

Why Credit Unions Should Lead With Purpose

*Sustainable Business Strategy With
Rebecca Henderson*

Course Overview & Informational Session

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Truly Powerful Purpose

When your employees understand and embrace your organization's purpose they are:

- Inspired to do great work.
- Committed to delivering on your company's promise.

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The State of Purpose

PwC's *Strategy&* conducted a survey with 540 participants from across industries, regions, and levels. The goal of the survey was to better understand:

- How people feel at work.
- How to better engage and motivate them to bring their best to work every day and to further the company's agenda.

Source: HBR, "Why Are We Here?", Nov/Dec 2019

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The survey found that employees consider purpose to be more than twice as important, on average, as motivators like compensation and career advancement.



Source: HBR, "Why Are We Here?", Nov/Dec 2019

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There is a Purpose Gap



Source: HBR, "Why Are We Here?", Nov/Dec 2019



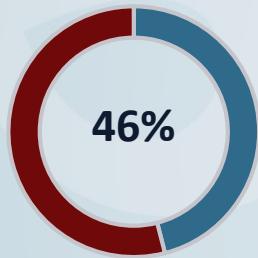
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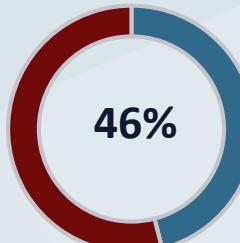
People Don't Feel Good At Work

% of employees that feel somewhat ...

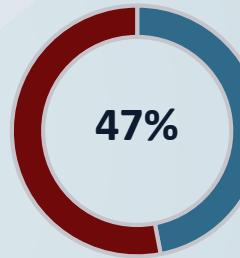
PASSIONATE



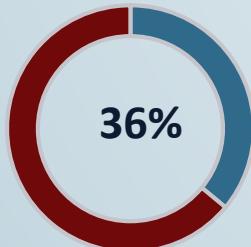
PROUD



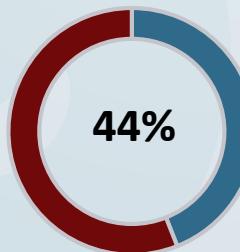
EXCITED



SATISFIED



MOTIVATED



“Only 1 in 5 employees at least feel somewhat positive along each of the five dimensions.”

Source: HBR, “Why Are We Here?”, Nov/Dec 2019



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At companies that have clearly defined and communicated how they create value – their purpose:

- More than 90% of them deliver growth and profits at or above the industry average, according to Strategy& research and analyses.



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Source: HBR, "Why Are We Here?", Nov/Dec 2019



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Why Is Callahan Passionate about Purpose?

**Because Leading With Purpose
Has a Material Impact**

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World-Class Content From
Harvard Business School
Online



30+ Years Of Credit Union
Industry Knowledge From
Callahan & Associates



A Network Of Like-Minded
Credit Union Professionals



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A Little Background

- **Five-year collaboration with Harvard Business School Online**
 - Started with the *Disruptive Strategy With Clayton Christensen* course.
- **You get world-class content and learning experiences from Harvard Business School Online paired with Callahan's 30+ years of industry insights.**

