

Celebrating Your Value: Putting People First

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Value

Celebrate Your Value

 **CORNERSTONE**
CREDIT UNION LEAGUE

Putting People First

Promise

Story

Keeping Up with the Pace of Change?





LET'S GO BACK 2006



THE FLIP PHONE.



THE
CLOUD.



4G.



APPS.

2006



BIG
DATA.

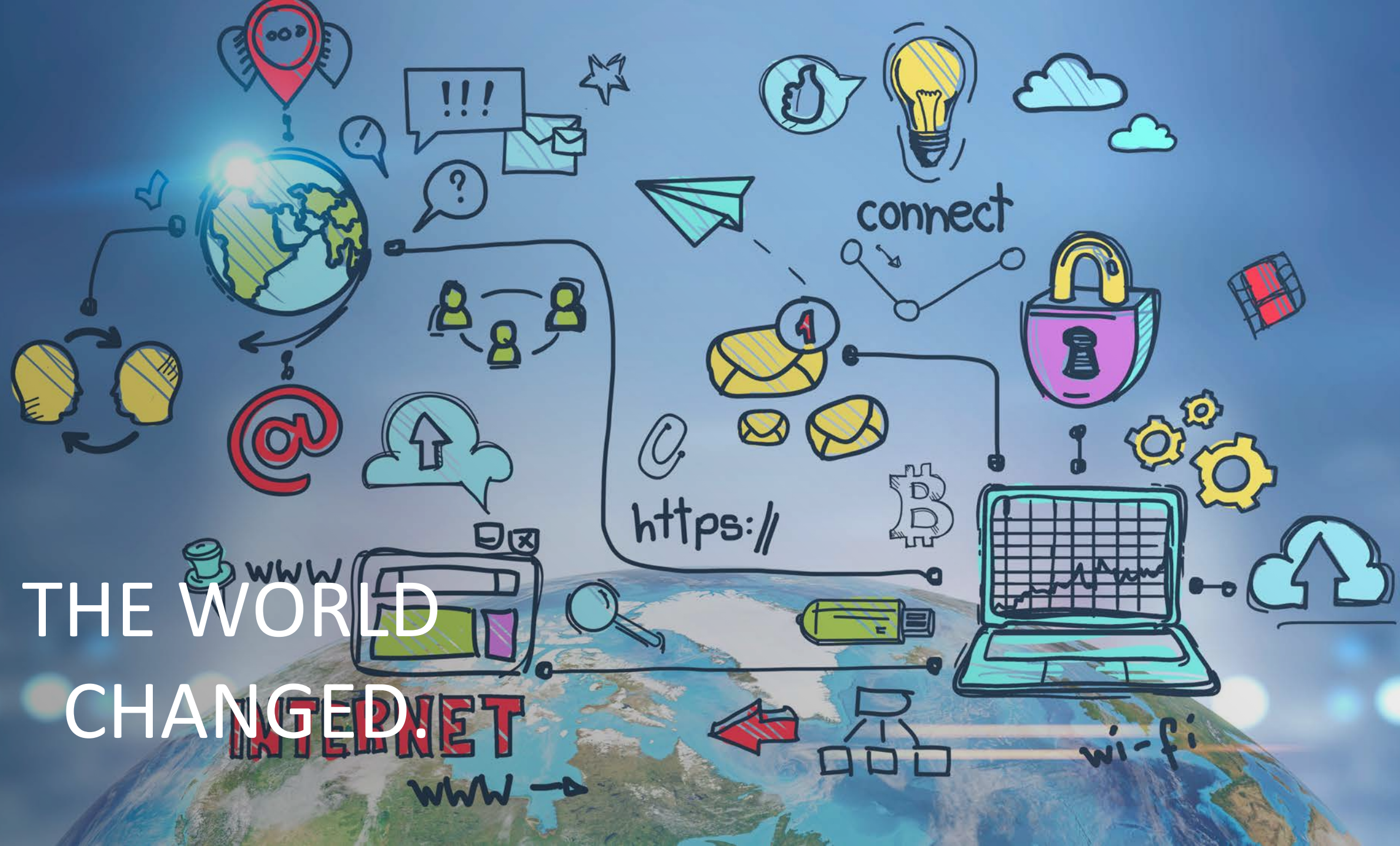
June 29, 2007

THE FIRST IPHONE WAS RELEASED.



