

ELEVANTE



NAVIGATING CHANGE

The changes in how we show up and interact with others are endless. Remain relevant and elevate your skill set by joining our business development training program. Hear from experts, collaborate with business development peers from around the country, and build new skills designed to elevate thought, strategy, relationships and results across five 60-minute Zoom training sessions.

When: 8:30 Pacific | 9:30 Mountain | 10:30 Central | 11:30 Eastern



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THIS TRAINING PROGRAM IS HOSTED BY:

J JULIE —
FERGUSON
julierferguson.com



The Bigger Picture

Presented by: Julie Ferguson
January 25

2020 has taught us that to succeed we must see the bigger picture and think strategically and creatively. The needs of our SEGs and the communities we serve will continue to transform. They need us to communicate differently, engage differently, and help them solve problems. This session will set the stage to think bigger when cultivating relationships that lead to growth.



Understand the Numbers in a Numbers Business

Guest presenter: Mike Higgins, Jr.
February 1

Credit unions are in the numbers business and it is important to understand how new and existing members contribute to the success of the credit union. We will focus on learning about “top line sales” and how deposits, loans, and non-interest income contribute to profitability. Mike will walk us through how to build a case to justify business development expenditures, compute member profitability, and more!



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Networking is a Strategic Process

Presented by: Julie Ferguson

February 8

To elevate our relationships and build new ones, let's get curious, ask smart questions and listen. We will identify the right tools to genuinely cultivate relationships and explore how to strategically maximize opportunities that will be a win-win for those you serve and your credit union.



**FEB
8**

Elevate from SEG Vendor to SEG Partner

Guest Presenters: Chary Krout and Molly Lehrs, Co-owners, Cultivate.

February 22

BD NOW welcomes back human resource experts, Chary and Molly to help us move from SEG vendor to SEG partner. Building a value driven partnership with human resource contacts at SEGs requires research, connection, and creative thinking. We will work together to build a sample one-year plan for SEG touchpoints that are value-driven and work toward a true partnership.



**FEB
22**



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Elevate Your Presentation Skills

Presented by: Andy Janning

March 1

How we present our message goes a long way in building and deepening relationships. Join Andy as he provides practical insights and proven techniques to help us be memorable and share the value credit unions bring to members' lives. Together, we'll learn how to craft and share concise stories for maximum impact.



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1

SERIES COST

\$695.00 PER PERSON

Participants will individually access Zoom
(Capped at 25 total participants)

HAVE QUESTIONS?

Contact Julie at
julie@jrfconsultingservices.com



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