

# Our team – It's Capital

**At Laurentian Bank, people are recognized as being a core asset. One of three governing corporate objectives is the development of human capital.**

## Finding the right labour pool

The Career Station is Laurentian Bank's permanent recruitment station, located in the Berri-UQAM subway station, a major transfer point for students and young people. This real job shop not only attracts new talent, but also offers a full range of transactional services and banking advice. Laurentian Bank is the first financial institution to meet its recruitment needs in such a dynamic way. The centre has already received more than 7,500 candidates to date, illustrating the importance placed by the Bank on both human capital and the need for proximity.

## Putting the "extra" in "extraordinary"

The Bank is the kind of workplace where shared values are a shared goal. This was exemplified during 2011 by the introduction of two new recognition programs, results of recommendations made by two consultative management and employee committees.

The first, the Month of Extraordinary Employees, began in mid-May and featured a series of innovative celebrations in departments and branches throughout the organization.

The Month of Extraordinary Employees, was followed by the Flame of Recognition, which added a new twist to rewarding employees on a daily basis. The Bank has a formal program whereby management recognizes exceptional employees, but the Flame of Recognition is based on employees honoring their peers for their special, every-day efforts.

## Would you hold this for me?

Each employee receiving the flame in turn chooses a deserving colleague and passes it on. After only five months, close to 120 employees have been singled out by their colleagues to be recognized in this way.

## The Bank's exemplary performance leads to special recognition for all employees

### The envelope please

Recognition takes many forms at the Bank, but top honors go to the recipients of two formal programs recognizing excellence across the organization.

The Guy-Vanier Award program pays tribute to five individual employees while the Ray McManus Award recognizes multi-sector project team efforts. In 2011, a new category was added to recognize a team of individuals working together on a daily basis, showing it is possible to meet and exceed its objectives while embracing the Bank's five values: passion for client interests, simplicity, entrepreneurship, integrity and teamwork.



### GROWING UP

Just after the turn of the century, the Bank has 56 employees and five branches.

### LBC ACADEMY

Laurentian Bank Academy is created to further the Bank's reputation for exceptional client service with the latest training methods.

### MOST ADMIRED CORPORATE CULTURES

The Bank won the 2011 Canada's Most Admired Corporate Cultures in the Québec and Atlantic region.

1846 – 2011

CARING & SHARING

Since its formation, the Bank has actively involved itself in the social life of the community and each year distributes funds to aid the less fortunate.

1902

1939

300 STRONG

At the start of the Second World War, the Bank has reached 25 offices and branches, and 300 employees.

2007

2010

A UNIQUE STATION

The Bank introduces a new concept by creating a Career Station underground at the Berri-UQAM subway station, which carries the heaviest traffic for university students.

2011



# And this year's winners are...

## GUY-VANIER AWARDS



### The Guy-Vanier Mosaic

The Guy-Vanier Award recipients are featured in an enamel-on-copper mosaic displayed in the executive suite of the Bank's headquarters.



Sylvie Bédard

**Sylvie Bédard**, Advisor, Retail Services, sets out to excel in everything she does and is recognized for exceptional devotion and professionalism after 30 years of service at the Bank.



Michel Charbonneau

**Michel Charbonneau**, Sales and Advising Manager in the Lanaudière region, is a noted innovator that has now worked at the Bank for thirty nine years. Appreciated by all, he always takes the time to lend a helping hand to his colleagues.



Andrée Hurtubise

**Andrée Hurtubise**, Assistant Vice President, Continuous Improvement – B2B Trust. Andrée is the kind of person who is constantly finding a better way. She recently implemented a methodology for decision-making centred on client needs which is already yielding results.



Jocelyne Delaney

**Jocelyne Delaney**, Senior Account Manager, Real Estate Financing, Ontario. JD, as colleagues call her, radiates passion in everything she does and has been a member of the \$100 Million Club for three years.



Sophie Lambert

**Sophie Lambert**, Manager of the Victoriaville branch. Sophie's leadership at the branch since 2003 has produced striking results. Her passion for excellence seems contagious as her branch has attained the No.1 position and two of her advisors have also been honoured for their remarkable performance.



Projects and Quality Assurance team, Retail and SME-Québec

## RAY MCMANUS AWARDS

**Team Award:** Antoine Lavoie's team in the performance and organizational development sector is accustomed to mobilizing resources with little notice, if any, in order to complete a project. This Montréal-based Projects and Quality Assurance team is responsible for the quality tests that precede the implementation of computer solutions. Their special strength lies in being able to simplify the relationship between the technology team and the system users' team – a much appreciated skill.



Business Development Team, B2B Trust

**Project Award:** This second Ray McManus Award recognizes exceptional success by a multi-disciplinary team assembled for a specific project. These are the 25 people who made up the B2B Trust Business Development Team which reviewed the unit's practices in minute detail and then put them back together again so as to improve both methods and results. B2B Trust's business development performance has been greatly enhanced.