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Callahan & Associates Partners with the Maryland and DC Credit Union Association to Help Credit Unions Lead with Purpose

WASHINGTON, DC – Callahan & Associates is excited to announce a new partnership with the MD|DC Credit Union Association which is designed to enable affiliated credit unions to better connect with their values to effectively lead with purpose.

Callahan will serve as the association’s purpose sponsor and together they will work to help credit unions define their purpose, assess, and measure it, and tell their stories of purpose and impact on members and communities.

“Callahan is committed to moving purpose and impact forward in the credit union industry, to help the nation’s cooperatives tell the story around how they differ from for-profit financial providers,” said Callahan president and CEO Jon Jeffreys. “Whether a credit union is defining their purpose, assessing how well it’s embedded, or determining how to measure success using unconventional metrics – Callahan has resources available to help and we are excited for the opportunity to support the MD|DC CUA and their affiliates in this purpose journey.”

Callahan offers to all credit unions several programs centered around being purpose-driven in all member-facing and operational aspects of business, including:

- *Sustainable Business Strategy with Rebecca Henderson* – an online learning program offered in collaboration with Harvard Business School Online that teaches how businesses can do well financially while doing good to stakeholders.
- The Purpose Alignment Tool – a new tool from Callahan that helps credit unions determine purpose alignment and misalignment across their organization.

“This unique, collaborative opportunity with Callahan & Associations will make available the essential tools and resources to help credit unions realize the competitive advantages of leading with purpose,” said John Bratsakis, President and CEO, MD|DC Credit Union Association. “As our industry continues to emerge from uniquely challenging times, a purpose-driven mindset ensures credit unions are well-positioned for success.”

MDDCCUA-affiliated credit unions can learn more about how to get involved at <https://mddccua.org/index.php/news-education/2912-leverage-purpose-for-greater-impact>.

About Callahan & Associates

For more than 35 years, Callahan & Associates has helped credit union leaders identify strategic growth opportunities that increase member value. We create meaningful dialogue, connect people, provide counsel, and help organizations thrive through our competitive analytics, best-practice media, leadership consulting, and collaborative ventures. Our clients grow assets, members, shares, and loans faster than industry averages. Learn more at www.callahan.com.