What does it take to be a leader?

The art of leadership.

Your Credit Union's Best Investment?
Talent.

Employees with leadership skills can strengthen your credit union, improve your bottom line and guarantee a successful future.

Organizations with the highest quality leaders were 13 times more likely to outperform their competition in key metrics such as financial performance, quality of products and services, employee engagement and customer satisfaction.

Invest in talent. Invest in your people.

 CUlead builds stronger credit unions - take it from these credit union leaders.

“CUlead gave my employees a broader understanding of the credit union’s operations. The networking opportunities have been beneficial. It also helped to stretch some out of their comfort zone and become better leaders.” // Kevin Wilmoth, President/CEO, Skyward Credit Union (Wichita, KS)

“The CUlead program gave them a better understanding of the credit union world than we could have given them ourselves. They have all come back re-energized!” // John Beverlin, President/CEO, Mainstreet Credit Union (Lenexa, KS)

Contact:
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CUleads refine and grow their professional skills thanks to expert training and insights.

heartlandcua.org/CUlead
About the CUlead Program

**One-year commitment**

**Sessions and field trips in the Kansas City area**

**Limited to 24 leaders per class**

Who should apply?

**Mid-level managers** who have leadership potential and are ready to further develop their leadership skills.

**Two or more years** of management or supervisory experience recommended.

How to apply?

Apply at heartlandcua.org/CUlead

Applicants must submit a completed application form and a letter of recommendation.

Cost: $1,950* + travel expenses

Timeline

**July 1:** Applications open  
**October 23:** Application deadline  
**November 30:** Acceptance letters sent  
**January:** 2021 class announcement

heartlandcua.org/CUlead

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2021 Program Schedule

*All sessions will be in the Kansas City area unless otherwise noted.*

**SESSION 1 | January 19-20**  
**Getting Back to Our Roots.**  
Take a step back and revisit our credit union history and philosophy. Brush up on your networking technique, meet HCUA staff, and prepare for our Day at the Capitol trips. Round out the session by studying leadership and hearing from a diverse panel of leaders.

**SESSION 2 | February**  
**Day at the Capitol.**  
**KANSAS:** February TBD in Topeka  
**MISSOURI:** February 9 in Jefferson City  
One full day of opportunities to network with your peers, learn about the legislative process, hear from legislative leadership, and interact with lawmakers.

**SESSION 3 | April 20-21**  
**Culture and HR.**  
Dig into personality types. Start by learning your Myer/Briggs type indicator and then, dive into values, building a culture and hiring practices that support your culture. Gain insight about how new leaders transition into their supervisor roles.

**SESSION 4 | June 22-23**  
**What is Communication?**  
Communication is the name of the game. We’ll address the cause of poor communication and how to avoid it. Looking externally, learn how to interact with local media outlets via social and traditional channels and how to communicate in a crisis.

**SESSION 5 | August 17-18**  
**Just the Facts Ma’am.**  
Understand the facts by studying the financial ratios, board governance, compliance regulations and risk management. We’ll look at operations and member service by visiting local credit unions, along with a trip to the Federal Reserve.

**SESSION 6 | October 19-20**  
**Here’s to the Future!**  
Before we celebrate our graduation, let’s look at technology and innovation, and the “ins and outs” of strategic plans. CEOs and mentors will be invited to our luncheon and graduation ceremony.

*Scholarships are available through the Heartland Credit Union Charitable Foundation.*