

# Creating Commitment: A New Attitude

## What's this all About?

Creating a sense of commitment begins with a clear and actionable vision for your credit union and is linked to the image you project, how you choose to influence others, and the relationship between you, your colleagues, employees, volunteers and the community. It's created from the inside out.

To create commitment to your credit union's corporate culture, this 90 minute program emphasizes individual attitudes and how they contribute to **creating success**, individually and organizationally. . . *one moment at a time.*

## Why this Program?

Being able to address the items mentioned in the highlights section will increase your credit union's chances for continuing growth and service.

The purpose is **not** to define *one right answer*, but to instill and enhance the knowledge that everyone has a part in the responsibility for creating significance for the members and the community in which the credit union participates.

The journey requires an examination of the attitudes necessary to build appropriate and long lasting commitment. We know that attitudes come from the beliefs and values of the credit union and its' individual members, leadership and staff. They are observable through behavior and contribute to the creation of the culture of the credit union.

Commitment to SERVICE is the foundation on which credit unions are built. Miriam Wright Edelman said, "*Service is the very purpose of life. It is the rent we pay for living on the planet.*"

## Some Highlights:

- Understanding the depth and breadth of WHO makes up your credit union
- Identifying and knowing EXACTLY WHAT your credit union is promising and what that means in the BIG PICTURE
- Identifying 3 essential HOW's to your credit union's delivery of its' products and services and WHY this is important
- Understanding the implication of the IMPACT of your credit union's communication, both internally and externally

## Facilitator

**Susan Luke, CSP, CUDE**, combines CEO experience with superb presentation skills to share with leaders at all levels how the power of stories can influence attitudes to build cultures that embrace accelerating change, drive business success, and consistently deliver remarkable service levels that cement member loyalty. Her credit union clients know her as someone who has tangible, lasting impact.

Susan is a Credit Union Development Educator, a Certified Strategic Planner, and one of less than 8% of the 5,000-member International Federation of Professional Speakers to hold the Certified Speaking Professional Designation. She is the author of *Log Cabin Logic – Creating Success Where You Are with What You Have*, a contributing author to the anthology, *Grand Stories*, has written numerous articles for trade publications, and is the author and publisher of the e-zine, *One Moment At A Time*.

## Reactions

“... your session made quite an impression on our attendees. I certainly appreciated your expertise in bringing our educational sessions at this convention to one of the highest levels they’ve been in a long time. Your session received many favorable remarks, such as: Great ideas, motivating and high energy. Speaker got everyone involved.”

*Director of Education*

*North Dakota Credit Union League*

“...a standout as a motivational speaker...took down home experiences we all related to and showed the positive side...just the right mix of humor and humbleness to keep us wondering what story you would tell next...moved to tears, brought down to earth, laughed until I cried, all during one presentation...I walked away feeling like no matter what life hands me, I can handle it – no problem.”

*CEO*

*Harlingen Area Teachers’ Credit Union*

“Your program was the highest rated session at our Institute. Always great to work with you and look forward to the next time.”

*Vice President*

*Missouri Credit Union System*

“...you can rest assured that with presentations such as yours...we may be setting levels of expectations which we will be held to for meetings in the future. Thanks for contributing your unique skills, open spirit, insightful thoughts, observations and practical suggestions to the International Credit Union Leadership Institute...we will continue to find ways to work with you...”

*CEO*

*World Council of Credit Unions*

“...you are a very uplifting and bright spirit and it’s contagious. Our participants loved you...you were perfect for our people and the right speaker for this leadership conference...practical advice...marvelous stories...a comfortable environment that kept everyone engaged and involved...you’ll definitely work with us again and again.”

*Director of Education and Training*

*Virginia Credit Union League*