



Credit Unions At Our Best!

Interconnecting strategy, planning, and performance

Cooperative Strategies was formed 31 years ago to help credit unions and their people grow. We've shared good fortune as well as difficult times with hundreds of credit unions in the ensuing years. Our shared mission hasn't changed even as everything changes. Today we need to find even more effective, positive ways to thrive and help others thrive in the midst of the pandemic, societal challenges and financial disruption.

OUR SERVICES INCLUDE

- ✓ Strategic Planning and Team Performance
- ✓ Internal Leadership
- ✓ Board Governance
- ✓ Cultural and Personal Well-being
- ✓ Innovative Pathways to Growth and Profitability
- ✓ Diversity Equity Inclusion*
- ✓ Coaching
- ✓ Collaboration

FOCUS AND RESULTS

- ✓ **Strategic Planning and Tactical Performance:** Getting it all clear, aligned and done
- ✓ **Wellbeing@Work:** Interconnecting personal and professional growth
- ✓ **Diversity, Equity and Inclusion:** Where you are and want to go, led by those who live DEI.*

These are challenging times. We can get through them together!

OUR TEAM



John Parsons, founding partner of Cooperative Strategies, is directly engaged in all facets of our work:

"Learning as a cu employee and CEO; now as a friend, coach, consultant and volunteer to many, it's great to help people continue on the path and get to financial wellbeing for all!"



Steven Joiner, senior partner, is engaged in strategic planning and innovative pathways to growth:

"Working in our trade associations and in credit unions, as well as a board member myself, the greatest reward is seeing a team of dedicated people forge a well-considered path forward."



Kimberly Nashed, partner, is involved in internal leadership as well as cultural and personal well-being:

"Within each of us resides our best, happiest, most satisfied self. It is a joy to share and explore ways we unlock our limitless potential, purpose and kindness for the well-being of all."

* **A Diverse DEI Team** We are also connected to a wonderful, truly diverse team of trusted advisors experienced in keeping your credit union growing culturally.



COOPERATIVE STRATEGIES - THE CREDIT UNION WAY

Please see our website for more information: www.cooperative-strategies.com

To contact us, please call 760 525-1231 or email johnparsons.cu@gmail.com