

Driving Loyalty and Market Growth through Strategic Agility



For Internal Use Only



Rewards

CUSTOMER/MEMBER EQUITY

- Offer personalized experiences to strengthen member/customer relationships
- Implement loyalty programs and rewards
- Maintain consistent messaging and positive brand messaging
- Continuously improve product quality and member/customer service



INCREASE MARKET SHARE



Enhance digital services



Competitive fee structure

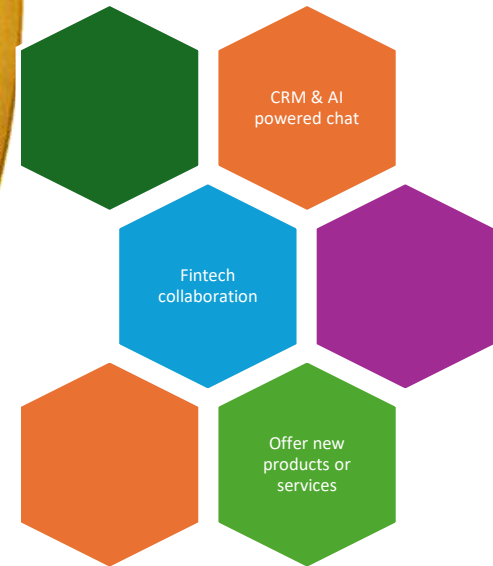


Strengthen member/customer
relations





INNOVATION AND EXPANSION





EMPLOYEE ENGAGEMENT

- Focus on recognition- reward & praise
- Invest in professional growth- tuition reimbursement
- Workplace well-being- mental, financial, and physical



Assign Responsibilities

Strengthen	Strengthen internal communication- chat, bridge line, and townhall
Provide	Provide autonomy and allow employees to make decisions
Improve	Improve employee experiences- create efficiencies and an inclusive workplace by cross training duties



BE AGILE WITH STRATEGIC GOALS

Embrace digital transformation- continuously update digital services, use AI-driven insights, and be scalable

Customer-centric agility- use data, respond to feedback, and adapt to needs

Leadership- encourage rapid but informed decision-making



Achieve Goals in a Changing Economy

Strengthen

- Strengthen risk management- enhance cybersecurity measures

Leverage

- Leverage data analytics

Promote

- Promote agile decision making at all levels of leadership





Thank you!

