this                      | at the<br>end of<br>the day        | Let us<br>bluesky<br>this               | go-to-market<br>strategy       | put your<br>game<br>face on |
| monetize<br>it                     | cross<br>train                     | the \$64<br>000<br>question             | out of<br>the box              | deal<br>with it             |
| ballpark<br>this                   | put it in<br>the<br>parking<br>lot | First<br>Community<br>Bank Cake<br>Day! | team<br>player                 | value<br>added              |
| burn the<br>candle at<br>both ends | open<br>door<br>policy             | it is<br>doable                         | leave<br>money on<br>the table | sharpen<br>our<br>pencils   |
| low-hanging<br>fruit               | phone it<br>in                     | step up<br>to the<br>plate              | stake in<br>the<br>ground      | plug and<br>play            |

|                          |                       |                                |                        |                          |
|--------------------------|-----------------------|--------------------------------|------------------------|--------------------------|
| <b>B</b>                 | <b>I</b>              | <b>N</b>                       | <b>G</b>               | <b>O</b>                 |
| incentivize              | team player           | knock it out of the park       | hope is not a strategy | niche marketing          |
| leave money on the table | going viral           | burn the candle at both ends   | chewing gum cow        | one off                  |
| next steps               | manage expectations   | First Community Bank Cake Day! | best practice          | right-size it            |
| it is doable             | the \$64 000 question | ballpark this                  | value added            | tear down the silos      |
| at the end of the day    | open door policy      | put your game face on          | best-of-breed          | let us square the circle |

|                                    |                            |                                         |                                     |                                          |
|------------------------------------|----------------------------|-----------------------------------------|-------------------------------------|------------------------------------------|
| <b>B</b>                           | <b>I</b>                   | <b>N</b>                                | <b>G</b>                            | <b>O</b>                                 |
| next<br>steps                      | deal<br>with it            | going<br>forward                        | team<br>player                      | perfect<br>storm                         |
| we are<br>customer<br>focused      | right-size<br>it           | put it in<br>the<br>parking<br>lot      | paradigm<br>shift                   | skills<br>transfer                       |
| burn the<br>candle at<br>both ends | core<br>competency         | First<br>Community<br>Bank Cake<br>Day! | plug and<br>play                    | old<br>80-20<br>rule                     |
| at the<br>end of<br>the day        | it is<br>doable            | Let us<br>bluesky<br>this               | manage<br>expectations              | cross<br>train                           |
| one off                            | thrown<br>under<br>the bus | cash<br>cow                             | wrap our<br>heads<br>around<br>this | where the<br>rubber<br>meets the<br>road |