

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.

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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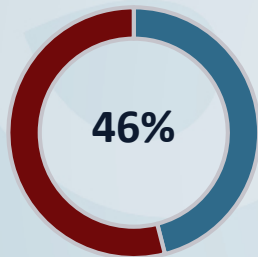
There is a Purpose Gap



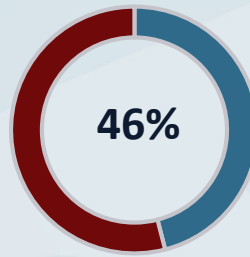
People Don't Feel Good At Work

% of employees that feel somewhat ...

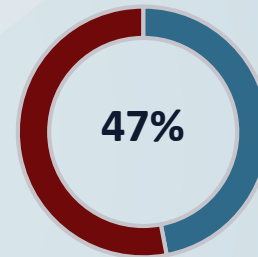
PASSIONATE



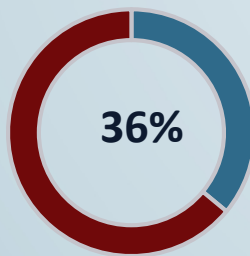
PROUD



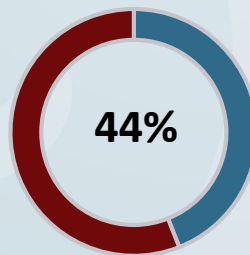
EXCITED



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.



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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ACADEMY**

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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.**

Sustainable Business Strategy With Rebecca Henderson

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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.



**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!

**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.



"Do Well"
Make Money

"Do Good"
**Solve Social &
Environmental
Problems**

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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

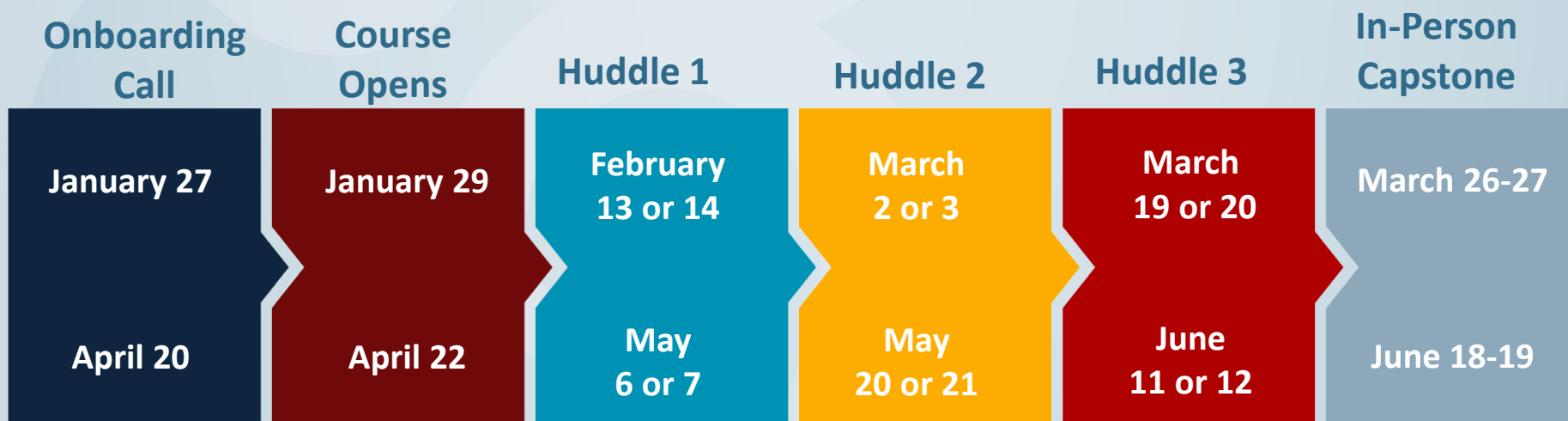
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Two Cohort Options: January & April

- 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.



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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.

Q&A

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