BREAKOUT SESSION:
REMAINING RELEVANT - A DEEPER EXAMINATION

Alexandra Gekas, VP, Marketing & Engagement
Callahan & Associates

Learning Objectives:
1. Share best practices for remaining relevant for tomorrow.
2. Review examples of how organizations are adapting and successfully preparing for the future.
A Deeper Dive: Remaining Relevant For The Future

Alexandra Gekas, Vice President
Callahan & Associates
IMPERATIVE

n. Of vital importance; crucial.
FOCUS ON THE INDUSTRY IMPERATIVES

PURPOSE

TALENT

MINDSET
PURPOSE
Impact of Purpose*

% of leaders confident that company will grow in next year: 82
% of staff fully engaged: 73

- Companies with a strong sense of purpose
- Companies without a strong sense of purpose

*Source: Deloitte re Beliefs and Culture Survey, 2014, n = 300 executives and 753 employed adults.
KEY ELEMENTS OF THE PURPOSE IMPERATIVE

• Narrative
• Impact
• Differentiation
OUR MISSION

Credit unions are different and always have been. We never came together with the notion of making money, but with the notion of helping people and improving their lives.

- Ed Callahan
TELL YOUR CREDIT UNION STORY IN MARKETING
TELL YOUR CREDIT UNION STORY AT YOUR BRANCHES

Live your best life, we can help.
DIFFERENTIATION
WE’RE MEMBER OWNED

WE’RE ROOTED IN COMMUNITY

SC Telco FCU's Work With Habitat for Humanity

WHAT IS THE CREDIT UNION DIFFERENCE?

Credit Union Philosophy
The credit union philosophy of 'People Helping People' has guided the financial cooperatives that abide it for more than 100 years. This solid foundation is built on principles and bound by a mission to serve members—a mission that is perennially recognized as the best customer service model in the nation.
LEAD WITH PURPOSE FROM THE BEGINNING

State Employees' Credit Union - Home
https://www.ncsecu.org ▼
Proudly serving North Carolina employees, their families and our community. People helping people - together we can make a difference!

Latino Community Credit Union: Home
https://latinoccu.org ▼
"Latino Credit Union gave the possibility of having a safe environment for my family to grow."
Miguel Fuentes. Member since 2007. Meet Our Members.

Lake Trust Credit Union.: What's New
https://laketrust.org ▼
To us, you're more than a number. See what it feels like to be part of a group of people who truly care about their Michigan communities. Join now.
FOCUS ON THE COOPERATIVE DIFFERENCE

We believe in people over products
Our relationships with our members are incredibly important to us. You are the foundation of DC Credit Union.

A history of supporting our community
We were created in the 1950s to serve the needs of District government employees who were struggling to make ends meet. We are still community-driven and available as a helpful resource for the members of our community.

Our community partnerships »

We believe in first and second chances
Where you start shouldn’t determine where you end up. DC Credit Union is committed to fostering financial inclusion and access to affordable credit.

What makes us different »

Helping you live the life you want to live
DC Credit Union helps our members transform their lives through a focus on progress and forward movement.

Get Inspired »

Let’s reclaim your future.
AND MAKE IT APPARENT...EVERYWHERE

THE CREDIT UNION DIFFERENCE

Industrial Credit Union is a cooperative. Members (you) own the credit union. That means you have a say in all the good things we do. You can tell us what products and loans we should offer, help guide our service to the community and determine how the credit union is run. You elect your friends and neighbors to the Board of Directors or can run to be on the board yourself. Unlike banks, which are profit-driven to provide large returns to their stockholders, credit unions recycle profits to make life a little better for members.

As a financial cooperative, our pledge is to put “people before profits.” We have principles that guide everything we do. These seven International Operating Principles are the core of our credit union:

1. Voluntary and open membership
2. Democratic member control
3. Member economic participation
4. Autonomy and independence
5. Education, training and information

What Makes a Credit Union Different From a Bank?

