

Leadership EXTRAordinaire

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

Taking Ownership of Your Leadership Role

Embracing your role as a leader will allow you to do more, be more, and develop other future credit union leaders. Honing your skills as a leader is an ongoing journey. 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.

Learn to take ownership of your leadership role to make a positive impact on your credit union.

Explore key leadership attributes to become a more influential and effective leader.

Identify your special attributes from which you can build a strong leadership foundation.

Discover how to brand yourself as an EXTRAordinary Leader!

Create your unique Leadership Brand Promise.

Identify opportunities to engage your members and teams by asking the right questions, engage in the right conversations, create the right solutions, and create the right working environment.

Determine the best approach to create EXTRAordinary experiences for your coworkers, members, and credit union.

Identify ways to grow as a leader.

Embrace the art of communicate to show you care.

Refine your listening skills to enhance the Member Experience.

Learn to create Win/Win/Win solutions for your team, members, and credit union.

Discover ways to partner with people through life's most amazing, as well as life's most challenging, moments.

Effectively communicate solutions to engage your team.

Identify key strategies to build stronger relationships for life!

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 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

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