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Calling All CU Changemakers: Apply for the CUES Emerging Leader Program 2024

MADISON, Wis.— The emerging leader program, [CUES Emerge](#), is now accepting applications for the 2024 cohort. Offered in partnership with Currency Marketing, this program is provided at no cost to participants.

“CUES Emerge is a transformative leadership development program that can help accelerate career advancement,” said Heather McKissick, CUES CEO. “More than 130 credit union employees have completed it since it began in 2020. Along the way, it has morphed into much more than just a learning experience; it has become a catalyst for personal and professional growth and development.”

Applicants who are accepted into the multifaceted program first attend expert-led CUES Virtual Classroom sessions covering strategic thinking, communication skills, and design thinking. These sessions are interspersed with Mastermind sessions, designed to further support the learning and guide participants in building a business case for their credit union.

Participants who complete the course work and business case in full earn the prestigious Certified Credit Union Manager designation.

Participants can then choose to take part in the competition phase of the program for a chance to be one of five selected to present their business case during a live online pitch show. The ultimate winner, the CUES Emerging Leader, and two runners-up, chosen by a panel of judges, will earn a valuable tiered educational package, leadership assessment, and coaching to support continued development and growth within the movement.

“Upon completing CUES Emerge, many alumni have passionately undertaken the groundbreaking projects created during the business case development portion of the program, benefiting their respective credit unions immensely—and often leading to new roles within their organizations,” said McKissick.

CUES Emerge is a free program open to all non-executive credit union professionals seeking to unlock their leadership potential.

To learn more about the program or to apply for the 2024 cohort, visit [CUESemerge.com](https://cuesemerge.com). Applications will be accepted through February 12, 2024.

CUES is the leading talent development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 49,000 members and growing, we measure success one leader at a time.

Connect with CUES at [CUES.org](https://cues.org) and on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#). For daily insights on issues impacting credit unions visit [CUmanagement.com](https://cumanagement.com).

[Currency Marketing](#) is a credit union-focused marketing firm. Our unique programs—It's a Money Thing and CUES Emerge—focus on helping credit unions raise awareness, build relationships and foster financial empowerment with young adults.

Connect with Currency at [CurrencyMarketing.ca](https://currencymarketing.ca) and on [LinkedIn](#), [Facebook](#), and [Twitter](#).

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