

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

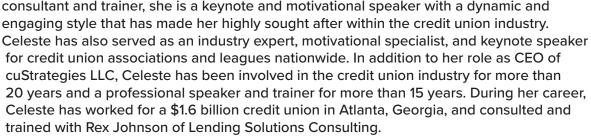
Uncover techniques to shape and reinforce employee behaviors.

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



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.



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