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About Rebecca Henderson

Rebecca Henderson

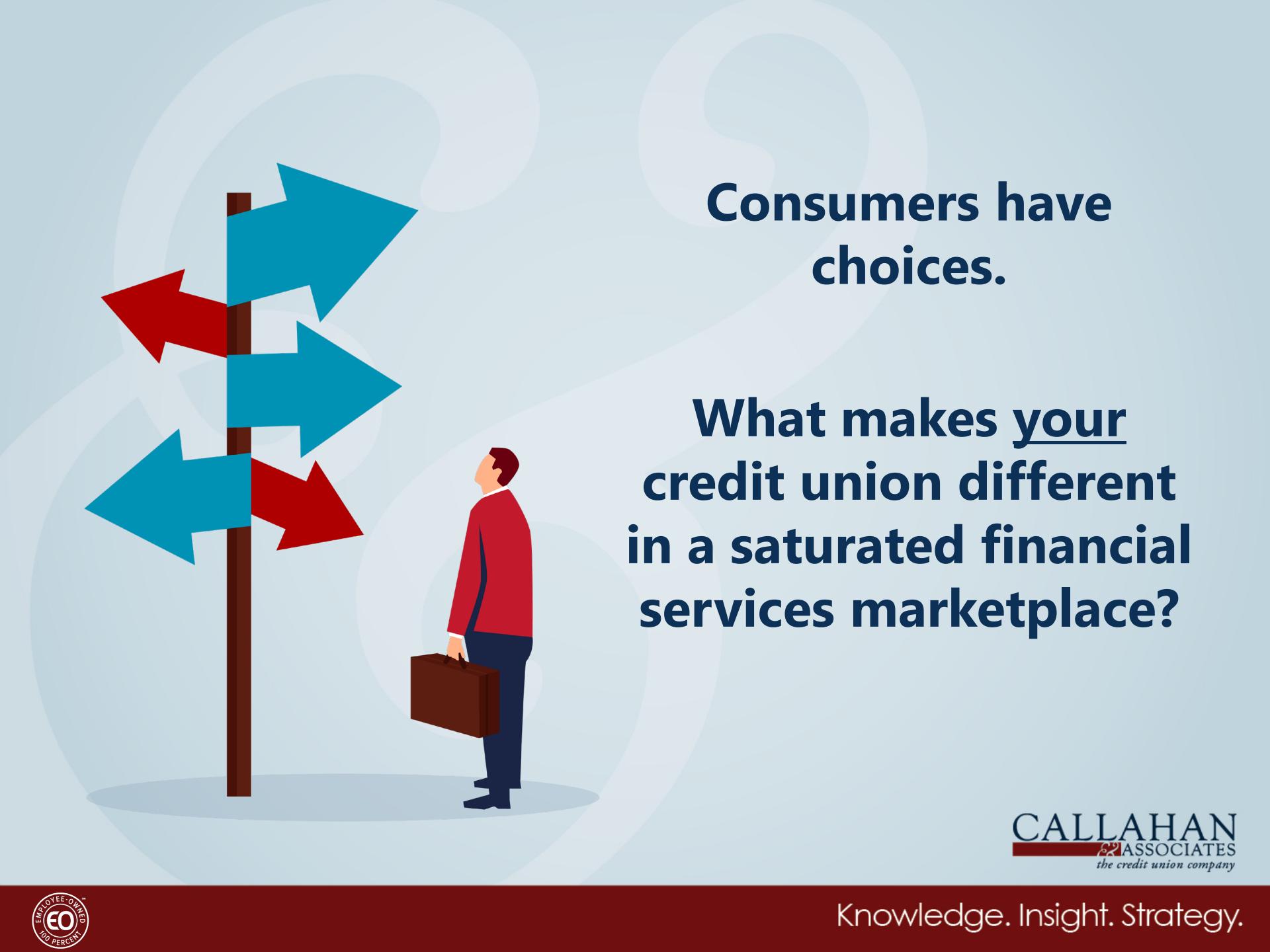
- John and Natty McArthur University Professor at Harvard University, where she has a joint appointment at Harvard Business School in the General Management and Strategy units.
- Research fellow at the National Bureau of Economic Research and serves as co-chair of the Harvard University Climate Change Task Force, as well as on the board of several public companies.
- Her course, Reimagining Capitalism, is one of the most popular elective courses in the Harvard Business School MBA Program.



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**Consumers have
choices.**

**What makes your
credit union different
in a saturated financial
services marketplace?**

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Leading With Your Credit Union's Purpose Will Set You Apart.



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At least 50% of you are sitting there saying:

“Of course we lead with purpose ... we’re credit unions ... purpose is at our core.”

With all due respect, you’re probably NOT!

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**Purpose is more than serving
your members and community.**

**Your credit union's purpose
starts with you and your
employees.**

**To have a big impact and
differentiate yourselves from
competitors every decision
that you make needs to
support your purpose.**



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Sustainable Business Strategy With Rebecca Henderson is a high-impact course that helps credit unions think about how sustainability and purpose make you more relevant today and more viable in the future.

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Professor Henderson's research shows that companies that lead with purpose:

Out-perform the market.

Have an easier time attracting and engaging employees.

Are changing the way businesses think about their role in society.

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This learning experience helps credit union influencers learn to lead with purpose and re-think their roles and responsibilities for:

- Their Members
- Their Employees
- The Communities They Serve
- The Environment

This will help credit unions service key stakeholders today, tomorrow, and into the future.