Jenna Taubel
Aug 29, 2017 6:40:00 AM

Bank vs. Credit Union...what's the difference? On the surface banks and credit unions can seem very similar. Both banks and credit unions offer financial services like checking accounts and loans. Your accounts are federally insured up to $250,000 at both institutions. They both offer access to your accounts online or at a branch. It isn't until you dig a little deeper that you develop a true understanding of the fundamental difference between a credit union and a bank.

The Major Differences Between Credit Unions and Banks:
YES, I MEAN EVERYWHERE
GET THE WHOLE CREDIT UNION INVOLVED
IMPACT
MEASURE YOUR IMPACT

- # of Financial Health Programs Offered
- $ Habitat For Humanity Loans
- $ Grants
- % Employee Diversity
- # Employee Volunteer Hours
- # First Time Home Buyer Loans
## Measure Your Impact

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>2019 Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members with $500+ in Savings/Checking</td>
<td>45% or Better</td>
</tr>
<tr>
<td>Member Participation</td>
<td>5.11</td>
</tr>
<tr>
<td>Overall Satisfaction Score</td>
<td>9.15</td>
</tr>
<tr>
<td>Core Member to Member Ratio</td>
<td>65% or Better</td>
</tr>
<tr>
<td>TRIP Loans with Rate Reduction</td>
<td>75% or Better</td>
</tr>
<tr>
<td>Fees Per Member</td>
<td>$50 or Less</td>
</tr>
</tbody>
</table>
THEN COMMUNICATE THAT WITH MEMBERS

Our Members
We are honored to be a part of many of our members success stories.

Maurice's Story  Jawonna's Story  Jerry's Story

45% of 1st Financial members have improved their credit by an average of 47 points over the past three years.

BUILDING CREDIT | It It Can Only Go Up From Here

Maurice is a 1st Financial member who has overcome some serious financial hurdles. His account went negative and eventually was closed. He later came back to the credit union to learn how to improve his credit. The road wasn’t easy and along the way, he encountered new struggles that he had to overcome.
KEY QUESTIONS REGARDING PURPOSE

• Do you feel your credit union has a clear purpose?
  • Do your members and community know it?

• How are you differentiating your credit union?

• What’s your unique brand story? How well do you tell it?

• How do you measure your impact?
KEY ELEMENTS OF THE TALENT IMPERATIVE

• Human
• Inclusion
• Experience
HUMAN
INVEST IN YOUR HUMANS

Why People Quit
The leading reasons why employees left their jobs in 2018.

- Career development (opportunities for growth, achievement and security): 22.2%
- Work-life balance (travel and scheduling preferences): 12.0%
- Manager behavior (positive and productive relationships): 11.3%
- Relocation (physical move out of proximity of the job): 10.2%
- Compensation and benefits (total rewards promised and received): 9.6%
- Well-being (physical, emotional and family-related issues): 8.4%
- Job characteristics (ownership and enjoyment in manageable work): 8.1%
- Involuntary (terminations or layoffs): 6.7%
- Retirement (decision to exit the workforce): 6.3%
- Work environment (physical and cultural surroundings): 5.2%

INVEST IN NEW ROLES TO HELP

MYESHIA JONES
SUCCESS NAVIGATOR
AMERICAN 1 CREDIT UNION

DEBRA O'BRYAN
DREAM MANAGER
COMMUNITYAMERICA CREDIT UNION

45% Direct Employee Engagement
25% Internal Relationship Building
20% Research & Development Of Resource Center
10% Community Networking

40% Dream Sessions
30% Well-being Initiatives/Class/Princess Center
25% Employee Check-In
5% Corporate Athlete Instruction
# FORMALIZE DEVELOPMENT TODAY

<table>
<thead>
<tr>
<th>Goal in support of NWCU Strategy or Core Values</th>
<th>Goal in support of my department/branch</th>
<th>Personal development goal</th>
<th>Career Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>The strategic focus/core value is............</td>
<td>My department is focusing on...........</td>
<td>My personal/professional development is focused on......</td>
<td>My career goal/s is/are:</td>
</tr>
<tr>
<td>My goal in support of this strategy/core value is............</td>
<td>My goal in support of this focus is.......</td>
<td>My goal in support of my development is.......</td>
<td>My plan to move toward that goal is.....</td>
</tr>
<tr>
<td>My action items to accomplish this goal are:</td>
<td>My action items to accomplish this goal are:</td>
<td>My action items to accomplish this goal are:</td>
<td>My actions items to further my plan this year are:</td>
</tr>
<tr>
<td>The timeline for completion is............</td>
<td>The timeline for completion is...........</td>
<td>The timeline for completion is...........</td>
<td>The timeline for completion is.......</td>
</tr>
</tbody>
</table>

