

Leadership Development Institute

Helping your people become the best version of themselves as leaders.

Overview

According to famed leadership expert John Maxwell, “Everything Rises and Falls on Leadership.” The success or failure of your credit union is dependent upon leaders having a sound strategy, implementing a plan for success, coaching employees to top performance, and developing future leaders. Celeste Cook has leveraged her years of experience as a credit union leader to create a program to develop existing and aspiring credit union leaders to improve performance, exceed their goals, and positively impact your credit union’s bottom line.

Recognize the Difference Between Leadership and Management
Understand the Economic Landscape from a Leadership Perspective
Coaching, Counseling, and Mentoring
Management Best Practices
Creating a Sales and Service Team Culture

Duration

Two Days

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

- Understand the dynamics of leadership versus 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 approach to leading change within your department and credit union.
- Establish effective leadership strategies for growth.

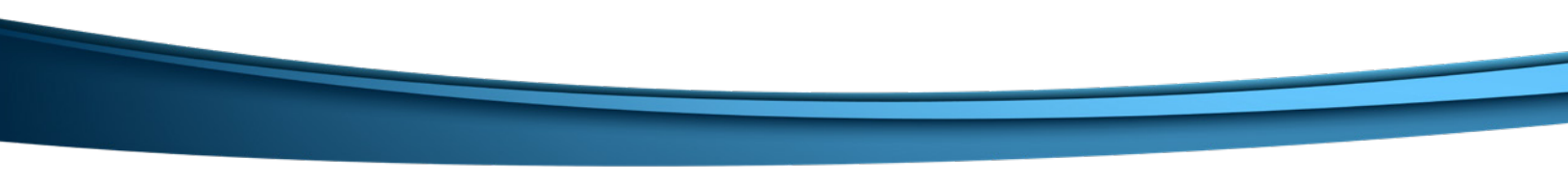
Understand the Economic Landscape from a Leadership Perspective

- Explore economic trends and credit union industry trends.
- Understand how the economy impacts the credit union industry.
- Determine how market conditions influence growth.
- Identify opportunities for growth, even in a troubling economy.

Coaching, Counseling, and Mentoring

- Understand the dynamics of motivation.
- Explore strategies to engage and motivate employees.
- Gain insight on the differences between coaching and counseling.
- Discover SMART coaching strategies.
- Identify effective strategies for follow-up coaching.
- Determine the best approach to mentoring.

Management Best Practices

- Discover key strategies for growth, profitability, and retention.
 - Understand the strategic planning process.
 - Identify Critical Success Factors (CSF) that drive success.
 - Determine how to develop SMART action plans.
 - Gain valuable insight into the dynamics of empowerment.
 - Learn how to effectively establish accountability in the workplace.
 - Create and implement the right metrics and benchmarks to accurately measure success.
 - Determine how to track and measure results.
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Creating a Sales and Service Team Culture

- Understand the Rules of Recognition.
- Discover the power of positive synergy.
- Take ownership of your brand.
- Learn how to get buy-in from your team.
- Transform your credit union to a “Can-Do” culture.
- Utilize fun and creative strategies to elevate performance.
- Explore the “Ten Tenents” of Sales and Service.
- Determine the best approach to build value-added partnerships that create opportunities for growth.
- Discover servive strategies and programs that lead to sales.
- Transform employees from “order-takes” into “relationship-builders.”
- Increase member engagement, loyalty, and profitability through EXTRAordinary service!

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

phone
404.783.5898

online
custrategies.com