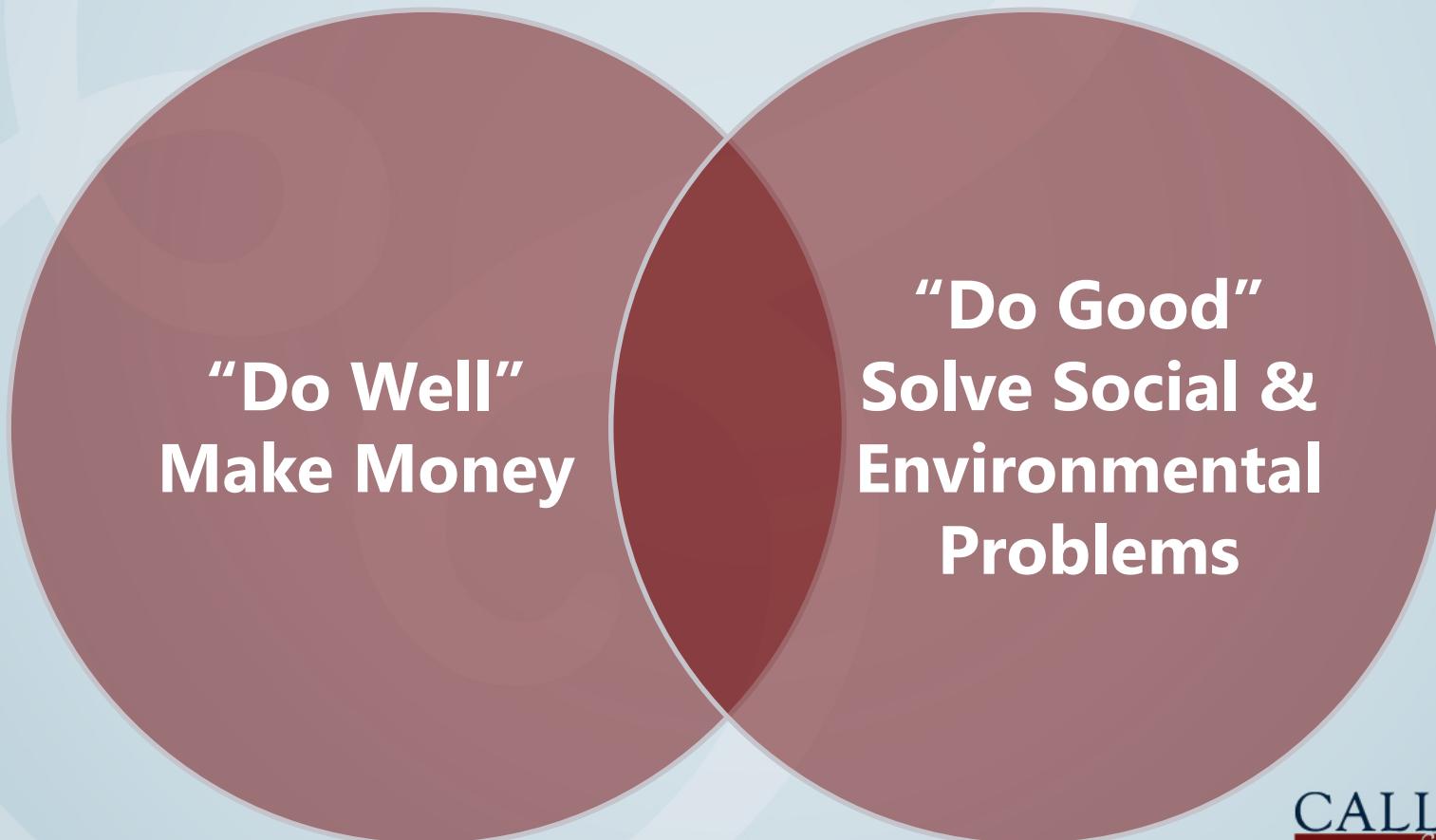


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Sustainable Business Strategy With Rebecca Henderson teaches us that it's possible to do well while doing good.



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Course Structure



Three online, self-paced learning modules with provocative and engaging content paired with thought-provoking questions.



Three interactive, web-hosted huddles designed to put the module content into context for credit unions.



One in-person capstone discussion with all cohort participants to start creating actionable takeaways.



Course Curriculum

- ❖ **ORIENTATION: Welcome & Introduction**
- ❖ **MODULE 1: Business Case For Change**
- ❖ **MODULE 2: Driving Change At Scale**
- ❖ **MODULE 3: Purpose-Driven Systemic Change**
- ❖ **CAPSTONE: How Credit Unions Can Put The Course Learnings In Motion**

Two Cohort Options: January & April

- Seats are limited for optimal participation.
- Onboarding and Capstone dates are final.
- Huddle times have flexibility based on participant feedback.
- In-person East Coast capstone with an invited guest



Two Ways to Benefit

- **Mixed Cohort**
 - Cross-pollination of ideas
 - Builds network quickly
 - Puts onus to transfer knowledge on one/few
- **Private Cohort**
 - Allows for a deep dive into credit union specific topics and application
 - Ease in applying learning within the credit union



Who Should Join? Influencers!



To truly be a purpose-driven organization, your purpose must live from top to bottom (and bottom to top) in order to be central to all actions that impact employees, members, and your community.

Investment Similar to a Conference

- **Your time commitment is spread out over 8 weeks, making learning less disruptive to your day job.**
 - It's on average a 2 hour/week time commitment.
- **Your financial investment is \$3,500 per seat.**
 - Pricing advantages apply for private cohorts

What's Your Purpose?

Why did you dedicate your career to credit unions?

Why do you come to work every day?

Why does your credit union exist?

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Can You Be Sure Each Team Member Knows Why & How to Lead with Purpose?

If you're not 100% certain, then you owe it to yourself, your credit union, and your members to join us for this transformational learning experience.

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Interested In Joining?

**Please take 2-minutes to state your interest in
our post-event survey:**

- 1. I'm in, reserve my seat for the January cohort.**
- 2. I need more information. Can we schedule a call?**
- 3. I can't make January work but want to save my seat for April.**
- 4. I'm not interested at this time.**

The survey will open automatically after this event ends.

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Q&A

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