

**BD
NOW**

EMPOWERING BD CHAMPIONS

ONBOARDING FOR IMPACT

THE FOUNDATION OF GROWTH

A five-part virtual series designed for new business and community development professionals ready to build employer and community partnerships, share the credit union story in meaningful ways, deliver measurable results, and grow their credit union with confidence.

PURPOSE APRIL 7

- Bring “people helping people” to life
- Understand how BD and community roles expand access to financial well-being
- Think like an entrepreneur inside your credit union

SESSION **1**

VALUE APRIL 14

- Clearly articulate your credit union’s value across audiences
- Build deep knowledge of your credit union’s products and services
- Represent your credit union with authenticity, professional presence, and a strong personal brand

SESSION **2**

INSIGHT APRIL 21

- Lead discovery conversations that uncover real needs
- Identify communication channels to connect with future members
- Find and engage the right champions within organizations

SESSION **3**

OPPORTUNITY APRIL 28

- Turn outreach into partnership
- Use data to focus effort and guide strategy
- Design activation activities that drive engagement and membership

SESSION **4**

MOMENTUM MAY 5

- Share impact and growth results with partners
- Use storytelling to increase awareness
- Mobilize teams across the credit union

SESSION **5**

TIME COMMITMENT & FORMAT

- Five weekly virtual sessions
- 60 minutes live (8:30 AM PST)
- Up to one hour of applied exercises between sessions
- Peer collaboration and facilitated learning
- One individual 1:1 make-up session available if needed

DESIGNED FOR

- New business development professionals
- New community development professionals
- Branch leaders with external growth responsibilities
- Financial well-being champions
- Emerging growth influencers across departments