



ALICIA FIGUEROA

Branch Manager, Reliant Credit Union

Afigueroa@reliantcu.com

HIGH STAKES TALENT: FINDING AND RETAINING TOP TALENT

Brand and Brand Recognition: Attracting the Right Talent

Attracting high-stakes talent starts with building a strong, recognizable brand that resonates with potential candidates. A powerful employer brand not only draws in the best talent but also ensures they align with the mission, values, and culture of the organization.

- Participating in Job Fairs and Community Events
- Online Job Postings & Social Media Engagement
- Recognition as a Top Workplace

Core Values: Our core values—Accountability, Respect, and Teamwork (ART)—serve as the guiding principles for everything we do. These values are more than just words on a wall; they are integrated into every aspect of our business, from day-to-day operations to strategic planning.

- Accountability: Holding Ourselves to the Highest Standards
- Respect: Cultivating a Supportive Environment
- Teamwork: Achieving Success Together
- Integrating ART into Strategic Planning

Employee Retention: Keeping Our Top Talent Engaged and Motivated

Once we've attracted high-quality talent, the next challenge is ensuring they stay. Employee retention isn't just about offering competitive pay; it's about creating a fulfilling and supportive work environment that fosters long-term loyalty and growth.

- Awards and Recognition for Benefits
- Paid Volunteer Opportunities
- Helping People Achieve More Incentive
- Investing in Employee Growth
- Generous Benefits



800-724-9282 • reliantcu.com