



Farr Associates' Transition to The BB&T Leadership Institute

We're excited to announce the launch of The BB&T Leadership Institute and extend a special welcome to the clients we previously served as Farr Associates.

For more than 57 years, Farr Associates has been a vital leadership partner to organizations like yours that value bold leadership, creative thinking and company-wide initiatives. Generations of leaders have succeeded through the insights and life-changing principles of Dr. James N. Farr's psychological approach to leadership development.

From the beginning, our relationship with Farr has been rooted in shared values. BB&T first connected with Farr as a client in the early eighties and acquired the world-class organization in 1994. The vast majority of our senior leaders have benefited greatly from Farr's leadership development curriculum. Among the many reasons BB&T has emerged as one of the nation's strongest and most respected financial institutions, the most important is our investment in our people and our focus on effective leadership as a way to drive economic value.

It was a natural evolution to establish The BB&T Leadership Institute this year, giving organizations a leadership development partner that helps them create dynamic and effective leaders, increase employee retention and improve the bottom line. Sharing all we've learned for more than 140 years, we give your organization the knowledge to maximize performance today and ensure measurable success for the future.

The BB&T Leadership Institute is a continuation of our longstanding history of leadership development. It supports our mission to make the world a better place and will further set us apart from our competitors in the marketplace. We look forward to building upon Farr Associates' legacy of leadership to help you build yours.

If you have any questions about this transition, please feel free to reach out to me personally. I would love the opportunity to tell you more about our story.

Will Sutton
Director
The BB&T Leadership Institute