

# “CEO TICKLER” PROGRAM



*Asking the right questions can change behavior and results...*

## 2009 Program Summary

**A summary of the  
CEO Tickler Program**

**Emails sent to credit union CEOs  
during the period January–September, 2009**

Prepared for the 2009 CU\*Answers CEO Strategies Event  
November 9-13, 2009

## CEO Tickler Program 2009

In March of 2008, we launched the CEO Tickler program. We hope you've been challenged to set some goals for running your business along with gaining insights into your membership. The CEO Tickler Newsletter today has the same objective as the one that started it off. It's often asking the right questions that spark thoughts forging a path to changes in behavior and ultimately better results.

These were the topics for 2009. Let's review where we've been.

### January Dashboards - Keep Your Eyes on the Road Ahead

The focus for this edition was using key data found on CU\*BASE dashboards to gauge the effectiveness of your programs and drive your credit union forward.

### March Are You Getting the Most From Your Relationship with CU\*Answers?

This edition profiled the events and educational opportunities available to you and your staff. How many did you take advantage of this year?

### May Strategic Online Banking Tactics

As a result of your search into products and services you can offer to your members, what did you discover? Did you choose a different path; try a different tactic?

### July Realized Dreams ... Still the Place to Be

There is no limit to the number or diversity of ideas shared among peers and put through the development process at CU\*Answers. Many innovative ideas are launched as products because of your participation in collaborative efforts.

### September Goals for Products & Services 2010

The Peer Analysis was the fuel for this edition. Using the simple 'What-if' question as a starting place, the annual Peer Analysis can give you insights into what new strategies you might implement because of successes already experienced by your peers at other credit unions.

Find the CEO Tickler Newsletters in the archives at: [http://cuanswers.com/ceo\\_ticklers/](http://cuanswers.com/ceo_ticklers/)

The screenshot displays the CU\*Answers website interface. At the top, there is a banner with the "Your Experience Guarantee" logo and the "CU\*ANSWERS" logo. Below the banner, the page is divided into several sections:

- Welcome to CU\*Answers:** A section featuring a photo of a man and the text "I am a Client".
- Menu:** A vertical navigation menu with options: "I am a Client", "I am a Visitor", "I am researching CU\*Answers", "CU\*Answers Newstand", and "Return Home".
- On This Site:** A table of links for various site sections:

Docs & Information	CU*Answers Kitchen
Education	Conferences
Special Sections	CEO Tickler Program
System Availability	CU*NextNET
Disaster Planning	Hospitality
Project Management	Risk Assessment Center
Best Practices	Financial Statements
Related Sites	SAS 70 Reports
News & Updates	
About Us	
- Check out the previous editions of the "CEO Tickler" Program Newsletter below:** A list of newsletters with dates and titles:
  - CEO Tickler**
    - September 2009: Goals for Products & Services 2010
    - July 2009: Realized Dreams ... Still the place to be
    - May 2009: Strategic Online Banking Tactics
    - March 2009: Are you getting the most from your relationship with CU\*Answers?
    - January 2009: Dashboards - Keep Your Eyes on the Road Ahead
    - December 2008: Keeping an Eye on the Right CU\*BASE Reports
    - November 2008: Focus on Lender\*VP
    - October 2008: CU\*BASE as your Lead Machine
    - September 2008: CU\*BASE Trackers as Audit Tool
    - August 2008: Trackers as Member Relationship Management
    - April 2008: Do you know the score?
    - March 2008: CEO Tickler Program Launch
  - CEO Tickler Answers**
    - September 2009 Answers: Goals for Products & Services 2010
    - July 2009 Answers: Realized Dreams ... Still the place to be
    - May 2009 Answers: Strategic Online Banking Tactics
    - March 2009 Answers: Are you getting the most from your relationship with CU\*Answers?
    - January 2009 Answers: Are you using CU\*BASE dashboards?