An extensive leadership program that includes interactive discussions, insightful projects and focused practices.

CUlead develops mid-level managers who show leadership potential.

Why apply for CUlead?

- **✔ Develop and build** leadership skills.
- **✔ Share and grow** with your peers.
- **✔ Learn** from nationally recognized presenters and industry experts.
- **✔ Engage** with peers and speakers.
- **✔ Network** with CUlead alumni.

**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)

CUleaders refine and grow their professional skills thanks to expert training and insights.

Contact:
Clint Armistead, Director of Training & Events
carmistead@heartlandcua.org
800.392.3074, x1321
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

August 1: Applications open
October 31: Application deadline
December 2: Acceptance letters sent
January: 2020 class announcement

heartlandcua.org/CUlead

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

2020 Program Schedule

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

SESSION 1 | January 21-22
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 4 in Topeka | MISSOURI: February 11 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 21-22
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 23-24
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 18-19
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 20-21
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.