



National Young Leaders Committee: Leading for the Future

May 4, 2007

In May 2006, the National Young Leaders Committee presented a strategy paper focusing on the development of future leaders to meet the future talent and leadership needs of the Canadian credit union system. The war for talent is increasing, competition within our industry is increasing, and the level of sophistication of our members is increasing. This makes developing future leaders critical for all credit unions.

The National Young Leaders Committee's vision is to make the credit union system the number one employer for young leaders in the financial services industry. To bring this vision alive, the committee is focusing on four key strategic goals: attracting talent, developing talent, retaining talent, and succession planning. The committee is delivering on four specific tactics over the next year as first steps to support the overall strategic goals and impact the development of leaders in the Canadian credit union system.

Firstly, the National Young Leaders Committee will be working to develop an inventory of young leaders within the credit union system. Identifying these future leaders will help us better understand how we are developing future leaders for tomorrow and act as a benchmark for where we are today. An inventory list will also facilitate the creation of a community for our young leaders. The community allows our future leaders to network and connect with their peers within the system. In the coming months, you will be receiving a request from the National Young Leaders Committee to identify your future leaders and ask them to put their names forward the national inventory.



Secondly, the group will be working on the development of a national job site. A career within the credit union system is a career that is second to none. However, we need to be able to articulate the value proposition of a career within the credit union system regardless of where in Canada you want to work. A national job site will also highlight the number of opportunities across Canada to our prospective leaders of tomorrow. It is important to have the branding for the credit union system as the number one employer while underscoring the breadth of opportunities across Canada.

The third project the committee will be undertaking is the pilot of a national mentoring program. The mentoring program will focus on connecting future leaders with leaders from non-competing credit unions to help them develop the skills to lead their credit unions in the future. This will also allow for the exchange of ideas and cross pollination of best practices. Not only will a mentoring program develop future leaders, it will also strengthen the overall credit union system through the exchange of innovation and great operational ideas. In the fall, the National Young Leaders Committee will be asking for volunteers for the mentoring pilot.

The fourth tactic is the creation of a Young Leaders Think Tank. There are many issues facing the credit union system; we need to leverage the creativity and unique perspective our future leaders to address these issues. Empowering and giving these leaders a voice will lead to their engagement while positioning them well for their future leadership challenges.

The Think Tank will be a series of forums targeted at the young leaders within the credit union system where they will tackle a specific system issue. The young leaders will debate and develop thoughts which will be fed back into the system for consideration. The first Think Tank forum will take place at the Marketing Spectrum Conference in the fall. More details will follow but we encourage you to engage your future leaders to participate in this forum and the future opportunities.

The National Young Leaders Committee believes it can make a difference but we need your support to make the strategies and tactics we are undertaking to be successful. To summarize, we are asking your support for the following:

(1) In the coming weeks you will be receiving a request to identify your future leaders in your organization to be included in the national Young Leaders inventory.

(2) We ask you to encourage your future leaders to join us at the upcoming Young Leaders Think Tank at Canadian Central's Marketing Spectrum Conference in the fall.

With your commitment and support we can become the number one employer of the young leaders in the financial services industry and develop the leaders we need to meet our future needs.

The National Young Leaders Committee:

Atkins, Tom	Manager, Program Development & Training	Nelson & District Credit Union
Atkinson, Michael (Chair)	Director, Investment Solutions	Vancity Savings Credit Union
Burk, Jody	Chief Executive Officer	East Kootenay Community Credit Union
Dau, Ron	Senior Manager, Marketing & Communications	Envision Financial
Dillon, Eric	Senior Vice President, Member Service	Common Wealth Credit Union
Jardine, Jackie	Assistant General Manager	NBTA Credit Union
Lesy, Sean	Executive Manager, Financial Services	Lloydminster Credit Union
Mancuso, Frank	Assistant Manager, Commercial Services	First Ontario Credit Union
McCoubrey, Eloise	Director, Business Banking Strategy	Vancity Savings Credit Union
McDowell, Sandra	Manager, Sales Marketing & Branch Operations	Powell River CU Financial Group
McGrath, Michelle	Regional Manager	Newfoundland & Labrador Credit Union
Munden, Cory	General Manager	Codroy Valley Credit Union
Mykytyshyn, Darcy (Vice-Chair)	Vice President	Community Savings
Patterson, Lisa	Manager, Human Resources	North Peace Savings & Credit Union
Reiniger, Nicole	Assistant Vice President, Finance	Common Wealth Credit Union
Selanders, Serese	Vice President, Operations	Saskatoon Credit Union
Sentes, Jason	Vice President, Finance	1st Choice Savings & Credit Union
Wieler, Gerry	Business Development Officer	Dufferin Credit Union
Wilson, Tom	Manager, Commercial Lending	Teachers Credit Union

For more information on the National Young Leaders Committee please contact:

Michael Atkinson
Committee Chair
michael_atkinson@vancity.com

Darcy Mykytyshyn
Committee Vice-Chair
dmykytyshyn@communitysavings.ca