

CLOSING KEYNOTE

THE CREDIT UNION WAY IN ACTION



LEE SILBER

Author of *The Credit Union Way*
Lifelong Credit Union Member



BED FALLS

WESTERN UNION

TABLE

EAST BOUND

No.	Destination	Remarks

It's a Wonderful Life

The Movie

The Bailey Building and Loan was a member-owned, not-for-profit, community-focused association that built Bedford Falls one home loan at a time.



The Business and Loan had the same mission as credit unions do. Everyone has a chance to succeed financially and money goes back into the community.

GEORGE BAILEY

Our Way

It's a philosophy, mindset, and guide that drives our decisions. It's how we do business, beat the banks, and create raving fans who love what we do... for them.



ON BRAND

Superior service never goes out of style—and the human touch is more important than ever.

The future isn't AI versus humans.
It's AI plus humans. Hopefully...

S H E P H Y D E N

Credit Humans

It's still people helping people.
The best people, helping local people
with actual and emotional intelligence.
That's how we defeat Skynet.



The Credit Union Way means taking the time to learn where our members are today and how we can set them up for success in the future. Going above and beyond because we truly care about them.

ALLY SONGSTAD, BILLINGS FCU

George Today

If you were pitching a movie about credit unions today, how would you make it sound exciting?

Who plays you in the film?



BORN BETWEEN 1997 - 2012

Generation Z

Digital natives who expect quick, seamless, integrated, mobile banking. Considered the smartest generation.

AGES 14 - 29



What is a fibula?

A little lie

A CHANCE

47% of non-member Gen-Z consumers are open to switching to a credit union.



So you're tellin' me there's a chance?

If we want to attract and have young people excited about the credit union movement, we must change the perception of it being outdated and primarily for old folks.

LEE SILBER

THE CREDIT UNION WAY

IT'S HOW WE TALK

What we say about credit unions matters

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Labeled

How can we relabel credit unions to make them more appealing and engaging?

Phil Knight nailed what Nike is in the following quote.



We're the ones under the lamppost at
the crack of dawn, in the pouring rain,
cheering you on as you run by.

That's who Nike is.

PHIL KNIGHT

Like That

- Pass the beach balls around
- Using a Sharpie, write the word that best captures the essence of what makes credit unions so special.



If you laugh, you think, and you cry, that's a full day. That's a heck of a day. You do that seven days a week, you're going to have something special.

J I M M Y V

TOAST

Today Has Been a Great Day



THANK YOU

Thank you for being a friend.