



2021 CUES Talent Development Guide for Canadian Credit Unions

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Limitless. That's your leadership potential.

As a CUES member, you are the heart of our mission. No matter what offering you choose, our distinct differences, including proven credit union talent development resources, partnerships with world-renowned business schools, prime networking opportunities and powerful industry insights, give you a strong foundation in realizing your potential and transforming you into tomorrow's exceptional leader.

You'll discover our offerings are about much more than just professional development; you'll make connections and build treasured relationships that can help propel your career forward.

Experience the CUES difference, and realize your greatest potential today.

A Special Note

Thank you to all our Canadian CUES members for your support in 2020! You made it another successful year for CUES in Canada.

CUES Canadian Division has been up and running for over two years now and the availability of Canadian pricing and payment options continues to receive great feedback from our members.

As CUES continues to grow its Canadian presence, we are continuing to look at ways to bring more content to Canadian locations. Watch my monthly newsletter for updates on special Canadian offerings—in addition to those already included in our 2021 Calendar of Events.

CUES Membership continues to grow, and as credit unions learn how to utilize all the benefits, engagement continues to increase. Group memberships will continue to be offered at par for Canadian credit unions in 2021.

I am already booking credit union visits and events for 2021. Please reach out to me if your credit union would like an in-person visit or video conference session.

Again, all of this would not be possible without the support of our Canadian CUES members, so please contact me with any feedback or questions you may have. I always love to hear from you!

Yours truly,



Leiha Fiddler
VP Sales & Member Relations—International
604.559.4455 • leiha@cues.org

Membership

Advance Your Career With Flexible Learning

Designed based on member feedback, you'll find a CUES Membership has more benefits and resources than ever before, ultimately giving you and your credit union more value. Visit cues.org/Membership for more detailed information and to begin networking with over 29,000 of your peers.

Choose From

Individual Membership

Available to credit union staff and board members, this tier offers a basic set of benefits—including CUES Learning Portal, CUES Director Education Center, event discounts, and *Credit Union Management™* magazine—at a great price.

Unlimited and Unlimited+

With one flat membership rate, everyone at your credit union can become a member—all staff, executive team, and board members included. Both tiers feature enhanced benefits, and offer great ways to bring talent development to everyone at your credit union.

MEMBERSHIP BENEFITS

	INDIVIDUAL CU staff or directors	UNLIMITED For all CU staff and directors	UNLIMITED+ For all CU staff and directors
CUES Learning Portal, powered by Degreed			
CUESNet™			
<i>Credit Union Management™</i> magazine			
CUES Director Education Center			
<i>CUES State of Credit Union Training and Development Report</i> NEW			
<i>CUES Guide to Effective Mentorship</i>			
<i>Welcome to Credit Union Leadership Guide</i>			
CUES Councils (special member pricing)			
CUES Webinar Series			
Discounted Event Pricing			
Harvard Manage Mentor® NEW			
CUES Elite Access™ Virtual Classroom			
<i>CUES Leadership Development Guide</i>			
Director Onboarding Tool Kit			
Governance+			
Board Governance Assessment			

Key Membership Benefits

New! Harvard ManageMentor®

This on-demand, online learning resource offers easy access to more than 40 courses from Harvard Business Publishing, covering topics such as Business Plan Development, Career Management, Difficult Interactions, Innovation Implementation, Strategic Thinking and much more.

Getting Harvard ManageMentor on your own would cost \$650 per person, making this a tremendous value! Learn more at cues.org/HMM.



CUESNet™

Easily access your membership benefits and collaborate with your peers when you connect with CUES' online community. This secure, members-only platform allows you to join communities relevant to your job role and engage with the industry by sharing content and insights with others. Log into cues.org and click the CUESNet link under the networking tab.

CUES Learning Portal, powered by Degreed

A blend of curated content and pre-set learning pathways offer an easy way to expand your skillset. Build connections and leverage relationships when you recommend or assign what you've learned to others. Managers—easily view the progress of your staff to aid in their development at cues.org/CLP.

