



Cooperative Power

Reframing Competition, Collaboration & Leadership

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AACUC Mission & History

- Founded by a group of Georgia credit union professionals seeking to connect African American leaders in the industry.
- For over 27 years, AACUC has evolved while remaining committed to its mission:
 - **Increasing diversity in the credit union community through advocacy and professional development.**
- Has played a significant role in advancing diversity and supporting credit union professionals nationwide.
- Continues to be a respected and influential voice within the credit union movement.



Ongoing AACUC Employee Engagement Programming

- Commitment to Change Monthly Conversations
- DEI Leadership Academy for Financial Professionals
- DEI Assessment & Consulting Services
- Customized Credit Union Training & Workshops
- Cross Cultural Exchange Program



Cooperation or Competition?



Reality Check

Large players don't need to cooperate like smaller organizations

amazon

J.P.Morgan

The Common Belief

We compete
by choice

We cooperate
only when
necessary

So Where Does This Leave Credit Unions?



THE 8 COOPERATIVE PRINCIPLES

Guiding values that strengthen credit unions and the communities we serve.



VOLUNTARY & OPEN MEMBERSHIP

Credit unions are voluntary, not-for-profit financial cooperatives, offering services to people willing to accept the responsibilities and benefits of membership, without gender, social, racial, political, or religious discrimination.



DEMOCRATIC MEMBER CONTROL

Credit unions are democratic organizations owned and controlled by their members. Each member gets one vote, no matter their financial status, to help make the organization's policies and decisions.



MEMBER ECONOMIC PARTICIPATION

Members are the owners of their credit union and contribute to its capital. Members, not shareholders, benefit from their credit union's profits in proportion to their relationship and use of its products and services.



AUTONOMY & INDEPENDENCE

Credit unions are independent, self-reliant organizations controlled by their member-owners, not outside stockholders. When making business deals or raising money, credit unions never compromise their autonomy or democratic member control.



EDUCATION, TRAINING & INFORMATION

Credit unions provide education and training for members, elected representatives, and employees so they can contribute effectively to the cooperative. Credit unions place particular importance on educational opportunities for their volunteer directors, and financial education for their members.



COOPERATION AMONG COOPERATIVES

Credit unions serve their members most effectively and strengthen the cooperative principles by working with other cooperatives through local, state, regional, national, and international structures.



CONCERN FOR COMMUNITY

While focusing on member needs, credit unions work for the sustainable development of communities, including people of modest means, through policies developed and accepted by the members.



DIVERSITY, EQUITY & INCLUSION

Credit unions support diversity, equity and inclusion as a shared credit union cooperative principle and continue to have a responsibility and take a leadership role in building and serving more diverse, equitable and inclusive communities.

Credit union leaders must make cooperation...

Feasible

Achievable

Appealing



The Case for Cooperation



- Credit Unions must cooperate to compete
- Cooperation is a necessity
- Cooperation is a natural behavior

Four requirements for successful cooperation

Familiarity

Trust

Commonality

Reciprocity

Leaders must support cooperation



- Create the conditions
- Be honest about reality
- Promote collaboration

Cooperation expands what is possible

- New ways to cooperate
- Lessons from peers
- Exposure to other cooperative organizations



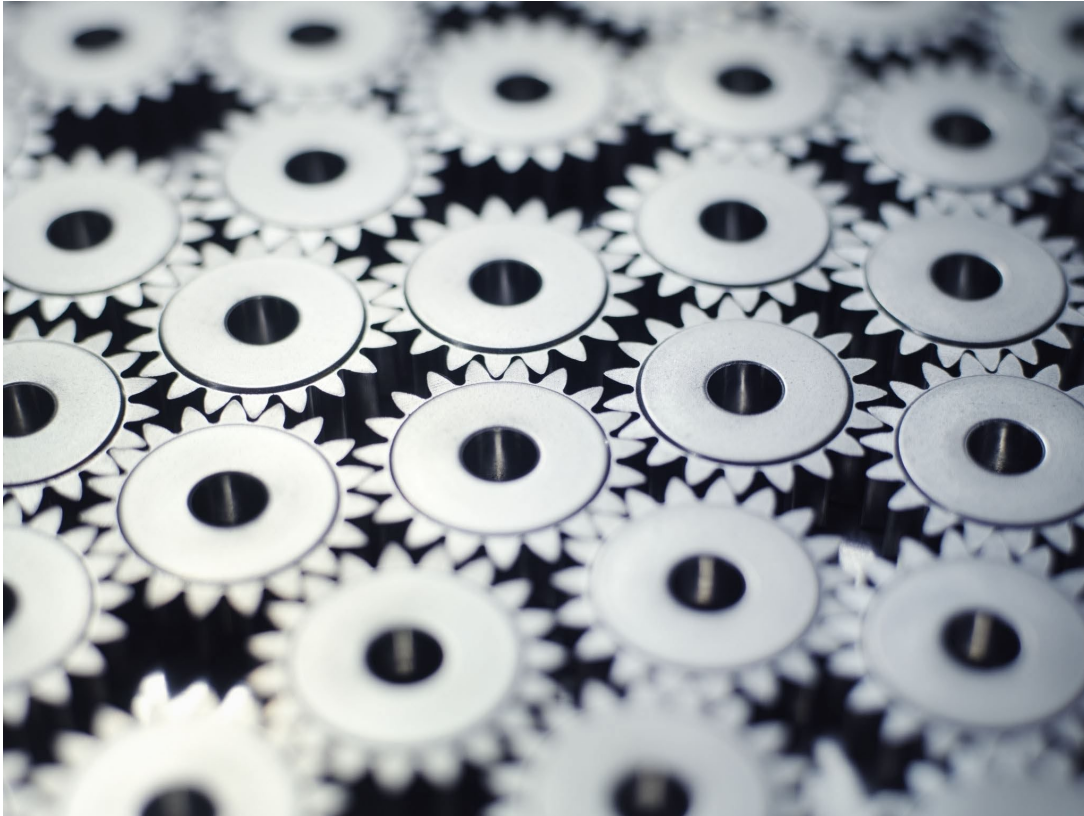
Infinite possibilities with cooperation



Credit Unions Should Lead



How to make cooperation possible



- Align support organizations
- Expand what credit unions can see
- Enable community leadership

Be Bold. Be Mindful. Be Brave.

Thank You
for Participating
in this Session!



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Certified Diversity Professional