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CU*Answers prides itself in offering many different tools and tactics to educate our industry leaders.

Board Planning Session Topics

CU*Answers will be offering several different board planning sessions topics in 2017-2018. Below you will find three starting topics that will be offered to our credit union board of directors as well as senior teams in the field. Let us help them see the big picture!

Each topic will consist of a 45-75 minute presentation plus tailored discussion time.

1. Committing to New Retailing Cultures

What does it mean to commit to new retailing cultures? Not just add on to your current face-to-face retailing culture, but to commit completely to new ones. Consider what is the difference between call center services or contracted technical tools like online banking or mobile banking, and being an accomplished retailer via call/contact centers or via the internet. It's a lot more than just picking a vendor, it's a state of mind.

Concepts: Budgets, best leaders, strategies embedded, tactics fluid, non-transactional data analytics, content that feeds both internal and external actors, etc.



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2. Why Data is the Best Currency for Inspiring Owners

How do you buy an owner? What do you trade for their support, or them taking a vested interest in more than just their financial accounts? What currency is available to you other than financial dividends? Trust! The tone of what it means to be on the inside. The flow of information that says we want your ideas and we need your input! Data is the currency of the future and it is the first thing you should give to your stakeholders.

In this session we can discuss breaking the mold of internal control paradigms and barter data with the outside world where all innovation comes from.

Concepts: Budgets, best leaders, strategies embedded, multiple tactics to engage owners. Moving from the games where analytics is sales, to a games where data is the foundation of trust and commitment.

3. Know the Difference Between Analytics for GAIN, and Data Processing Costs for the Sake of Data Analytics

Why do most projects to increase the analytical abilities of an organization generally end up just being a rush to build costly data processing infrastructure? Because manufacturing insight is hard! Because manufacturing insight is based on more work to sift through false positives than true finds. And in the end the project managers simply push on to the simple stuff, and let the chips fall where they may after they have built a data warehouse, after they bought presentation and analytical tool sets, etc. How are you approaching analytics, and why? Let's discuss steps towards real return, before you are underwater.

Concepts: Budgets, best leaders, strategies embedded, tactics fluid, non-transactional data analytics, content that feeds both internal and external actors, etc.



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