Credit Union Management™ magazine

Stay on top of the latest CU news with print and digital subscriptions to CUES' monthly magazine. This publication is consistently top-rated within the industry, and offers articles covering general management, board, operations, marketing, and human resources. For even more real-time industry news visit CUmanagement.com.

CUES Director Education Center

Increase your competency on critical board topics with continually updated, interactive Director Education courses. Learn more at cues.org/DEC.

Elite Access™ Virtual Classroom

The closest thing to in-person learning, online! Participants can talk and interact with peers and experts, problem-solve, and build relationships, right from their desk. This is the perfect tool for staff with a limited professional development budget, and a great way to offer learning to up-and-coming employees. Learn more at cues.org/Events.

MEMBERSHIP DUES

Individual CUES Membership

Credit Union Staff	\$1,165
Credit Union Directors	\$645

CUES Unlimited Membership

Assets \$0-\$249M	\$3,995
Assets \$250-\$499M	\$5,995
Assets \$500-\$1B	\$7,195
Assets \$1B	\$8,395

CUES Unlimited + Membership

Assets \$0-\$249M	\$4,495
Assets \$250-\$499M	\$6,495
Assets \$500-\$1B	\$7,695
Assets \$1B	\$8,895

Values are in CAD. Individual membership price can vary slightly based on current exchange rate.

Not a CUES Member? Join Today!

When you're planning and budgeting for 2021, be sure to think about how CUES Membership can help develop everyone at your CU, including your:

- CEO
- Executive Teams
- Board Chair
- Board Liaison
- Directors
- Committee Members
- Staff
- Managers

When you're ready to join, visit cues.org/Membership, or contact me at leiha@cues.org, or by calling 604.559.4455.

Awards and Recognition

Give your peers the recognition they deserve!

Acknowledge the industry's high achievers by submitting nominations for these honors. See details at cues.org/Awards.

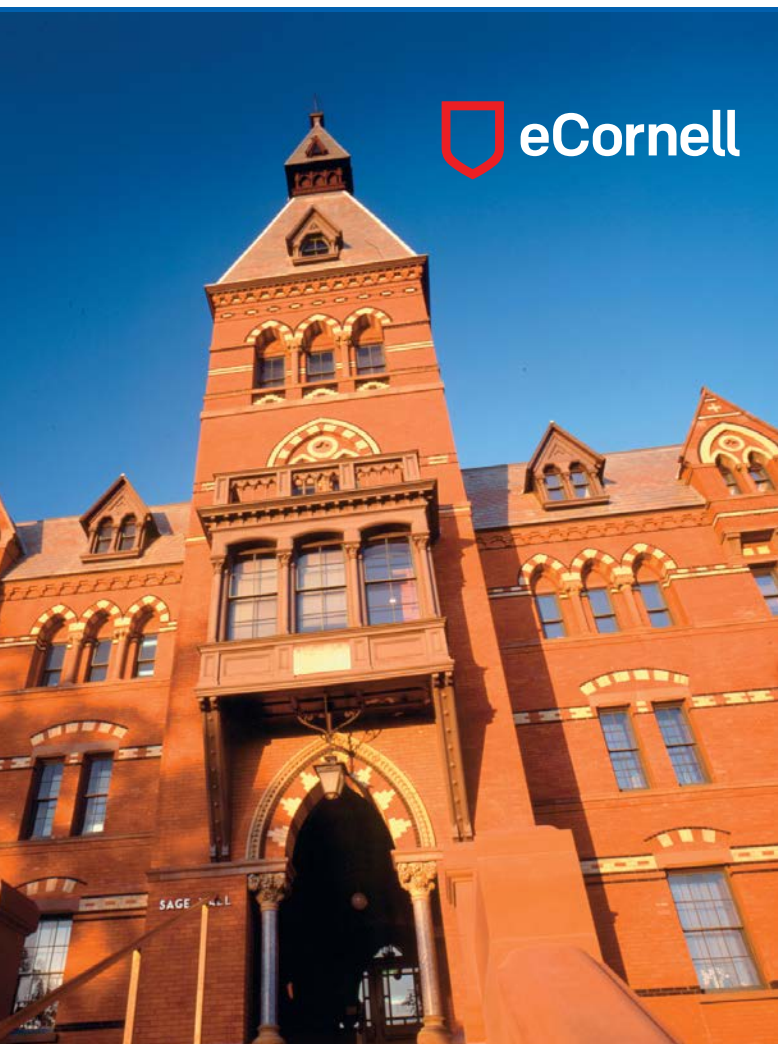
- **CUES Outstanding Chief Executive**
Recognizes outstanding leaders at the CEO level.
- **CUES Exceptional Leader**
Honors non-chief executive officers.
- **CUES Distinguished Director**
Recognizes board members whose efforts have strengthened their credit union.
- **CUES Hall of Fame**
Celebrates credit union professionals for life-long dedication to the industry.
- **CUES Emerging Leader**
Distinguishes future industry leaders through online learning, peer collaboration and competition.