Notes: Notes: Notes: Notes:
TAKE A LOOK AT YOUR BENEFITS

401K ALTERNATIVES

LIFESTYLE

TIME OFF

REMOTE WORK
INCLUSION
THE D&I LEADER CONTINUUM

Source: Jennifer Brown, “How Be An Inclusive Leader
MAKE YOURSELF AWARE

Source: Jennifer Brown, "How Be An Inclusive Leader"
DON’T WAIT TO FOCUS ON INCLUSION

Inclusion Resources

This list showcases a variety of inclusion initiatives:

- Greater Des Moines Partnership - Diversity and Inclusion Council
- Greater Des Moines Partnership Inclusion Magazine
- Consumer Choices Option (CCO)

For more information, please contact Angela Weekley, Community Inclusion Manager, at supplierdiversity@veridiancu.org, or AngelaMW@veridiancu.org.
D&I IS MORE THAN RACE AND GENDER

- Age
- Sexual Orientation
- Socioeconomic status
- Veterans
- Disabilities
EXPERIENCE
TECH VS. TALENT...WHICH IS BETTER?

Best Member Experience
THE TRUTH

Best Member Experience
6 WAYS TO REDUCE FRICTION IN THE MEMBER EXPERIENCE

1. **Train employees**
2. Improve processes
3. Enhance technology
4. Optimize facilities
5. Communicate
6. Mine data for insights
KEY QUESTIONS REGARDING TALENT

- How do you find, develop, and retain *great* employees?
- Are you evolving your roles to meet the demands of the future?
- How are you incorporating diversity & inclusion into your strategy?
KEY ELEMENTS OF THE MINDSET IMPERATIVE

• Innovation
• Collaboration
• Failure
INNOVATION
OUR MINDSETS NEED TO CHANGE....

Innovation Mindset

- Digital Transformation ON ➔ Experiential Transformation
- Waterfall Innovation ON ➔ Agile Innovation
- Fragmented / Disjointed ON ➔ Unified / Seamless
- Commodity Vendors ON ➔ Partner Vendors
- Vendor lead Roadmap ON ➔ CU lead Roadmap
MAKE INNOVATION PART OF THE CULTURE


Source: The Financial Brand
Desirability

Viability

Feasibility

INNOVATION SWEET SPOT

Source: IDEO
ASK THE RIGHT QUESTIONS

• Does it benefit the member?

• Is there a revenue component?

• How fast can we develop it?
ADOPT INNOVATIVE METHODOLOGIES

AGILE METHODOLOGY

MSUFCU Membership Application
Apply for membership online at your convenience. To get started you'll need:

- 5-10 minutes
- Your government or state-issued ID
- $5 for your Savings Account

Already a Member? NEW Member Application

Already started an application? Return to your saved application.
COLLABORATION
WAYS TO COLLABORATE

- Community
- Fintechs
- Local Businesses
- CUSOs
- Internally
- Each other!
FIND WAYS TO PARTNER
FIND WAYS TO PARTNER
THE NEW WAY TO BUY A CAR

Enter Make, Model, or Keyword
FAILURE
HOW TO EMBRACE DEFEAT

• Identify your fear
• Reverse your thinking
• Do it anyway
• Fail forward
• Find the next challenge

Source: Fail Fast, Fail Often by Ryan Babineaux and John Krumboltz
KEY QUESTIONS REGARDING MINDSET

• Is innovation a leading component of your culture?

• Are you willing to fail a little to learn a lot?

• What is the role of collaboration as your credit union evolves?
FOCUS ON THE INDUSTRY IMPERATIVES

PURPOSE

TALENT

MINDSET
Thank You!

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