



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?



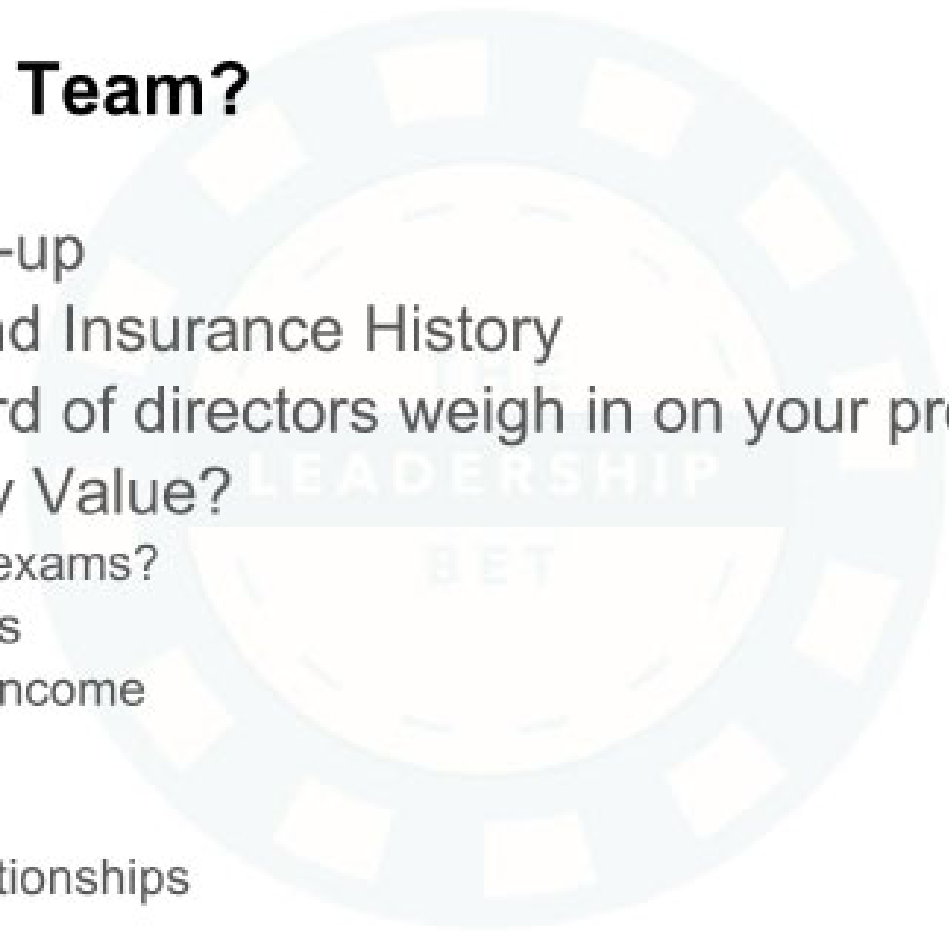
Wealth Management Strategy and Annual Business Plan

- 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

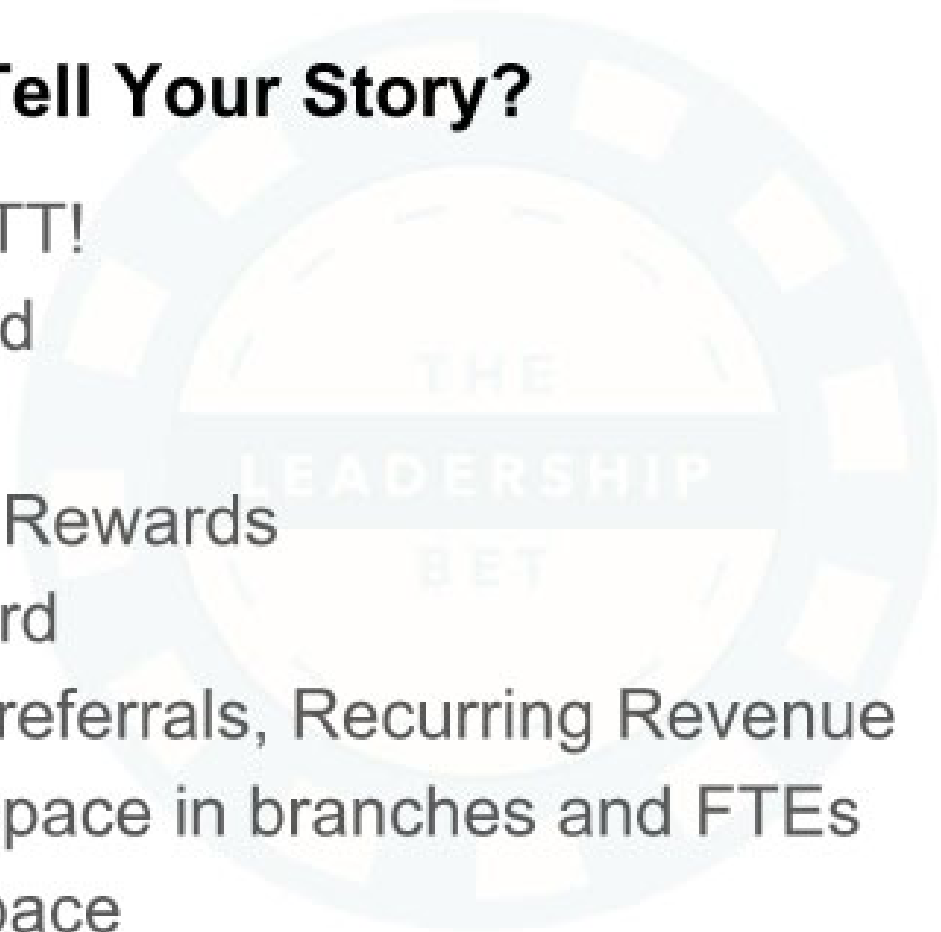


How Does Your Credit Union Keep Score?

- 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



THE LEADERSHIP BET

