

LEE SILBER BRINGS A MEMBER'S PERSPECTIVE

# THE CREDIT UNION WAY

Creating  
an Emotional  
Connection with  
Caring and Crazy  
Good Service



1

## Show You Care.

Actions that speak louder than words. Little things that make a huge difference. Hire the smile. Listen, learn, and connect.

STORIES AND EXAMPLES

2

Own It. Think like an entrepreneur. Mess up, fess up. You do you. Brand yourself as a problem solver. Control what you can control.

ACTIONABLE IDEAS / MINDSET SHIFT

3

Get to Yes. Outside the box thinking. Next level service. Teaming up to get things done and approved.

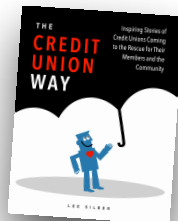
EXCEPTIONAL SERVICE

4

Focus on the Why. The power of purpose. The ripple effect. Rally cries. Goal matching. Confidence comes from believing in the credit union way.

THE ART OF SELLING IDEAS

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



**Lee Silber** is the founder of five companies, the author of 25 books (Including "The Credit Union Way") and has over 30 years of experience as a professional speaker and trainer.

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