



*Partnering with Credit Unions Across the Nation  
To Increase Loan Growth, Profitability, and Membership Growth*

## cuStrategies e-newsletter – September 2018

### Focus on Loan Growth and Profitability

*What can successful credit unions do to get more strategically focused on loan growth, profitability, and member loyalty/retention for long-term sustainability?*

If you find the following tips to be valuable and relevant to you, please feel free to reach out to Celeste Cook, Founder/CEO of cuStrategies, at [ccccook@custrategies.com](mailto:ccccook@custrategies.com) to discuss strategies to help your credit union increase loan growth, profitability, and member loyalty/retention!

cuStrategies proudly partners with credit unions across the nation to help them experience increased loan growth, membership growth, profitability, and member retention. Many of cuStrategies' clients have experienced great success.

cuStrategies offers a Credit Union Lending Assessment with a focus on the Seven P's. As you plan your budget for 2019, let us help you take your credit union to the next level of success with a focus on the Seven P's. We leave no stone unturned to ensure the success of your credit union!

### Focus on the Seven P's

Credit unions have to focus on the seven key factors that directly impact growth, profitability, and member retention. There are a lot of moving parts, and it takes a well-oiled machine for an organization to run at maximum performance. Take a look at the Seven P's below and determine if you have a well-oiled machine.

Leaders must find a way to keep the Seven P's in alignment with the credit union's mission and vision for long-term growth and profitability. Key questions to help you assess what you need to do in 2019 to take your credit union to the next level!

## Rethink...Renew...Revive!!!

<b>People – Most impactful to the success of any organization</b>	<p>Are you attracting and hiring the right people with the right attributes?          Do you have the right people in the right seat on the bus?          Are your people engaged to help the credit union grow?          Are your people empowered to help the credit union grow?          Are the right goals established to achieve the right results?          Do you have the right benchmark goals to motivate your people?          Are your people creating barriers for growth?          Are you rewarding the right behaviors and right results?          Are your people creating member experiences to prevent loan losses          And increase quality profitable loans?</p>
<b>Products</b>	<p>Are you offering the right products to attract new members, specifically millennials, which will make up 75 percent of the workforce by 2025?</p>
<b>Pricing</b>	<p>Are you pricing for risk, taking the risk, and managing the risk?          Are your scoring ranges aligned with today's risk?          Are you competing with banks or your credit union peers?</p>
<b>Programs</b>	<p>Are you partnering with your members to help them raise their credit score, lower their monthly payments and get rid of high-interest-rate credit card balances?          Are you offering the right programs to attract Millennials?          Are you offering the right programs to bring in new member/new money?          Do you have an effective performance reward program to motivate staff?</p>
<b>Policies</b>	<p>Are your policies creating barriers for growth?          Are you inspecting and validating regularly?</p>
<b>Processes</b>	<p>Are your processes creating barriers for growth?          Are you inspecting and validating regularly?</p>
<b>Procedures</b>	<p>Are your procedures creating barriers and/or inefficiencies?          Are you inspecting and validating regularly?</p>

**CCATCU Win/Win/Win Solutions  
Preventing Loan Losses to Increase Future Loans**

**1. Using cuStrategies collections and lending training techniques, CCATCU was able to convince a member who had voluntarily returned her car to the credit union and had purchased another car to keep her car with the credit union and return the car she purchased back to the dealer. We explained why it was in her best interest to keep her car with the credit union and what her financial circumstances would look like in the future if she didn't. The member truly FELT how much we CARED about her and chose to return the vehicle she had just bought, and the auto dealer actually tore up the contract and released her from her financial obligation.**

- One of cuStrategies clients increased **direct loans from 30 percent to 70 percent in one year!** We would welcome the opportunity to partner with you and your team to help you increase direct auto loans in 2018!
- Another credit union client **captured \$170,000 mortgage with their first Credit Score Analysis (CSA)**
- A loan officer closed **\$90,000 in new secured loans** from the last five unsecured loan requests that had been denied recently using cuStrategies techniques

Nothing is more exciting than to see staff engaged to help their credit union grow by bringing in more quality profitable loan opportunities and **working hard on the frontline to prevent loan losses** by building strong relationships.

Credit unions who have used cuStrategies' programs and services have experienced a **transformation in their culture with enthusiastically engaged employees, enhanced leadership, positive synergy amongst teams, and raving fans from their membership** as a result of their member experiences!

*For more information on how to create and maintain a strong and vibrant sales and service culture for growth, please contact Celeste Cook, CEO/Founder of cuStrategies, today at [cccook@custrategies.com](mailto:cccook@custrategies.com) or 404.783.5898. Her website is [www.custrategies.com](http://www.custrategies.com).*

## Celeste C. Cook

Speaker, Consultant, Trainer

*Bringing you her credit union experience, expertise, proven strategies, positive energy, and passion for service!!!*

**Celeste Cook is founder and President/CEO of cuStrategies LLC.** As a **credit union industry strategist, Celeste provides strategic planning services, experienced consulting services, and expert training programs to the credit union industry.** In addition to being a consultant and trainer, she is a keynote and motivational speaker with a dynamic and engaging style that have made her highly sought after within the credit union industry. Celeste has also served as an industry expert as well as a motivational and keynote speaker for credit union associations and leagues nationwide.

Along with being CEO of cuStrategies LLC, she has been involved in the credit union industry for more than 20 years and a professional speaker and trainer for 15 of those years – also working for a \$1.6 billion credit union in Atlanta, Georgia, and working as a consultant and trainer with Rex Johnson of Lending Solutions Consulting.

**Celeste's expert training programs/schools in lending, marketing/business development, leadership, and sales and service for credit unions have helped credit unions with assets ranging from \$20 million to \$2 billion.** She brings her credit union expertise, experience, and **proven strategies**, which have fostered her credit union clients' increases in loan growth and profitability. For instance, one credit union experienced 33% loan growth in 12 months using cuStrategies' lending strategies. Celeste also increased loans by 215% in nine months through SEGs during her tenure in Business Development at MAX Credit Union in Montgomery, Alabama.

Celeste has a degree in business management and a Certification in Sales Leadership Strategies through the Credit Union National Association. She has been a contributor to industry publications such as CUinsight, Credit Union Executive Society, Credit Union Times, and Credit Union Journal as well as **Branch Managers Letter**, a national publication. Celeste is also writing a book on leadership and service.