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## PRESS RELEASE

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### **New Book Helps Credit Unions Drive Purpose-Driven Growth**

Washington, DC – Callahan & Associates is proud to announce the release of “Callahan’s Strategic Growth Framework”, a groundbreaking new book that provides credit union leaders with a proven model for differentiation, engagement, and sustainable success.

Written by Jon Jeffreys, President & CEO of Callahan & Associates, the book introduces a purpose-driven framework that helps credit unions build stronger connections with employees, members, and communities. By focusing on empowered employees, engaged members, stakeholder impact, and sustainable growth, this approach offers a strategic roadmap for long-term success in an increasingly competitive financial landscape.

“For years, we’ve studied what makes the most successful credit unions thrive,” said Jeffreys. “What we found is that the strongest institutions don’t just focus on products and rates—they embed purpose into every decision they make. This book lays out a clear, actionable path for credit unions to do the same.”

Packed with real-world case studies, data-driven insights, and practical strategies, “Callahan’s Strategic Growth Framework” is an essential resource for credit union executives, board members, and industry professionals looking to strengthen their institutions and create lasting impact.

The book is now available for purchase. To learn more and get your copy, visit [www.strategicgrowthbook.com](http://www.strategicgrowthbook.com).

#### **About Callahan & Associates**

For nearly 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions for ensuring their long-term relevance. We accomplish this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at [www.callahan.com](http://www.callahan.com).

