



*Johnson Graduate School of
Management, Cornell University*

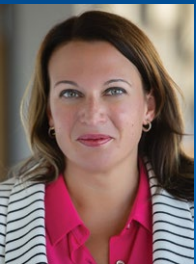
CEO Institute

The Measure By Which
All Others Will Be Compared

Happening Online in 2021!



*Darden School of Business,
University of Virginia*



Tara Graff, CCE

SVP/Marketing/Business Development
Hiway Credit Union
Saint Paul, MN
Assets: \$1.4 billion

"Each week, I not only strengthened my knowledge as a leader from the academic, "best-practices" perspective, but I learned a lot about my own leadership gifts and how to best apply them. The hands-on experiences, in particular the customer centricity exercise at Wharton, provided valuable takeaways that were immediately applicable to my organization.

During CEO Institute, you learn not only the what of great leadership, but the all-important how. As a newer executive, I returned to my credit union with increased confidence and a strong enthusiasm. Well worth the investment."



CEO Institute: Your Future is Waiting

As a credit union leader you're expected to exceed members' needs, be strong community partners, and meet regulatory requirements—all while keeping your institution financially sound.

CUES CEO Institute combines the faculty, facilities and resources of the nation's top business schools into an unparalleled educational program that will prepare you to advance your credit union and career, and excel at any challenges and opportunities you face.

As a graduate of this transformational program, you'll leave equipped with a comprehensive understanding of leadership issues and approaches that will immediately benefit your credit union. With enhanced strategic thinking skills, you'll be able to:

- Effectively make decisions
- Better manage change
- Improve business processes

We've worked closely alongside our business school partners to successfully convert this prestigious program into an online format. You'll learn the same lessons as the in-person courses, directly from esteemed faculty. Plus, we've made sure to incorporate networking time—a valuable part of CEO Institute. This program is perfect for:

- CEOs
- SVPs and VPs
- Future Leaders

This is a fantastic opportunity to learn from three competitive business school's faculty!



JOHNSON
Cornell University™



DARDEN
Executive Education



Year over year, our business school partners are ranked among the top 15 in the U.S.!

Overview

CEO Institute I: *Strategic Planning*
The Wharton School
University of Pennsylvania



Highlights: scenario planning, customer-centricity simulation, strategic segmentation

Year I Project

Give back to your credit union by completing a scenario planning project specific to your organization.

CEO Institute II: *Organizational Effectiveness*
Samuel Curtis Johnson Graduate
School of Management
Cornell University



JOHNSON
Cornell University™

Highlights: change management, negotiation techniques, effective group performance and processes

Year II Project

Apply the lessons you learned in organizational effectiveness to a business challenge or opportunity for your credit union.

CEO Institute III: *Strategic Leadership Development*
UVA Darden Executive Education



DARDEN
Executive Education

Highlights: Leadership Practices Inventory (LPI), diversity and inclusion, managing change, motivation techniques

Become a Certified Chief Executive

When you have successfully completed all three weeks of CEO Institute and two between-segment action-learning assignments, you'll have achieved Certified Chief Executive (CCE) status.



The CCE designation establishes a standard of education and excellence for credit union leaders. It signifies you have made an ongoing commitment to your professional development and obtained a level of expertise recognized throughout the credit union movement.

The Impact of Earning Your CCE

Credit unions realize the value of the CCE designation, and they're willing to pay for it. Recent statistics released by Industry Insights indicate credit union executives holding the CCE designation make more than their peers without it.

The study showed CFOs with the designation typically earn a 23% premium; COOs, a 14.8% premium; and CEOs, a 6.3% premium.

Beyond the Designation

Earning your Certified Chief Executive (CCE) designation once you complete all elements of CEO Institute is a significant accomplishment, but you'll reap rewards in other ways, too.

- You'll be joining a unique and tightly allied fellowship of credit union leaders. CEO Institute graduates form strong bonds, and tend to stay in contact with each other year after year, creating a powerful network of successful professionals.
- Your credit union will benefit directly, thanks to the in-between segment projects you'll complete.
- You'll benefit from an executive education program developed specifically for credit unions.
- All classes are taught by world-class professors, authors, and researchers.
- Many of the esteemed CEO Institute faculty are there for you even after graduation, offering another level of support.
- You'll earn up to 39 Continuing Professional Education (CPE) credits each week.



2019 CEO Institute I Graduates

Curriculum

CEO Institute I: *Strategic Planning*

April 12 –16, 2021

The Wharton School

University of Pennsylvania

[#cueswharton](#)



Challenges in the financial services marketplace are inevitable—how you respond is what sets you apart. At CEO Institute I, learn to manage change, and remain an agile, future-focused leader.

Prestigious Wharton School faculty will show you how to harness change, and redirect uncertainty to your advantage. You'll also develop strategies to meet challenges head on, transforming them into positive experiences for your credit union.

Through effective strategic planning, you'll gain an advantage over your competitors, and develop a successful path for your credit union. You'll discover it's not enough to "do things right;" you need to "do the right things," which requires you to step back, look at the big picture and develop an effective strategic plan.

