

CASE STUDY: 30% INCREASE IN EMPLOYEE RETENTION



Bank Independent partnered with Wildsparq to scale leadership development across a growing community bank without losing the personal, people-first culture that sets them apart.

With 34 sales offices, five operations centers, and nearly 700 team members, Bank Independent needed a practical way to:

- Prepare emerging leaders
- Equip current managers
- Retain strong talent in customer-facing roles

Challenges

- Leadership development happened unevenly across locations.
- Emerging leaders needed structure.
- New managers felt under-equipped.
- High-pressure areas had high turnover, and the bank wanted to keep great people longer.

Solutions

In 2021, Bank Independent introduced Wildsparq as their leadership development tool to support both titled leaders and those who lead through influence. They used Wildsparq to:

- Develop current leaders
- Equip emerging leaders
- Create shared language and relationships

Results

30%

Increase in customer service retention

2X

Industry average tenure



Higher manager confidence and healthier conflict



Stronger internal leadership pipeline

Testimonial

“I would recommend Wildsparq to any community bank that’s trying to grow it’s leaders.”

— Corey Thomaston,
Talent Officer at Bank Independent

Conclusion

Together, Bank Independent and Wildsparq are proving that when you invest in people with intention and consistency, you get more than better leaders. You get stronger teams, better retention, and a healthier bank