



Celeste C. Cook
Speaker, Consultant, Trainer
2025 Speaker Topics

*Bringing you her credit union experience, expertise,
proven strategies, positive energy, and passion for growth!*

Celeste Cook is founder and **President/CEO of cuStrategies LLC**. As a **credit union industry strategist**, Celeste provides strategic planning services, experienced consulting services, and expert training programs to the credit union industry. In addition to being a **consultant** and **trainer**, she is a **keynote and motivational speaker** with a dynamic and engaging style that have 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. Along with being CEO of cuStrategies LLC, she has been involved in **the credit union industry for more than 20 years** and a **professional speaker** and trainer for more than 15 of those years – also working for a \$1.6 billion credit union in Atlanta, Georgia, and working as a consultant and trainer with Rex Johnson of Lending Solutions Consulting. Celeste integrates her experience and proven strategies into her presentations that have **helped credit unions across the nation increase loan growth and profitability...up to 33 percent loan growth** with decreased and/or minimized delinquencies and loan losses (with an emphasis on direct consumer lending) in one year.

Topics include but are not limited to:

- **Top 10 Credit Union Challenges in 2025**
- **The Future of Credit Unions – How to Remain Relevant for Growth**
- **Ten Ways to Elevate Your Credit Union**
- **Building a Plan for Financial Strength**
- **Growth Strategies for the Future of Credit Unions**
- **Key Strategies to Increase Engagement, Revenue, and Retention**
- **How to Build Relationships in a Digital World**
- **How to Compete in a FinTech World**
- **How to Attract and Retain Millennials and Gen Zs: The Next Generations of Revenue**
- **Leading for Growth: Rethink, Renew, and Revive**
- **Attracting and Retaining Top Talent**
- **How to implement and execute Strategic Plans**
- **Strategic Planning Best Practices: Hope is Not a Strategy**
- **Board-Driven Holistic Leadership: Rethink, Renew, and Revive**
- **Board Leadership Strategies for Growth**
- **Board-Driven Leadership: Leading for Growth**
- **Getting More Strategic About Lending**
- **Key Strategies for Growth**
- **Strategies to Overcome Organizational Barriers and Challenges**
- **Proactive Strategies to Prevent Loan Losses and Increase Future Loan Growth**
- **Top Five Challenges for Growth and How to Overcome Barriers**
- **Maximizing Growth in an Uncertain Economy**
- **Effective Communication Strategies to Maximize Engagement**
- **Becoming Relationship-Driven versus Transaction Driven**
- **Turning Challenges into Opportunities in Today's Economy**
- **Implementing an Effective SWOT Analysis to Maximize Growth**
- **Driving Organic Growth: New Members/New Money**
- **Key Strategies to Attract, Engage, and Retain Millennials and Gen Z's**
- **Key Strategies to Attract, Engage, and Retain Top Talent**
- **Member Engagement: Helping Members Achieve Financial Freedom**
- **Key Leadership Strategies for Growth**
- **Purpose-Driven Leadership for Growth**
- **Financial Literacy: Transforming into Financial Coaches**
- **Business Development and Community Engagement Strategies for Growth**
- **Strategies to Increase Member Engagement**
- **Attracting Millennials and GEN Zs...The Next Generation of Revenue**
- **Innovative Leadership – Rethink, Renew, Revive**
- **Getting Back to the Basics**
- **Creating a Holistic Culture for Growth**
- **Effectuating Positive Change for Growth**
- **Creating a Culture Transformation for Growth**
- **Ten Steps to Increase Loan Growth and Profitability**
- **Transforming the Member Experience for Growth**
- **Five Ways to Boost Your Credit Union's Growth**
- **Turning Financial Literacy into Loan Opportunities**
- **Serving the Underserved the Right Way and Increasing Loan Growth and Profitability**

Strategic Planning
Leadership
Loan Growth
Profitability
Quality Loans
Direct Loans
Indirect Lending
Bottom Line Impact
Risk-Based Lending
Loan Interest Income
Loan Yield
ROA
ROI
Retention
Loyalty
Culture
Transformation
Engagement
Empowerment
Motivation
Coaching
Counseling
Rewarding
Recognition
Team Building
Partnerships
Relationships
Marketing
Branding
Business
Development

- **Onboarding: Increase engagement, revenue, and retention**
- **Key Marketing Strategies for Growth: Real, Relevant, and Relatable**
- **Ten Steps to Create a Dynamic Sales and Service Engagement Culture**
- **Best Practices for Serving the Underserved and Increasing Profitability**
- **Innovative Collection Strategies to Increase Loan Growth**
- **Collections Best Practices to Prevent Loan Losses and Increase Loan Growth**
- **Transforming Employees into Financial Solution Partners**
- **Lending Best Practices**
- **Winning with Auto Loans**
- **Business Development: Ten Steps to Attract New Members and Loans**
- **Enhancing the Member Experience in a Digital World**
- **Ten Steps for Relentless Growth**
- **Sale and Service Strategies for Member Engagement and Retention**
- **Ten Steps to Create Unparalleled Service**
- **Branding from the Inside Out for Growth**
- **Ten Ways to Transform Business Development for Loan Growth and Deposits**
- **Business Development Best Practices**
- **Two Day Lending School – Credit Scoring and Analysis (CSA) Program**
- **Marketing and Business Development Program (one- or two-day program)**
- **Leadership Institute (one- or two-day program)**

Please feel free to reach out to me! I would be delighted to speak at any of your educational events or conventions.

Celeste Cook
CEO/Founder
cuStrategies LLC
404.783.5898
cccook@custrategies.com



