

GENERAL COURSES!



Engagement is Out, Cohesion is in!

Despite popularly held beliefs, having employees that complete assigned tasks, arrive on time, and act in a professional manner are not signs that employees will be "all in", committed, long term contributors. However, there are measurable behaviors that do show that cohesion is what leads to an all-in attitude. This session will show that fundamentally an individual's sense of belonging and alignment with purpose are the key drivers to keeping your employees at your credit union. Engagement is actually the outcome of a cohesive team!

Panel Discussion: Optimizing Today's Workforce

There are changes happening all around us: changes in our culture, changes in our work environment, changes in how we operate. Join Dr. Troy Hall as he facilitates a panel with three Louisiana credit union executives as they discuss workplace cohesion and corporate culture: challenges, obstacles, trends, and successes.

Post Covid Economy, Politics & The Vaccine, Oh My!

The vaccines are here and Covid will soon be a thing of the past. So what does this mean for your organization, your people, your partners and your community? What new issues will we be facing? What investments should we be making? How will the economy fare? What will our new administration in Washington do to help fund our way out of recession and how will that impact your operations? What are smart leaders around the country doing to navigate their companies towards growth and profitability over the next two years?

Quick Fix: Becoming the Change Agent of Your CU

You may be a department of one in your credit union, or you may be the one who sees the GREATNESS that your credit union can achieve. But getting everyone else on board is a different matter. This session will give you the inspiration and skills you need to take on your credit union's transformation to being its best self.



GENERAL COURSES CONT.

Closing Session: Positively Unforgettable

Can you think of someone or a service experience that changed your life in a positively unforgettable way? Or was so good, you keep telling everyone about it? If Sam spent even one hour in your workplace, what 'unforgettables' would he want to share with the world? As Sam creates an unforgettable experience while creating an unforgettable work of art live on stage, he'll share with you his unforgettable principles that guide values and key performance for the most consistent results to be unforgettable in life, work and business.

BREAKOUT COURSES

* Blogging Til it "Mega-Hurtz": How Social Networking Can Compromise Your CU

Publicly made internet content, also known as Open-Source Intelligence (OSINT), can be used for many purposes. In testing security, OSINT gathering is frequently used for mining data used for penetration testing and social engineering. But OSINT has become mainstream in the world of digital investigations and litigation. We'll explain the uses of the intelligence that is captured, the process in which it's derived as well as the tools that are used. Real life scenarios and case studies will also be presented explaining the usefulness of the intelligence derived.

* Convenience Redefined: The Future of Branches in a Digital World

The vast majority of credit unions were not "Born Digital". With one foot in the past and one in the future, many credit unions struggle with attracting and growing direct loans and younger borrowers. Learn how the most successful credit unions are maximizing remote delivery to increase sales. "Convenience" has been redefined. This thought-provoking session will challenge management about how they currently deliver banking/lending today and how they need to deliver in the future. Discover how to organize your sales and service departments to maximize success. Learn how to lower your expense ratio while increasing revenue. Find out which loan delivery channel you should be using exclusively and hear credit union success stories to back it up

BREAKOUT COURSES CONT.

* What Lending Looks Like Now: Lessons Learned in the Pandemic Year

Don Arkeell discusses the current challenges facing credit unions, lessons learned from the past year and strategic implications moving forward. He'll provide a proven pathway to navigate the road ahead by covering the state of consumer lending as well as shifts in consumer behavior. We'll talk about lending to the "Gig Worker", take a look at underwriting metrics we need to fully understand and review alternative lending data.

* Member Thinking Pulse Check: Understanding Member Mindsets

Putting together a successful marketing plan requires insights into member behavior and community needs, but how do you find that information? Once you have it, how do you distill it into a plan to achieve your credit union goals? This session walks you through various resources available to you as well as provide practical tips for putting them all together in a strategic marketing plan.

* Seize the Opportunity: Connecting With & Serving Multi-Cultural Members

By 2030 multicultural consumers will make up the majority of the US population, a growth that will bring new opportunities for empathetic and savvy organizations. Some businesses are still looking retrospectively at how the consumer landscape "used to be" and not at how it "will be" which limits their ability to connect with new consumers and limit their ability to attract diverse talent. Recent events amplified differences in income levels, socioeconomic factors, and various discriminations thus presenting new challenges that require novel solutions. Is your credit union ready to connect with this market?

* The Right Time For Real Time: Understanding Real-Time Payments

Join us as our panelists discuss the benefits of real-time payments as well as the cash management implications and responsibilities that come with round the clock payments. The panel will discuss The Clearing House's (TCH) RTP® network, which the newest payment rail to come along in 40 years. This session will include an overview of use cases you can deploy to deliver significant enhancements to member experiences and overall operations. The panelists look forward to hearing from you as they field questions and open discussion.