

PRESS RELEASE

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Callahan & Associates Announces Its Final Two Weeks To Register For *Sustainable Business Strategy*

Washington, DC – Callahan & Associates is excited to kick off another session of [Sustainable Business Strategy](#) this August. This virtual and interactive professional-development program offered in collaboration with Harvard Business School Online is designed to teach credit union executives to successfully lead with purpose.

The program includes three online modules accompanied by three interactive discussions, one capstone program, and Callahan’s annual Purpose Symposium. The content and group discussions take place virtually and require minimal time away from the office. This program was also designed to facilitate discussions and share insights with other industry leaders.

As the credit union landscape continues to evolve, it's never been more important to invest in professional development. By participating in *Sustainable Business Strategy*, credit union leaders are opening the door to develop the skills necessary to identify new opportunities, think differently and enhance member experiences while staying true to your credit union's purpose and values.

More than 100 executives from nearly 200 credit unions nationwide have already completed the course.

Many credit union decision-makers have found this course extremely beneficial to learn new contexts and mindsets for being truly purpose-driven and values-based. “We plan to send more employees through *Sustainable Business Strategy* in the future and see courses like this as a solid investment overall.” says Jill Sammons, senior vice president of marketing, well-being and financial advisors at BCU in Vernon Hills, IL, and a 2022 veteran of SBS. “Aligning teams around *Sustainable Business Strategy* can help employees find their purpose and increase engagement. That’s a major advantage when recruiting and retaining talent is challenging.” To read more about BCU’s experience, please [read here](#).

The deadline to register is July 27th, 2023. For this session, there are two different tracks available, with varying days of the week and times of day to help accommodate for busy schedules. The first track meets Tuesdays at 9:00AM EST while the second track meets Wednesdays at 1:00PM EST.

Seats are filling up quickly. To inquire about specific dates for this session and to register, please [click here](#).

About Callahan & Associates

For more than 35 years, Callahan & Associates has helped credit unions thrive. More than 4,000 credit unions and industry suppliers rely on us for the latest data, actionable insights, and benchmarking tools to develop their unique competitive advantages and achieve their strategic goals. Our 35-year history has enabled us to build an unparalleled knowledge-transfer consortium which connects the industry’s best minds. To join Callahan’s network, please visit www.callahan.com.