Trusted Industry Providers

CUES Supplier Members Can Solve Your Challenges

When you need outside expertise, connect with the best—CUES Supplier members. Look no further for trustworthy, ethical and experienced vendors dedicated to the credit union industry.

CUES members, start today by accessing the CUES Supplier Member Directory. Visit cues.org. You'll find the directory under the Networking tab.



CUES is partnering with Cornell University to bring eCornell—digital, Ivy League-level executive education—to the industry! Visit cues.org for more details.

NEW IN 2021:

Diversity, Equity, and Inclusion Certificate Program

Classes Start February 17

cues.org/eCornell-DEI

Strategic Human Resources Leadership Cornell Certificate Program

Classes Start March 17

cues.org/eCornell-HR

Strategy and Digital Marketing Cornell Certificate Program

Classes Start April 21

cues.org/eCornell-Marketing

CUES Executive Program in Management from Cornell University

Classes Start July 21

cues.org/eCornell-CUManager



University of Pennsylvania

Advance Your Career

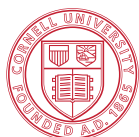
Smart executives know ongoing education is the key to success, particularly in the financial services industry. CUES institutes provide a strong foundation, helping to turn today's professionals into tomorrow's exceptional leaders. CUES has partnered with the world's most prominent business schools to bring unsurpassed educational offerings, all designed specifically for the credit union industry.



CEO Institute I: *Strategic Planning*

The Wharton School, University of Pennsylvania

Credit union executives and future leaders, take your career to the next level. Learn to turn challenges into change. Delve into strategic planning through embracing uncertainty, rather than ignoring it. Learn more at cues.org/INST1.



JOHNSON
Cornell University™

CEO Institute II: *Organizational Effectiveness*

Samuel Curtis Johnson School of Management, Cornell University

Effective change-management skills are needed for even the most thought-out plan. As a credit union executive or future leader, you'll reach beyond your area of expertise and include every level of executive management in your credit union. Learn more at cues.org/INST2.



DARDEN
Executive Education

CEO Institute III: *Strategic Leadership Development*

UVA Darden Executive Education, University of Virginia

CEO Institute III represents the highest point in your professional leadership development. Designed for credit union executives and future leaders, you'll uncover the reasons why you lead the way you do, and learn new ways to become a more effective leader. Learn more at cues.org/INST3.



Earn your Certified Chief Executive (CCE) designation by successfully completing all three weeks of CEO Institute and two between-segment assignments. This title signifies you've made an ongoing commitment to your professional development, obtaining a level of expertise recognized throughout the credit union industry.



University of Toronto



Stanford University



Rotman School of Management
UNIVERSITY OF TORONTO



Attendees who complete CUES Governance Leadership Institute will become a Certified Credit Union Director (CCD). This prestigious certification honors your outstanding professional development efforts and represents your dedication to the credit union movement.

CUES Governance Leadership Institute™

Joseph L. Rotman School of Management, University of Toronto

Directors and executives, strengthen your boardroom contributions as you learn to balance healthy debate and diversity, as well as execute your fiduciary responsibilities. Learn more at cues.org/GLI.

