



Strategic Innovation Institute™

Become a Successful Agent of Change

Stanford Graduate School of Business
Created in Partnership with Stanford University

July 19–August 4, 2021 • Online





The Big Picture

Become a successful agent of change and learn to embrace innovation when you attend CUES Strategic Innovation Institute. The robust curriculum includes interactive presentations and collaborative exercises combining a “clean hands/dirty hands” approach—classroom learning followed by hands-on practice. Graduates of this transformational program leave well equipped with a comprehensive understanding of innovation that immediately benefits their credit unions.

Register now, and you’ll learn to:

- Broaden strategic thinking about both large and small scale innovation
- Build organizational capacity for continuous innovation
- Develop strategic organizational leadership skills
- Grow business in ways aligning with the traditions and culture of credit unions

Strategic Innovation Institute is supplemented with pre-reading, outside assignments, and project work, which add considerable value to this interactive learning experience.

Develop the skills needed for continuous innovation—a critical component for long-term sustainability—by registering today.

Who Should Attend

Strategic Innovation Institute is ideal for:

- CEOs
- Executives
- Past attendees of any CUES Institute
- Board members

The History

CUES Strategic Innovation Institute was developed based on member feedback to help credit union leaders solve common consumer challenges, discover how to grow their business in ways aligning with the traditions and culture of credit unions, and build an organizational capacity for continuous innovation.

It launched in 2014 and quickly became the industry standard for learning about and applying leadership skills essential for a sustained competitive advantage.

The Takeaway

When choosing an executive education program, it's important to consider what you'll get in return.

With CUES, your leadership potential is limitless. Our executive education offerings are developed in conjunction with world-renowned universities, representing the highest quality professional development in the credit union industry; CUES Strategic Innovation Institute is no exception. Held at the Stanford Graduate School of Business, Stanford University, you'll discover how to overcome barriers to strategic change and promote innovation without sacrificing short-term goals.

The Impact

Become a Certified Innovation Executive

When you successfully complete Strategic Innovation Institute and all assigned course work, you'll achieve Certified Innovation Executive (CIE) status. The CIE designation signifies you have made a commitment to developing innovative and strategic vision, and obtained a level of expertise recognized throughout the credit union movement.



Credit for Attending

You can earn continuing professional education credits. This institute meets the following standards:

- CPE credits earned: up to 31.5 CPEs
- Program level: overview
- Delivery method: group-live
- Field of Study: Business Management & Organization
- Preparation: some advance preparation is required
- Prerequisites: not required for this program





The Overview

Begin in our digital classroom, then practice what you learn during application week. You'll apply innovation techniques to a range of hands-on activities, and use design thinking principles to "observe" consumers, identify pain points, ideate, and create solutions.

You'll learn to make real change to your organization, discover new ways to solve your biggest business challenges, and learn to break free from doing things the way they have always been done.

The Curriculum

Every organization has a pocket of excellence that influences other areas. How does one get more? How does one get better through innovation? These two questions form the basis of this program.

Our robust curriculum includes interactive presentations, powerful cross-industry case studies, and collaborative exercises combining a "clean hands/dirty hands" approach—classroom learning followed by "hands-on" practice. This program covers:

- The New Psychological Contract
- Leading When You Don't Know
- The Challenge of Change
- Ambidexterity
- Design Thinking
- Organizing to Expect the Unexpected
- Personal and Organizational Leadership
- Plan for long-term sustainability
- An examination of the operational changes brought on by COVID-19

We'll end the program by creating personal action plans, that are ready to implement at your credit union.



The Faculty

You'll learn directly from Stanford Graduate School of Business faculty—not credit union consultants or insiders—at CUES Strategic Innovation Institute. This is what makes our institutes truly unique in the industry, and extremely valuable.



Charles A. O'Reilly, The Frank E. Buck Professor of Management, Stanford Graduate School of Business, Stanford University



Hayagreeva Rao, Atholl McBean Professor of Organizational Behavior and Human Resources, Director of the Managing Talent for Strategic Advantage Executive Program; Co-Director of the Customer-Focused Innovation Executive Program



Stefanos Zenios, Charles A. Holloway Professor of Operations, Information and Technology at the Graduate School of Business, Stanford University

Stanford University is ranked #1 in a tie for first place in *U.S. News & World Report's* list of 2021 Best Business Schools.

Faculty subject to change.



The Details

Tuition

Tuition is \$6,595 for CUES members, and \$7,595 for nonmembers.

We're pleased to offer Strategic Innovation Institute online to help credit union professionals continue propelling their careers forward in a COVID-safe, cost-effective manner, with an agenda designed to help avoid Zoom fatigue. You'll find we worked carefully with our business school partner to offer this program digitally, while keeping its strength and integrity intact.

Taking CUES Strategic Innovation Institute online allows you to:

- Attend a prestigious executive education program at an affordable cost
- Become part of the prestigious Stanford network, without travel

[Learn more and register today at cues.org/SII!](https://cues.org/SII)

Keep Your Credit Union on the Cutting Edge

The financial services market is rapidly changing. There is great uncertainty about non-traditional providers, and the increasingly complex business environment. Plan for long-term sustainability, meet challenges, and rally your organization in embracing the credit union's growth capabilities when you attend Strategic Innovation Institute.

Experience the CUES difference, and realize your greatest potential; learn more at cues.org/SII. Register now by contacting Teresa Brogan, CUES' executive education specialist, at **800.252.2664** or 608.271.2664, **ext. 331**, or teresab@cues.org.