

Financial Performance

Overview:

This CUtv channel focuses on proven strategies to enhance credit unions' financial performances. The goal? Delivering optimal member value.

As cooperatives, credit unions have an ongoing commitment to maximize the value they deliver to members. The CUtv "Financial Performance" channel helps you identify promising new revenue streams for your credit union through varied business models. These examples highlight ways to gain efficiencies, discover opportunities to attract new members, and deepen existing member relationships.

Audience:

Because a credit union's bottom line is shared, and owned, by all staff, this channel is not only of value to CEOs and CFOs but also to operations, marketing, lending, and human resources executives. Of special interest to:

CEOs

CFOs

COOs

Operations

Lending Officers

Marketing Professionals

Human Resource Professionals

Examples of Past Webinars:

Performance, Productivity & Profitability Metrics for Investment Services Programs

Maximizing the Return of Your Retail Investment Program

Protecting Your Credit Union from Fraud

The Efficiency Model: How CUs Can Lower Their Costs

Mining for Opportunity: Understanding Today's Credit Unions

Overcoming the ROA Squeeze to Deliver Strong Bottom Line Results

Member-Friendly Non-interest Income Sources

Topics:

- Financial performance drivers
- Asset liability management
- Financial model strategies
- Productivity and efficiency
- Deposit Strategies

Strategic Objectives:

- Share strategies and tactics of credit unions that are delivering superior financial results
- Identify ways for credit unions to provide greater value to members through new business models
- Address critical issues regarding asset liability management, risk management, and credit union financial models
- Increase the understanding of key metrics and performance drivers across the credit union to achieve organizational focus on performance



To learn how CUtv can help your credit union:

**Visit CUtv.CreditUnions.com
Or call 800-446-7453**

Why wait? Call now!