CUES Governance Leadership Institute™ II

Joseph L. Rotman School of Management, University of Toronto

Gain an in-depth understanding of how new technologies like artificial intelligence, block chain, and data analytics can optimize your operations and give your credit union a competitive edge. Learn more at cues.org/GLI2.

STANFORD
BUSINESS

GRADUATE
SCHOOL OF

**Executive
Education**



When you have successfully completed Strategic Innovation Institute and all assigned course work, you'll have achieved Certified Innovation Executive (CIE) status. The CIE designation establishes a standard of education and excellence for credit union leaders. It signifies you have made a commitment to developing innovative and strategic vision, and obtained a level of expertise recognized throughout the credit union movement.

Strategic Innovation Institute™

Stanford Graduate School of Business, Stanford University

Credit union executives and future leaders will learn to embrace innovation and become successful agents of change. Graduates of this robust, transformational program are well equipped with a comprehensive understanding of innovation that benefits their credit unions immediately. Learn more at cues.org/SII.



CUES Schools—Make Yourself More Marketable, Increase Your Skills

CUES schools are at the heart of our mission to educate and develop credit union talent among CEOs and future leaders. Each features top instructors with real-world knowledge, convenient locations, and short time spans. Each curriculum goes way beyond the surface, diving deep into the matter at hand. Plus, each provides practical tools and ideas you can easily implement once you're home.

CUES School of Strategic Marketing™

Effective marketing communicates your credit union's value, improves member experience and drives growth and profitability. Discuss the keys to strategy-focused marketing, data-driven decision-making, and how to increase ROI through effective allocation of resources. Learn more at cues.org/SOSM.



Earn the prestigious Certified Strategic Marketing Executive (CSME) designation by attending and completing an in-class project.



CUES Conferences— Set Yourself and Your CU Up For Success

You'll find vital topics and great networking opportunities at CUES conferences, seminars and educational events. Considered among the best in the industry, we cover subjects you need to know, presented by the best speakers and instructors. And, you'll discover CUES events are about much more than just learning; you'll also make connections with colleagues you can turn to for advice and camaraderie in the years to come.



CEO/Executive Team Network™

This dynamic conference, designed for CEOs and senior executives, focuses on growth opportunities. You'll learn from top speakers who examine strategy and leadership, participate in thought-provoking sessions on the latest industry trends and enjoy unparalleled networking. Learn more at cues.org/CNET.

CUES Symposium

Align the strategic vision of your top team through shared learning experiences. At this unique event, CEOs and board chairs must attend together, but will return home a stronger, more unified force. Learn more at cues.org/SYMP.

Directors Conference

This comprehensive event for credit union directors takes an in-depth look at the relevant governance and strategic issues affecting your board, credit union and the movement. Learn more at cues.org/DC.

Execu/Blend™

Explore strategic development and differentiation. Discover how to set a robust strategy, and the power of storytelling in innovative leadership. We'll also take a trip to a local winery to hear their story and learn how they differentiate themselves in a highly competitive market. Learn more at cues.org/EB.

Execu/Net™

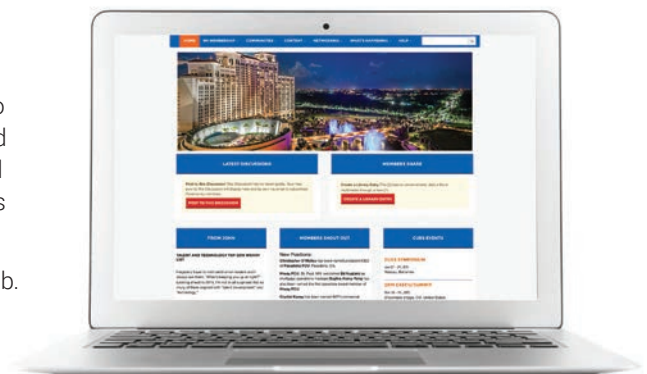
Executives and directors, broaden your perspective, challenge yourself and try new things as our speakers guide you through powerful morning sessions, covering growth strategies, financial complexity and innovation. Each afternoon network with peers and nature for a fresh perspective. Learn more at cues.org/EN.

