



Celeste C. Cook
Speaker, Consultant, Trainer
2024 Speaker Topics

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

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, motivational specialist, 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 25 years** and a **professional speaker** and trainer for more than 20 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 integrates her experience and proven strategies into her presentations that have **helped credit unions across the nation increase loan growth and profitability...up to 33 percent loan growth** with decreased and/or minimized delinquencies and loan losses (with an emphasis on direct consumer lending) in one year.

Topics include but are not limited to:

- **The Future of Credit Unions – How to Remain Relevant for Growth**
- **Purpose-Driven Leadership: Driving Growth in an Uncertain Economy**
- **Transformational Leadership: Building a Leadership Team for Transformational Change**
- **Getting More Strategic About Loan Growth in Today's Economy**
- **Optimizing Growth in Today's Economy**
- **Key Leadership Strategies for Growth**
- **Cultivating a Culture for Growth**
- **High Impact Leadership: Engage, Empower, and Elevate**
- **Elevating Our Emerging Leaders**
- **Board-Driven Holistic Leadership: Rethink, Renew, and Revive**
- **Board Leadership Strategies for Growth**
- **Board-Driven Leadership: Leading for Growth**
- **Strategic Planning Best Practices for Growth**
- **Key Strategies to Increase Engagement, Revenue, and Retention**
- **Five Steps to Lead Change Effectively**
- **How to Build Relationships in a Digital World**
- **Strategies to Overcome Organizational Barriers and Challenges**
- **Branding Your Credit Union for Growth to Attract Millennials and Gen Zs :**
- **Creating Differentiation in a Digital World**
- **Proactive Strategies to Prevent Loan Losses and Increase Future Loan Growth**
- **Top Five Challenges for Growth and How to Overcome Barriers**
- **Effective Communication Strategies to Maximize Engagement**
- **Becoming Relationship-Driven versus Transaction Driven**
- **Leading and Implementing Organizational Development**
- **Implementing a High-Performance Organization**
- **Turning Challenges into Opportunities in Today's Economy**
- **Implementing an Effective SWOT Analysis to Maximize Growth**
- **Driving Organic Growth: New Members/New Money**
- **Key Strategies to Attract, Engage, and Retain Millennials and Gen Z's**
- **Key Strategies to Attract, Engage, and Retain Top Talent**
- **Member Engagement: Helping Members Achieve Financial Freedom**
- **Financial Literacy: Transforming into Financial Coaches**
- **Business Development and Community Engagement Strategies for Growth**
- **Five Steps to Increase Member Engagement, Revenue, and Retention**
- **Attracting Millennials and GEN Zs...The Next Generation of Revenue**
- **Innovative Leadership – Rethink, Renew, Revive**
- **Getting Back to the Basics**
- **Creating a Holistic Culture for Growth**
- **Effectuating Positive Change for Growth**
- **Five Steps to Increased Deposits, Loan Growth, and Profitability**
- **Transforming the Member Experience in a Digital World**
- **Five Ways to Boost Your Credit Union's Growth**
- **Turning Financial Literacy into Loan Opportunities**
- **Serving the Underserved the Right Way and Increasing Loan Growth/Profitability the Right Way**
- **Onboarding: Increase engagement, revenue, and retention**
- **Key Marketing Strategies for Growth: Becoming More Real, Relevant, and Relatable**

EXPERTISE

Strategic Planning
Leadership
Lending
Sales and Service
Member Engagement
Collections
Coaching
Culture Transformation
Organizational
Development
Business Development
Community
Engagement
Marketing Strategies
Lending Strategies

POSITIVE RESULTS

Membership Growth
Member Retention
Member Loyalty
Engaged Staff
Deposit Growth
Loan Growth
Profitability
Revenue
Quality Loans
Direct Loans
Indirect Lending
Loan Yield
ROA/ROI
Community
Engagement

- Ten Steps to Create a Dynamic Sales and Service Engagement Culture
- Best Practices for Serving the Underserved and Increasing Profitability
- Innovative Collection Strategies to Increase Loan Growth
- Collections Best Practices to Prevent Loan Losses and Increase Loan Growth
- **Transforming Employees into Financial Solution Partners**
- Lending Best Practices
- Winning with Auto Loans
- Business Development: Ten Steps to Attract New Members and Loans
- Enhancing the Member Experience in a Digital World
- Sale and Service Best Practices for Member Engagement and Retention
- Branding from the Inside Out for Growth: How to Get Your Employees Engaged and Retain Top Talent
- Ten Ways to Transform Business Development for Loan Growth and Deposits
- Business Development/Community Engagement Best Practices
- Lending School – Credit Scoring and Analysis (CSA) Program (one- or two-day program)
- Marketing and Business Development Program (one- or two-day program)
- Leadership Development Institute (one- or two-day program)

TESTIMONIALS

“Thank you so much for your keynote and breakout sessions (at the America’s CU Conference in the Dominican Republic). I thoroughly enjoyed them. I appreciated your clearness of thought and directness.”

Sharla Moody, BlueCurrent Credit Union

“I attended your session that you gave at the CUES Hawaii {National Directors} Conference last December, along with another director on our board and our CEO. Myself and my colleagues, if we could have given first prize to the most engaging, entertaining, and interesting session at the conference would most certainly have voted for you. Thoroughly enjoyed your session.”

Cheryl Turcotte, Chairperson, Vantageone Credit Union, CUES Directors Conference

“You are a GREAT leader in the industry, thank you for teaching us, the EXPO was exceptional, and your class was eye opening!!”

Joel Slagan, CEO, Expand Expo Conference

“You are an AMAZING individual and exceptional credit union consultant. The Expand Expo is extremely fortunate to have you as one of our top-notch speakers!!!”

Justin Howard, CEO, Horizon Federal Credit Union, Expand Expo Conference

“Celeste, you rocked the conference. People told me all four days how much information they received from your sessions. Thank you for being a part of the event this year, and so excited to have you return in 2020!”

Michael Patterson, Chief Branding Officer, Horizon Federal Credit Union, Expand Expo Conference

Please feel free to reach out to me! I would be delighted to speak at any of your educational events or conventions.

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