



Topic #2

The conversation:

Software Headlines for Your 2021 Business Plan

- Review the 20.11 Release document
- Brainstorm on features you will **headline** in your 2021 business plans
- Shoot for 3 headlines related to a strategy where the tools fit an exciting future
  - Example: "Database lending changes everything"
  - Example: "Reemphasize what we know about members and their character"
  - Example: "Make the computer our #1 order-taker"

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8

Participant responses:

	Strategy for my 2021 Business Plan	Tools from the 20.11 release to fuel this strategy
1	<ul style="list-style-type: none"> <li>• More and better automated self-serve tools for members</li> <li>• Do more of the strategic time for planning the future</li> <li>• Schedule strategic review of the release materials</li> </ul>	<ul style="list-style-type: none"> <li>• Member secured CD loans, FUEL, and CLR Path</li> <li>• Use new tools and current tools to make good decisions</li> <li>• FUEL and CLR Path</li> <li>• Release documentation</li> </ul>
2	<ul style="list-style-type: none"> <li>• Grow loans more efficiently</li> <li>• Come back to basics and find and use valuable tools on CU*BASE</li> <li>• Hold staff accountable for reviewing the release materials and telling me why I would care – How will this make our world better</li> </ul>	<ul style="list-style-type: none"> <li>• Member secured CD loans, FUEL, and CLR Path</li> <li>• Get back to a focus on Analytics Booth</li> <li>• Free Training and Concierge Services that will transition their thinking from operational to strategic</li> </ul>

		<ul style="list-style-type: none"> <li>• Train my staff to write the headlines for me</li> </ul>
3	<ul style="list-style-type: none"> <li>• Leverage business intelligence and data warehouse as a source of actionable opportunities</li> <li>• Communicate to the board your enthusiasm</li> </ul>	<ul style="list-style-type: none"> <li>• Link to CU*BASE and other databases to provide value</li> <li>• Testimonials from me and from my staff – highlight reports, tools and my plans that inspired action from the tools in the release</li> </ul>