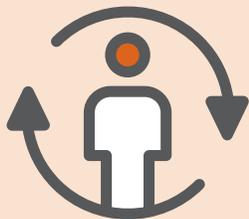


Lender Development Program[®]



"63% of credit union executives said attracting qualified talent was their biggest concern."¹

With credit unions seeing their front line turnover rate approach 20%², the importance of employee engagement and training has never been more clear. Think about your lending program, and how an inadequate employee engagement and investment strategy can impact:



RETENTION



INCOME



ROA

A commitment to upskilling and empowering your staff can deliver:

- ✓ Improved ability to identify and meet members' financial needs
- ✓ Increased member and staff satisfaction
- ✓ More frequent attainment of organization and professional goals
- ✓ Lower attrition

What if you could leverage a program to assess and improve your lending business, develop and enhance lender performance and learn lending insights and best practices from your peers? You get that and more with CUNA Mutual Group's Lender Development Program (LDP).



Empower Your Lenders to Engage Your Members

Based on best practices of high-performing, results-driven credit unions, the Lender Development Program helps lenders build leadership skills, uncover and meet members' financial needs, and deepen relationships. Through consultation with your dedicated LDP Specialist, your team will build skills and gain confidence as they serve members more effectively.

The Lender Development Program is grounded in four key principles:

CHAMPION

Top down management,
engagement and
commitment

TRAIN

Upskill staff to
consistently focus on
consultation, not
transactions

COACH

Identify gaps and
opportunities for positive
reinforcement and
recognition

TRACK

Quantifiable data
to support coaching and
recognition

A firm commitment to these four principles is key to help you get the most out of your lending team, and deeper relationships with your members.

To learn more about LDP, contact your CUNA Mutual Group sales executive at **800.356.2644**.



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¹What's Going on in Banking, Cornerstone Advisors (page 8, Table B), ²H2021 HROD Turnover and Staffing Final (page 11, table 1-5).

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