

# ACT

to strengthen your credit union

<p><b>A</b></p> <p><b>AUTHENTIC</b></p>	<p><b>ANALYZE</b> your culture</p> <p><i>How is your credit union different? Special? Staff? Values? Personality? Core membership?</i></p>	<p><b>ALIGN</b> branding to your culture</p> <p><i>Does your public personae match the behind-the-scenes personae?</i></p>	<p><b>ATTRACT</b> your tribe</p> <p><i>Who is your ideal member, the ones who will relate to your culture?</i></p>
<p><b>C</b></p> <p><b>CONSISTENT</b></p>	<p><b>CLARIFY</b> your message</p> <p><i>What is the ONE thing your target audience should remember about your credit union?</i></p>	<p><b>COACH</b> your staff</p> <p><i>How can your staff relay that message?</i></p>	<p><b>COORDINATE</b> your communications</p> <p><i>How can all of your public communications relay that message?</i></p>
<p><b>T</b></p> <p><b>TRANSPARENT</b></p>	<p><b>TALK</b> in their language</p> <p><i>What does it take to simplify your products and offerings?</i></p>	<p><b>TAKE</b> their interest to heart</p> <p><i>What is the best solution for their problem (even if it means another FI's product)?</i></p>	<p><b>TRANSCEND</b> their perceptions</p> <p><i>How can your credit union rise above with member-first service?</i></p>