THE WORLD
CHANGED.

INTERNET





EXPERIENCE GROWTH

September 4-6

So have YOU!

The credit union industry has changed over the years but the guiding principles of "people helping people" still remains the same. Today chapters are important in the big picture, working together to ensure Cornerstone thrives.

IT'S ABOUT CHAPTERS LIVING THE BRAND



BRANDING 101



 **CORNERSTONE**
CREDIT UNION LEAGUE



DIFFERENTIATION.

BRANDING 102

amazon.

The Amazon logo, featuring the word "amazon." in a white, lowercase, sans-serif font. Below the text is a yellow curved arrow that starts under the letter 'a' and ends under the letter 'n', pointing to the right. A small registered trademark symbol (®) is located to the right of the period.

**BRANDS HAVE GONE FROM
B2B & B2C
TO H2H**



Human to Human



CHAPTERS ARE THE BEGINNING
HUMAN TO HUMAN



VALUE

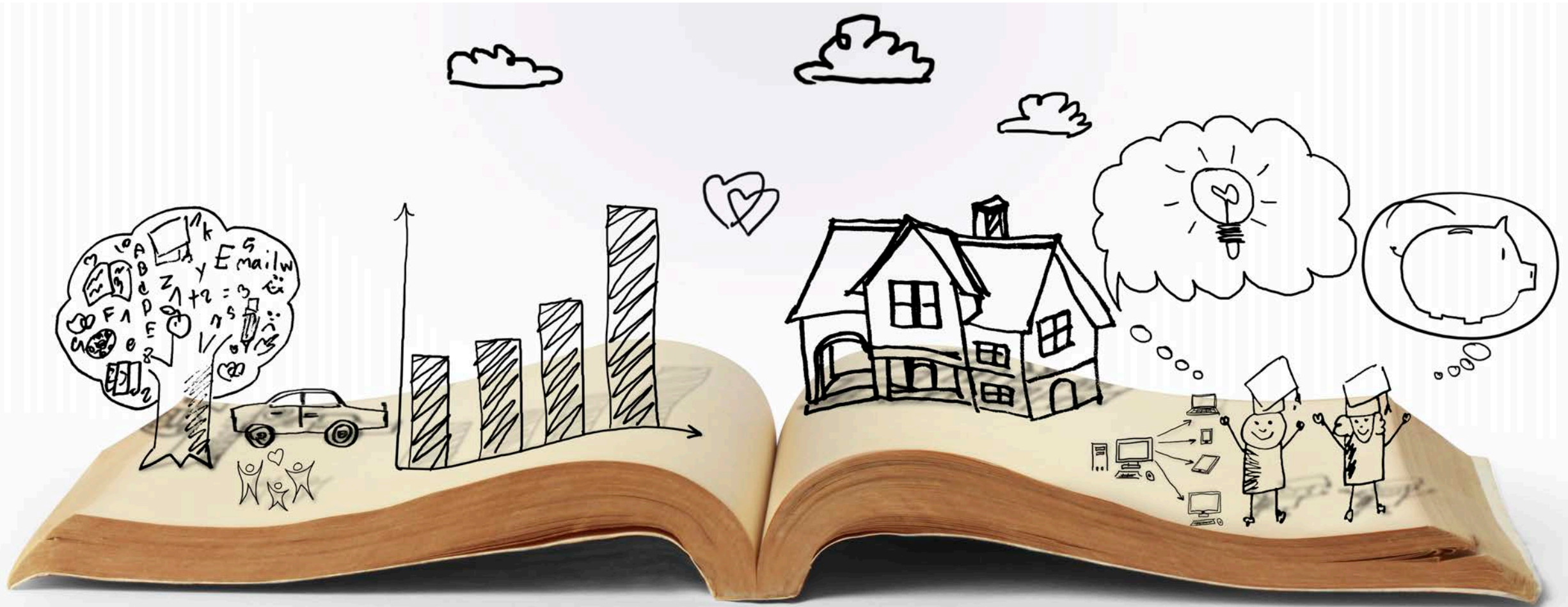
Brand


Promise

 **CORNERSTONE**
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Story

Tapping into stories that are part of the human experience is a powerful strategy to build deep brand identity and an instant connection



A photograph of two men in a modern office setting. The man on the left, wearing glasses and a blue checkered shirt, is smiling broadly and fist-bumping the man on the right. The man on the right, wearing a brown button-down shirt, is also smiling and reciprocating the fist-bump. In the background, there are large windows with a grid pattern, a woman working at a laptop, and a wall with colorful sticky notes. The scene is brightly lit, suggesting a positive and collaborative work environment.

