



Strategy for Credit Unions: A guide for Management and Boards

Alan T Shaw

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A guide for management and boards of Credit Unions. This book is recommended reading for individuals at all levels of understanding of value proposition, change management, design thinking, what strategy is and is not, decision making, culture and what should be in your strategy toolbox. Given that Strategy is a hot topic with Credit Unions across the globe, it is preferable than as many key people in your Credit Union are on the same page in understanding Strategy. This is not a 'how to' write a Strategic plan type of book, although there is a reference in the book to the type of content that a plan might include. When each of your board has read their personal copy of 'Strategy for Credit Unions', not only will they thank you, but they will be better equipped to 'join the conversation' when discussing the future of your Credit Union. They are already consuming literature from central bank and auditors, and reading endless policies. This book helps them to piece it all together and embrace the key role of all board members - to enable the most appropriate Strategies in order to ensure the continued success of the Credit Union. This is what members expect. For CEO's and managers, you have an opportunity here to bring your management team onto the same platform of understanding. You still need individuals with opposing views and the book eludes to that, but your management team will relish the opportunity to have their personal Strategy 'bible'. It will whet their appetites to read more and the team dynamics will flourish once these pages have been consumed. I wish I had this when the Credit Union appointed me to my managerial role. And to know that each board member & the rest of the management team had read it too! Wow, that would have been an even more amazing start to my CU career.

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