During CEO Institute I, you'll examine the following topics in depth:

- Understanding scenario planning
- Maintaining a competitive advantage in changing times
- Developing strategic segmentation
- Business model innovation
- Formulating and focusing your vision
- Applying customer-centricity to the credit union members simulation
- How to create powerful loyalty leading to life-long members

Following CEO Institute I, you'll apply what you've learned to real-world conditions at your own credit union with a post-segment assignment.

For complete curriculum descriptions, as well as faculty information, visit cues.org/Inst1.

*The Wharton School,
University of Pennsylvania*



George Chacon

VP/ Corporate Strategy
Bethpage Federal Credit Union
Assets: \$9.9 billion

"I am still amazed at how this program was able to integrate all the concepts and layer them on top of real life situations. The week was filled with tools that I have already begun to apply. After only one week, I am well equipped to influence and drive change in my organization."



2019 CEO Institute II Graduates

Curriculum

CEO Institute II: *Organizational Effectiveness*

April 26 – 30, 2021

Samuel Curtis Johnson Graduate
School of Management
Cornell University

#cuescornell



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In business, as in life, nothing happens in a vacuum. The solutions leaders develop in response to challenges inevitably impact more people and departments than anticipated, no matter how well planned.

CEO Institute II explores the development of cross-functional awareness and aptitude. Reach beyond your area of expertise by involving cross-functional teams in your credit union's planning process.

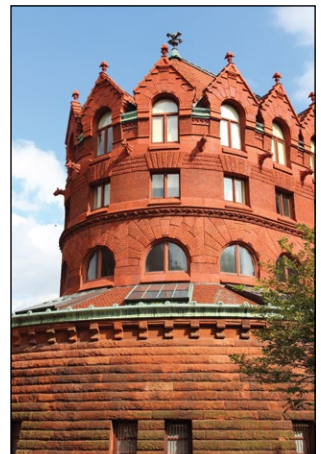
Comprehensive sessions on change, negotiation, business process redesign, effective group study and performance, and the art of giving constructive feedback will transform the way you elicit support and implement change.

During CEO Institute II, take your skills to the next level by focusing on managing change and organizational effectiveness at your credit union. You'll cover the following topics in depth:

- Behavioral insights
- Negotiating for resources and building alliances
- Exploring the intense process of change
- Business process redesign
- Human resources—your most valuable asset

Following CEO Institute II, you'll apply what you've learned to a change management project at your own credit union with a post-segment assignment.

For complete curriculum descriptions, as well as faculty information, visit **cues.org/Inst2**.



Cornell University

*Johnson Graduate School of
Management, Cornell University*



Charles Purvis, CCE, CLE, CUDE

President/CEO
Coastal Credit Union
Raleigh, NC
Assets: \$3.8 billion

"I am a graduate of CUES CEO Institute, which is a fabulous program, and I'll be rotating some of my key execs through the program within the next couple years."

Curriculum

CEO Institute III: *Strategic Leadership Development*

May 3–14, 2021

UVA Darden Executive Education

#cuesdarden



DARDEN
Executive Education

CEO Institute III brings you to the height of your professional leadership development by focusing on personal discovery.

Your leadership becomes more powerful when you fully understand your capabilities and release your untapped potential. Uncover the reasons why you lead the way you do, and learn new ways to become even more effective.

This segment uses case studies to identify problems, define alternatives, analyze data, and outline a new course of action. You'll review some of the most powerful illustrations of organizational leadership in history, determine what sets these leaders apart, and discover how they overcame tremendous obstacles in their own careers.

CEO Institute III will get to the core of who you are as a leader, and show you how to become even more effective. A 360-degree feedback instrument gives you a comprehensive perspective of your skills and developmental needs, and assists you in building a future career path. This interactive tool is guaranteed to bring out your untapped leadership potential.

The curriculum at CEO Institute III covers the following topics in depth:

- The art of creating values
- Diversity and inclusion
- Core principles of leadership
- Leading through change
- How to gain active support
- Leadership reflection and commitment
- Leadership Practices Inventory (LPI)

For complete curriculum descriptions, as well as faculty information, visit **cues.org/Inst3**.



2019 CEO Institute III Graduates



CUES Institutes: The Original and The Best

CEO Institute launched in 1995, and it quickly became the gold standard for credit union executive education industry-wide.

Its winning formula is now the touchstone for our other institutes—partner with prominent business schools to develop curriculum specifically for the industry, and offer top executive-level education, taught by esteemed faculty, to credit union leaders and directors.

Don't wait to enhance your career and create a profitable future for your credit union! Learn more about CUES CEO Institute today by contacting Teresa Brogan, CUES' Executive Education Specialist, at **800.252.2664** or 608.271.2664, **ext. 331**; or teresab@cues.org.

Tuition for each week of CEO Institute 2021 online is \$6,995 for members/\$8,045 for nonmembers.

Make Your Plans Early

Class sizes are being capped to assure personalized learning experiences!