

## Personalized guidance for you

You want more for your future: personally, professionally, financially. Goals coaching by U.S. Bank is designed to help you approach your goals with clarity and confidence. Here's how it works:



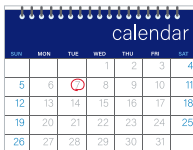
### 1 EXPLORE YOUR GOALS.

During your goal discovery session your coach will help you define what you want for your future and why it matters to you. Your coach will request financial information which will be used when working with goals with a financial component to calculate achievability based on your current situation.



### 2 MAKE AN ACTION PLAN.

During your readiness session, you will collaborate with your coach to identify realistic, meaningful steps or milestones towards goal achievement. Coaches aren't bankers or financial advisors - they're part of a team that can surround you with support and resources. If your goal has a financial component, we'll bring in the right subject matter experts to help you reach your goal.



### 3 STAY ACCOUNTABLE.

Schedule periodic check-ins with your goals coach to keep you on track and adjust your plan as needed.



**GOALS COACHING IS ALWAYS FREE,**  
and there's never a sales pitch.

Meet your coach at [usbank.com/coaching](https://usbank.com/coaching).



Goals Coaches do not: conduct financial planning or provide investment advice nor make recommendations or give advice on matters involving health, including physical, mental, emotional or medical.

U.S. Bank assumes no responsibility for and makes no claims concerning the merit or sufficiency of your goals and does not assume any responsibility or liability for any losses or other outcomes resulting from decisions made by you, actions taken or not taken by you, in connection with U.S. Bank and U.S. Bank Goals Coaching services. Member FDIC. ©2022 U.S. Bank 830102c 9/22