

## Leadership Coaching Up Program

*Becoming the Best Leader You Can Be to Effectuate Positive Change for Growth!*

### Overview

Credit union leaders have a direct influence on the success of their organization. A leader is responsible to motivate, coach, and empower their team to perform at their personal best, work together as a team, and exceed the goals of the credit union. Celeste Cook has leveraged her years of 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.

Recognize the Difference Between Leadership and Management

Build a Strong Leadership Brand

Understand the Difference Between Empowerment and Accountability

Learn Strategies to Coach and Motivate Your Team for Success

Create a Relationship-Driven Team Culture

Plus More!

### Duration

One Day

### Target Audience

New and Aspiring Credit Union Leaders

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.



## **Leadership vs Management**

- Discover the prerequisites essential to becoming an impactful leader.
- Explore the Five Cs of Leadership.
- Learn how to develop a holistic leadership perspective.
- Determine the best approaching to leading change within your department and credit union.

## **Building a Strong Leadership Brand**

- Explore key leadership attributes necessary to successfully lead your team.
- Understand how you can build and develop a string leadership brand.
- Identify key leadership strategies to grow and prosper as a leader and coach.
- Determine the best approach to live your unique Leadership Brand Promise.

## **Empowerment vs Accountability**

- Gain insights into the dynamics of empowerment.
- Explore the various elements of accountability.
- Understand the connection between empowerment and accountability.
- Determine the best approach to leverage empowerment and accountability to lead your team.

## **Coaching and Motivating Strategies**

- Understand the dynamics of motivation.
- Identify key strategies to engage and motivate your employees.
- Explore the dynamics of effective coaching communication.
- Discover SMART coaching strategies to improve employee performance.
- Learn strategies for effective follow-up coaching.
- Determine the best approach to develop employees for growth

## **Creating a Relationship-Driven Team Culture**

- Recognize the Rules of Recognition.
- Understand the power of positive synergy.
- Learn how to gain buy-in from employees.
- Discover how to transform to a “Leadership Can-Do” environment.
- Learn fun and creative strategies to elevate employee engagement and performance.
- Discover service strategies and programs that lead to sales.
- Transform employees from “order-takes” into “relationship-builders.”

## Class Exercises

- Building your Leadership Brand
- Engaging in Coaching
- Engaging in Counseling
- Developing an Action Plan

## Tools and Resources

- 30-Day Action Plan
- 90-Day Action Plan
- Coaching Engagemen Forms
- Employee Commitment Forms

## What Credit Union Professionals Say About cuStrategies:

*As a new CEO inheriting an institution that had struggled with service, lending, and growth, Celeste really helped me to set us on track. Her flexibility in designing an appropriate training program was key to our success. Celeste provided us with the tools necessary to consistently see above loan growth and help our members save money! We will forever be partners of cuStrategies.*

- Chad Rzewnicki; CEO, Dover Federal Credit Union

*I found all of cuStrategies' topics were areas we had been working on, but needed assistance to take us to the next level in providing exceptional member experience. Celeste worked with us to customize a training program that met our needs. Celeste's passion and expertise brought out the best in our entire team. Since we have completed our training sessions, our team members are more confident in speaking with members, and we have seen an increase in referrals.*

- Emily Roberts; COO, People Driven Credit Union

*We partnered with Celeste for her Credit Score Analysis program. The information we learned gave our employees the tools to work with our members to dramatically increase their credit score. We were able to increase loans, save members money, and build stronger relationships. Celeste lives the credit union mantra of 'people helping people.'*

- Michael Patterson; CBO, Horizon Federal Credit Union

*"The best money I ever spent"*

- John Douchet; CEO, Mobiloil Credit Union



cuStrategies provides tools to engage, educate, and empower your team for continued success, and elevate the performance of your credit union.

Contact Celeste today if your goals include:

- Dramatically enhancing your loan portfolio and deposits.
- Increasing revenue, and growing net income.
- Developing more engaging, problem-solving employees.
- Increasing loan growth as well as membership growth, engagement and retention.
- Making your credit union more relevant to attract new members and new money; particularly

email  
[cccocook@custrategies.com](mailto:cccocook@custrategies.com)

phone  
**404.783.5898**

online  
[custrategies.com](http://custrategies.com)

