

## Membership Story

**Raksha Shirali, VP/Human Resources**, has helped to take the talent development efforts at USALLIANCE Financial to an entirely new level, thanks in part to the professional development tools available through the credit union's CUES Unlimited+ Membership.



"CUES has become the go-to platform for our team development," said Raksha. "It has really helped our employees to take charge of their own professional development path."

CUES rolled out a new membership structure in September 2018 featuring enhanced benefits; long-time CUES member USALLIANCE upgraded to the CUES Unlimited+ Membership then.

"I coordinated the membership, and took a look at the new benefits available," said Raksha. "Immediately after that, we generated emails to our entire staff with a high-level overview of the program benefits, and explained the options and ways they could take charge of their own professional development with the tools available."

After that initial email, Raksha and her team sent regular communication to staff members, highlighting the various parts of the new membership.

They started with CUES Learning Portal, so employees would know how to easily keep track of their learning. Then, they followed with webinars, Elite Access™ Virtual Classroom, and CUESNet.

"We created all the emails in-house, and included step-by-step instructions on how to use the highlighted benefit," said Raksha. "We keep the emails going frequently, which keeps the momentum going."

"Our leadership team has really embraced the learning tools, as well; they think it's good for their team

members—and for their own professional development," she said. "We've also noticed leaders that first utilized the benefits caught the attention of other leaders when they shared best practices—they took note of the success happening in other areas."

"We are finding other positive results, too—for example, I was speaking to an employee the other day, and I didn't realize how interested she was in growing into a supervisory role. I was able to easily recommend things to her on the CUES Learning Portal, so I was able to help her help herself to a variety of pertinent learning tools," Raksha said.

USALLIANCE also holds regular career nights for their employees, and CUES Membership benefits have fit right into this aspect of employee development.

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USALLIANCE Financial

"We've been able to empower employees to create their own personal development plans. We've communicated that they are ultimately responsible for their own development, and the tools CUES Membership provides helps tremendously," she said. "Ultimately, there's nothing that can stop you getting to where you want to be, and CUES can help lead the way."



**Raksha Shirali, VP/Human Resources**

USALLIANCE Financial | Rye, NY | Assets: \$1.8 billion