
THE
LEADERSHIP
BET

Providing Value to the Credit Union

How to Strengthen Your Program's Connection to the C-Suite

PROCU

October 1, 2024

History of Investment/Wealth Management Programs

- CUSOs
- NCUA 721 – Incidental Powers
- Disintermediation
- NCUSIF vs. SIPC
- Financial Crisis
- BD Consolidation
- COVID
- RR Recruitment
- Biggest Challenge today is?

Wealth Management Strategy and Annual Business Plan

- AUM
- Cross referrals
- Recurring Revenue
- Marketing Space
- Branch Space
- FTEs
- Back-office Support
- Succession Planning

Who's On the Team?

- C-Suite Make-up
- Investment and Insurance History
- Does the board of directors weigh in on your program?
- What Do They Value?
    - Clean audits/exams?
    - No Complaints
    - Non-Interest Income
    - Deposits
    - Loans
    - Member Relationships

How Does Your Credit Union Keep Score?

- How does your program fit into the CU balanced scorecard?
- How do your CU's members win with Wealth management?
- Show Me, Don't tell me
- Do any ELT members have WM accounts? Board Members?
- NPS team / Annual Survey / WOW Cards
- Putting your program on the CU Map
  - Lockheed (Logix)
  - OCCU
  - Partners

How Do You Tell Your Story?

- Use your WITT!
- CU Scorecard
- PFI
- Relationship Rewards
- WM Scorecard
- AUM, Cross referrals, Recurring Revenue
- Fighting for space in branches and FTEs
- Marketing Space

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