

**YOUR  
IDEAS**

**THIS  
SHOULD  
BE YOU**

**COME  
JOIN  
US**

# 2020 **CEO Strategies** *an interactive event*

**SHARE  
WITH  
US**

**COME  
GET  
INVOLVED**



**Webinar #6**  
**Thursday, 11/12/2020**  
**2:00pm-3:30pm**

**STUDIO A GUEST: Scott Collins**



[cuasterisk.com](http://cuasterisk.com)

**WHAT CEOS NEED TO KNOW ABOUT**  
**Our CUSO's National**  
**[cuasterisk.com](http://cuasterisk.com) Agenda**



# Introduction

## WHAT CEOS NEED TO KNOW ABOUT OUR CUSO'S NATIONAL CUASTERISK.COM AGENDA

- This is a big FYI on CU\*Answers and cuasterisk.com moves in 2021 that will enhance the relationships of credit unions with our network
- 2021 is the year of renewed intent and intensity around collaboration
  - A get-it-done, tactical, bottom line enhancing business approach
  - A refresher for our network and all of the strategists that are assigned to harvest success at the CU or the CUSO level
- Why CU\*Answers worries about our industry and our marketplace –
  - What challenges are ahead in our next decade or two on the way to our next 50 years?

# Introduction

## WHAT CEOS NEED TO KNOW ABOUT OUR CUSO'S NATIONAL CUASTERISK.COM AGENDA

- What does it mean to commit to Version 2.0 for our network?
- Success can fool business leaders into the sense that collaboration is something you grow out of
- Many people think collaboration is a social trait – so they miss the boat on earning from a business skill and drive
- Why do tools go underutilized?
  - Businesses often forget to wrap effective business *execution* around the tools that could be the sparks for big wins
- Why would our network challenge the CUSO and CU industry to step up?



# How did our network expand so much outside of the classic core provider persona?

OUR ANSWERS TO A QUESTION FROM THE NCUA BOARD OF DIRECTORS

1. Ownership: 100% credit union-owned, with more than just a cooperative spirit – we are driven by a **cooperative business charter**





# How did our network expand so much outside of the classic core provider persona?

OUR ANSWERS TO A QUESTION FROM THE NCUA BOARD OF DIRECTORS

## 2. A mandate to build and maintain a win-win between the consumer-owner alliance

- A response where both motivations are within a single organization: the credit union as the **consumer** and as the **owner**



# How did our network expand so much outside of the classic core provider persona?

OUR ANSWERS TO A QUESTION FROM THE NCUA BOARD OF DIRECTORS

3. The focus on every owner as equal as to vote, voice, and the importance of their individual organization's agenda

- We join their agenda more than they join ours
- An outward focus, an outward priority



# How did our network expand so much outside of the classic core provider persona?

## OUR ANSWERS TO A QUESTION FROM THE NCUA BOARD OF DIRECTORS

4. In balancing our diversity of agendas we balance the importance we put on diverse challenges and opportunities
  - It forced the expansion of a tool maker to an operational community of resources to support everything a CU needs to be to win
  - We are not a vendor focused on providing only core tools, we are a vendor focused on supporting the core competencies needed by a CU to be a CU
  - Ever changing, forever evolving with the American consumers who are bent on being a credit union member





# How did our network expand so much outside of the classic core provider persona?

OUR ANSWERS TO A QUESTION FROM THE NCUA BOARD OF DIRECTORS

5. We are interested in everything, every influence on the spirit, design, and tactics that credit unions deploy to win
  - We will stick our noses into the issues and do our best to create a workman's practical step forward
  - It drives us to expand our interests and our investments as broad as the hopes our community

# Introducing the Innovation Center

- Anyone can open a branch that is designed just to “do more of what we already do”
- Few can build a branch that specializes in “selling all that we can do”
- **Why not build both?**
- Introducing the Innovation Center – powered by us all

**NOVEMBER 2021**

join us in  
**Las Vegas, Nevada**

for  
**2021 CEO Strategies**



**Get ready for the next generation of a collaboration, vested with 50 years of the hopes and dreams of CU leaders**

Innovation Center Powered by CU\*Answers  
or our CUSO Communities  
or 300 Credit Unions  
or Unlimited Investors

Interested in a Demo or a Tour? [Contact Us!](#)

Search products...

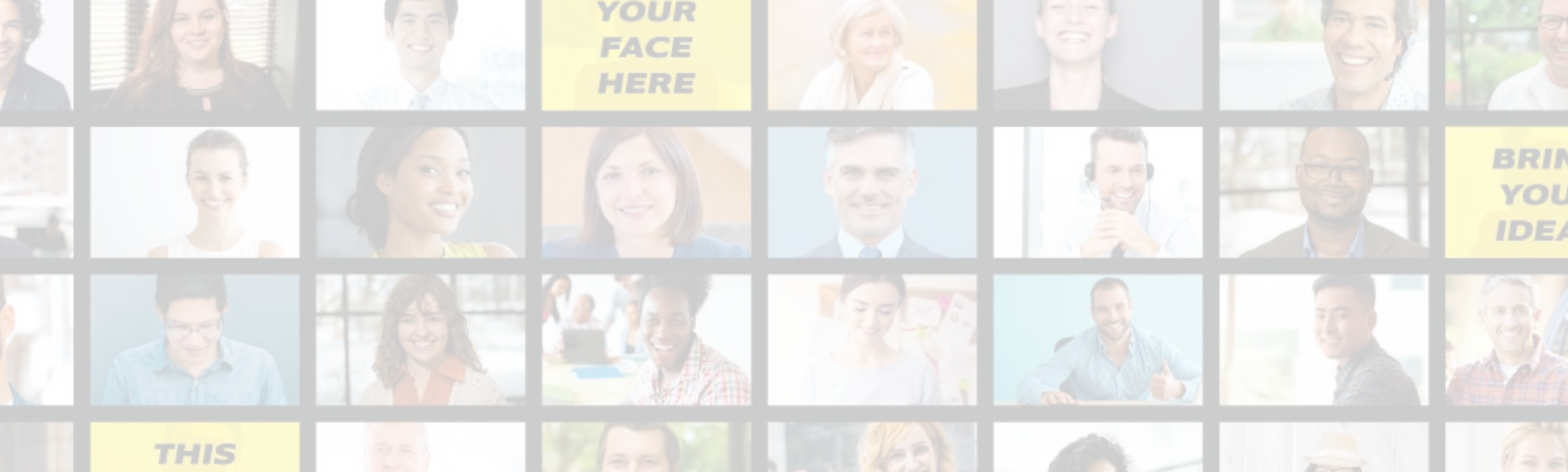
Home Innovate With Us Get Involved Rent Facilities About Us Meet Us Contact Us \$0.00 0 items

## We Can Be Your Wildcard

The Innovation Center is a forward-looking venture between CU\*Answers and its customer-owners. It's designed to inspire the use of cooperative business design and investment. It's made to order for innovating on the status quo. Our goal is to help ensure the financial services industry survives and thrives. Backed by the customer-owners of CU\*Answers, a 50-year old cooperative, the Innovation Center is a hub where industry professionals can leverage a cooperative-owned facility in Las Vegas as an extension of their internal resources.

[Explore Options](#)





**Thank you!**