



## **OPTIMIZING YOUR STAFF**

Your business is financial *services*. Servicing Members is increasingly the role of digital infrastructure. While you transition many of your key processes to reliable/repeatable digital (and even thereafter), your Member-facing Staff will continue to be the mode through which your Members gauge their satisfaction with your organization. It takes years to build confidence and trust, and only one unfortunate personal interaction to destroy it. Enough of these poor interactions cascade into Member loss and declining reputation. Your organizational culture and individual employee satisfaction *do* make a measurable difference in your credit union's success. I can help you create an infrastructure that improves the quality of your Staff, their operating performance and their interpersonal skills.

- Hiring right: ideal employee profile, interviewing and selecting (hire for talents/character, train skills)
- On-boarding, skills training and documented work aids (scripts, decision trees, flow charts)
- Written job accountabilities descriptions and performance appraisal system tied to actual performance, competencies for promotion and upgrade steps within positions, evaluation of competitive total compensation.