**When you live the
Cornerstone Brand
your**

MEMBERS FEEL...



CONNECTED.



PROTECTED.



RESPECTED.

CPR ENGAGEMENT.

Breathing life into your organization

CONNECTED.



COLLABORATION
SUPPORT

Helping Hands



guide



SOLUTION

24 /





PROTECTED.



Trust.

Takes ownership.

Open communication.

Shared values.

Sense of pride.



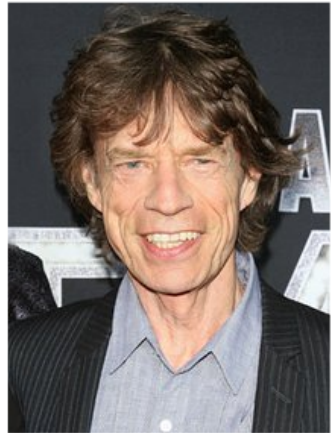
RESPECTED.

TRADITIONALISTS

1925 - 1945

Attributes

- 1922 – 1945
- Loyal
- Hierarchy
- Traditional
- Tech Challenged



BABY

BOOMER.

1946-1964

Attributes

- *Adaptive*
- *Optimistic*
- *Determined*
- *Goal-oriented*
- *Desires personal growth*
- *Self-improvement*
- *Focus on individual choices and freedom*
- *Adaptive to a diverse workplace*
- *Positive attitude*



GEN

X'ERS.

1965-1980

Attributes

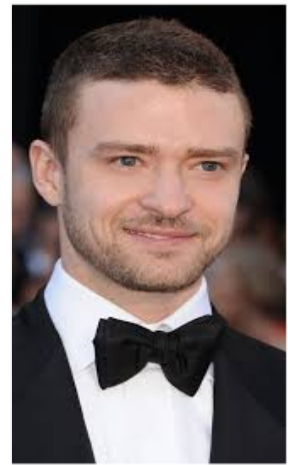
- *Adaptive*
- *Independent and self-reliant*
- *Determined*
- *Dedicated parents*
- *Understanding of money*
- *Strong survival skills*
- *Goal-oriented*
- *Desire personal growth*
- *Self-improvement*
- *Skeptical*
- *Adaptive to diversity*



MILLENNIALS.

1981-1997

- Attributes
- *Best educated of all generations — so far*
 - *Independent, yet team player*
 - *Optimistic*
 - *Ambitious*
 - *Open to new ideas*
 - *Social*
 - *Tech-savvy/digital generation*
 - *Innovative*
 - *Adaptive to a diverse workplace*
 - *Anxiety*





