

Strategy

Overview:

How is the business model for credit unions evolving? What solid strategic opportunities are emerging in the 21st century, as the makeup of the financial services industry shifts?

With many consumers re-evaluating their financial relationships, what is the strongest approach for credit unions to use in becoming the preferred financial institution?

Clearly, all tough questions to answer, but too important to overlook. The CUtv “Strategy” channel focuses on innovative enhancements to the credit union business model and highlights promising changes ahead, as the industry’s systems expand.

Audience:

While shaping the strategic direction of their organizations, credit union executives and their Boards use this channel to validate their strategic direction and benchmark their performance goals. Of special interest to:

CEOs

CFOs

COOs

Board of Directors

■ ■ ▣ Examples of Past Webinars:

NCUA's Corporate Stabilization Effort

A Credit Union Roundtable on the Government Bailout

How Capital Options Can Benefit Your Credit Union

Strategies for Disaster Recovery and Business Continuity Planning

21st Century Business Models – New CU Blueprints for a New Era

Best Practices within the CU System for Evolving Your Board

Increasing Productivity and Return to Members through Six Sigma Principles

Best Practices in Charter Decisions: Beyond the Philosophical Arguments

Topics:

- Cooperative business models
- Capital options
- Strategic planning models
- Key industry issues

Strategic Objectives:

- Provide a context for the challenging environment credit unions are operating in today
- Highlight examples of innovative strategies and models that enhance the cooperative system
- Identify opportunities to evolve the credit union system’s capabilities to better serve consumers
- Help credit unions position themselves as leaders in the financial services revolution taking shape in the current environment



To learn how CUtv can help your credit union:

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