Check out CUESNet

CUESNet is a website-based collaboration tool dedicated to helping CUES members easily connect and share with others.

We're pleased to offer several groups within CUESNet dedicated to different job roles. Once you join a group, you'll be able to connect and network with peers across the industry, easily access professional development tools geared toward your CU role, find helpful links to common CUESNet questions, and more.

Log into cues.org and click the CUESNet link under the networking tab. Once you're there, join a community and start connecting today!





CUES Director Education— Strengthen Your Credit Union, Develop Your Board

In addition to Governance+ and other online director education tools, our director events provide ways to help boards run at their optimum. You'll find faculty and speakers of the highest caliber, covering topics vital to the health of your credit union. Plus, CUES offers something for every board member—veteran directors and newly elected alike—to help your board become stronger and more efficient.

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University of Toronto**

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Director Development Seminar

Board members must efficiently fulfill their fiduciary responsibilities. Attend and advance your governance skills and maximize the traits you need to successfully reach your credit union's goals. Learn more at cues.org/DDS.

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This comprehensive event for credit union directors takes an in-depth look at the relevant governance and strategic issues affecting your board, credit union and the movement. Learn more at cues.org/DC.

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Executives and directors, broaden your perspective, challenge yourself and try new things as our speakers guide you through powerful morning sessions, covering growth strategies, financial complexity and innovation. Each afternoon network with peers and nature for a fresh perspective. Learn more at cues.org/EN.



New! High Performing Digital Board Seminar Series®

Transform your board into a driving force for your credit union's success. Under the guidance of six professors from world renowned universities and two consultants, you and your **ENTIRE BOARD** will explore what high-performing boards—both in- and outside the credit union industry—do right. Over the course and **2 YEARS** and **8 SEMINARS**, you and your colleagues will learn from the latest research and discover how to implement best practices. Learn more at cues.org/HPB.



CUES Partnerships and Strategic Solutions— The Tools You Need To Succeed

CUES offers services and solutions uniquely suited to the needs of credit unions, all sizes and types. Our extensive industry partnerships provide support to you in meeting your human resources, governance, strategic planning and risk management objectives.



Board Governance Assessment

Included with an [Unlimited+ Membership!](#)

Take an honest look at your board with this anonymous, online assessment tool. Evaluate board performance in key areas of governance and create a plan to improve. Learn more at cues.org/BGA.

CEO Assessment for Credit Unions

Strengthen CEO performance with this unique, web-based CEO evaluation tool combining data provided by both the CEO and directors. Learn more at cues.org/CEOAssessment.

CUES Consulting

Leverage CUES Consulting to support your current practices and help you meet future goals. CUES Consulting strengthens your leadership pipeline by providing direction and focus to support your staff's growth. Identify and develop current and emerging leaders and high performers within your credit union. Learn more at cues.org/CUESConsulting.

CUES eVote

Utilized by a number of Canadian credit unions with great success, this online voting tool streamlines merger and bylaw votes, board elections, and membership surveys—managing everything from ballots, to member service, to final result tabulations. Learn more at cues.org/eVote.

Director Skills Assessment

Improve board recruitment and focus training resources by evaluating individual and collective capabilities among your board members to pinpoint skill set gaps in five key areas. Learn more at cues.org/DSA.

Quantum Governance, L3C

Unravel your board's complicated roles and responsibilities, and combine leading-edge governance with strategic thinking to become an even greater asset to your credit union. Learn more at cues.org/QG.

Learn more about all these offerings at cues.org/Product-Service.

Digital Learning

CUES offers easy access to a vast array of online learning options from on-demand content and learning plans to online courses led by industry experts and university professors. For all of our digital learning opportunities, visit cues.org/digital-learning.





Our mission:

Educate and develop credit union CEOs, executives, directors and future leaders.

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vegetable-based inks. Low VOCs.