

*Sharing Knowledge for a
Brighter Direction*

BB&T

2015 Annual Report



LEADERSHIP

Dean Sink, a BB&T client for 10 years, was initially apprehensive about our offer to evaluate his company's leadership. At the same time, the longtime CEO of Mickey Truck Bodies recognized that one of his direct reports, while a valuable contributor to the company and an experienced manager, might benefit from some additional leadership and communications training. In the true Mickey spirit of continuous improvement, the manager welcomed the opportunity to become a more effective leader. Within weeks, Dean says, "The results were outstanding and actionable. The manager's entire team has benefited from a positive cultural shift and a lift in productivity." He subsequently asked The BB&T Leadership Institute to help develop the entire "human side" of family-owned Mickey Truck Bodies, including assessing leadership skills, improving teamwork, planning for change and preparing the next generation of leaders. He credits BB&T's unique partnership with helping Mickey, one of the world's largest manufacturers of truck bodies and trailers, enjoy its best overall performance in its 112-year history in 2015.

"I've been impressed with our BB&T bankers, so I was confident that if leadership development worked for them, it would work for us. The BB&T Leadership Institute has made our leaders even stronger, and that in turn has made our company even stronger."

Dean Sink, President and Chief Executive Officer of Mickey Truck Bodies in High Point, N.C.

Matthew Sink
Manufacturing Manager
Mickey Truck Bodies

Dean Sink
President & CEO
Mickey Truck Bodies

Carl Mickey, Jr.
Executive VP
Mickey Truck Bodies