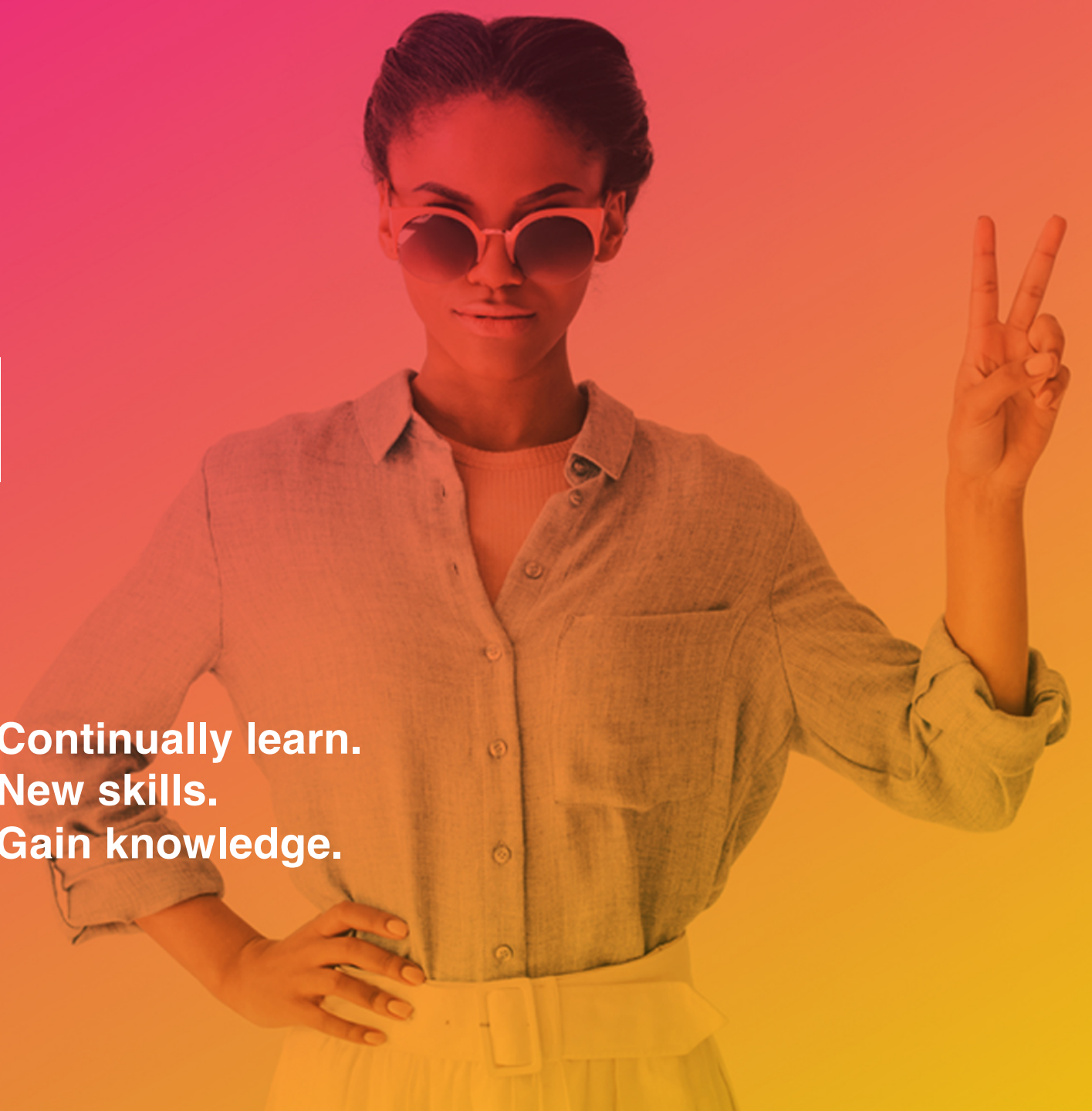
GENERATION Z.

Stop thinking in terms of

'OLD PEOPLE' &

'YOUNG PEOPLE'.

- Curious.
- Open to hear.
- New perspectives.
- Listen.
- Continually learn.
- New skills.
- Gain knowledge.





RESOURCE.



SEEK

DIFFERENT

PERSPECTIVES.



- If you want new ideas - if you want to grow...
- seek out those who see things from a different perspective.



thank
you.



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