

LEE SILBER BRINGS A MEMBER'S PERSPECTIVE

THE CREDIT UNION WAY

Creating
an Emotional
Connection with
Caring and Crazy
Good Service



Everything You Want From
a Speaker, and More.

LEESILBER.COM

1

People Helping People in Action. Inspiring stories of credit unions saving the day to earn lifelong loyalty. Actions *that* speak louder than words and little things that can make a big difference.

STORIES OF HOW IT'S DONE

2

Work It Like You Own It. Creative ways to think and act like an entrepreneur, brand yourself as a problem solver, and take control of what you can control.

ACTIONABLE IDEAS / MINDSET SHIFT

3

Go The Extra Mile. Innovative ideas for offering next-level service making members say "Wow!" and want to post their praise on social media.

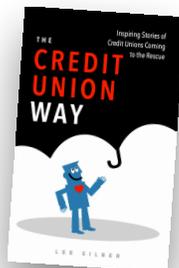
EXCEPTIONAL SERVICE TIPS

4

Focus on the Why. The power of purpose and the confidence that comes with embracing the credit union way.

THE POWER OF PURPOSE

Lee Silber's book, "The Credit Union Way" features 50 inspiring stories of credit unions and their members.



Lee Silber is a lifelong credit union member and the author of 27 books, including the popular "The Credit Union Way". Lee is a frequent speaker at credit union events.

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