

***CO-OP UNVEILS THINK 21 VIRTUAL SERIES ‘RETHINK EVERYTHING,’***

***FOCUSING ON ADOPTION OF A MEMBER-CENTRIC BUSINESS MODEL***

***Year-Long Event Series for Credit Union Leaders Kicks Off April 13***

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**RANCHO CUCAMONGA**, Calif. – THINK, the premier innovation and content platform for credit unions, kicks off its 2021 virtual series on April 13, continuing the momentum begun in 2020 when nearly 5,000 credit union leaders attended nine different events. CO-OP will present 2021’s interactive events under the theme “Rethink Everything,” reflecting the major shift required to meet changes in consumer sentiment and expectations since the onset of the pandemic.

“THINK Forums” are the main pillars of the 2021 program, hosted once again by consumer finance journalist Jean Chatzky. Attendees can register for the April 13 Forum, “Rethink What Drives Your P&L to Unleash Future Growth,” immediately at <https://co-opthink.org>.

The featured keynote speaker on April 13 is Steven Kotler, co-author of the 2012 New York Times best-seller, “Abundance: The Future is Better Than You Think.” Kotler will discuss how exponential advances in technology have already and will continue to impact our daily lives and society as a whole.

“As we enter the post-pandemic world, where traditional product-centric economic levers are under pressure, we believe now is the time for credit unions to really rethink their business model – to one that’s truly centered on serving members in ways that they want to be served,” said Samantha Paxson, Chief Experience Officer for CO-OP. “This will require rethinking our perspective on member relationships, our purpose behind operations and even our basic definition of economic success. The THINK 21 virtual series will present ways credit union leaders can transform their institution into a ‘Business of Member Experience.’”

Across each of the THINK 21 virtual series events, thought leaders will explore the why and how of several major shifts necessary for continued growth of the credit union industry. The sessions will explore the fundamental changes in mindset and operations required to reimagine the credit union model and center it on the member experience. The series includes three types of events, including Virtual Forums, Master Classes and Power Lunches:

* **THINK Forums**: Virtual broadcasts designed to address pressing credit union challenges and opportunities to solve, featuring renowned companies and leaders from outside the industry paired with credit union leaders (two hours each).
* **THINK Master Classes**: Topic-specific virtual learning opportunities that take THINK Forums a step further, including hands-on interactive exercises facilitated by subject matter experts (90 minutes each).
* **THINK Power Lunches**: Bite-sized virtual deep dives into a variety of product-specific strategies important to credit unions right now (60 minutes each).

“Future growth relies on how quickly we can pivot,” said Paxson. “THINK 21 continues where THINK 20 left off. Alongside a group of big thinkers, including behavioral economists, performance experts, entrepreneurs and dynamic brands, we plan to satisfy the movement’s appetite for of-the-moment strategies that will earn the primary financial relationship with more members and drive volume and growth.”

The THINK 21 Virtual event series will run throughout 2021. More dates and speakers are to be announced and available at <https://co-opthink.org>.

**About CO-OP Financial Services**

CO-OP Financial Services is a payments and financial technology company whose mission is ensuring the success of the credit union movement. CO-OP payments solutions, engagement services and strategic counsel help credit unions optimize member experiences to consistently provide seamless, personalized multi-channel offerings, while delivering secure, sophisticated fraud mitigation service. For more information, visit [www.co-opfs.org](http://www.co-opfs.org).

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