

Coaching Up Program

Overview

For the continued success of your credit union, it is vital to develop, motivate, and reward high-performing employees. Coaching is an important tool to get your employees to the next level!

Celeste Cook has leveraged her years' experience as a credit union leader to create a program to coach your employees to improve performance, exceed their goals, and positively impact your credit union's bottom line.

Define your role as a Leader, Manager, and Coach.

Explore simple but effective ways to create an environment that will motivate your staff to achieve and exceed their goals.

Learn "Coaching Up" strategies that motivate and enhance performance

Discover the power of SMART TALK to motivate staff

Uncover techniques to shape and reinforce employee behaviors.

Determine the best approach to develop 90-day SMART action plans, and employee weekly/daily action plans

Understand the importance of having FUN along the way!

This program is premised on the "KISS" Principle: Keep it Simple and Strategic!

Celeste Cook is founder and President/CEO of cuStrategies LLC. As a credit union industry strategist, Celeste brings you her credit union experience, expertise, proven strategies, positive energy, and passion for service! In addition to being a consultant and trainer, she is a keynote and motivational speaker with a dynamic and engaging style that has 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. In addition to her role as CEO of cuStrategies LLC, Celeste has been involved in the credit union industry for more than 20 years and a professional speaker and trainer for more than 15 years. During her career, Celeste has worked for a \$1.6 billion credit union in Atlanta, Georgia, and consulted and trained with Rex Johnson of Lending Solutions Consulting.

Celeste's experienced consulting services and expert training programs/schools have helped credit unions with assets ranging from \$20 million to \$2 billion. She provides her vast knowledge, innovative ideas, and proven strategies with passion and a dynamic speaking style that is engaging and filled with positive energy! During her career, Celeste has developed, led, and implemented successful training programs, strategies, and initiatives in lending, business development, sales and service, leadership, and performance improvement. She has a definitive focus on loan growth, profitability, membership growth and retention, as well as member service.



cuStrategies is your partner to provide your employees with the tools and resources to become more successful, and improve the performance of your credit union.

Contact Celeste today if your goals include:

- Dramatically enhancing your loan portfolio.
- Growing net income.
- Developing more engaging, problem-solving employees.
- Increasing member engagement and retention.
- Making your credit union more relevant to attract new members and new money; particularly Millennials, Gen Zs, and businesses.

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