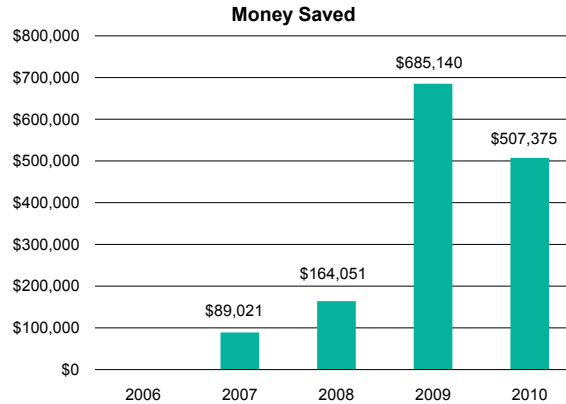


In a facilitated strategic planning session, the leadership team of this client determined aggressive growth goals while wanting to maintain their financial strength. They knew if they wanted to accomplish these goals, they would have to differentiate themselves in their marketplace through excellent service. They studied service organizations outside of the financial industry (i.e., Disney and The Ritz-Carlton Hotel Company) and believed they could further accomplish their growth goals by focusing on the selection and fit of their team members organization wide, as well as creating a culture that embraced talent. By setting goals and measurement, they were able to move the needle toward the change they were seeking. They were able to accomplish their goals through their focus on and investment in talent.

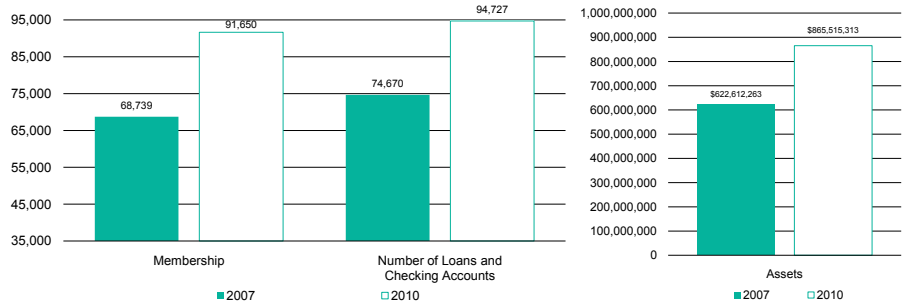
They began to work with Talent Plus, beginning their journey as a Talent-Based Organization[®] through utilizing the Customer Development and Service (CDS), Profit Center Manager (PCM), Sales, Supervisor and Executive Interviews. The next year, they began to layer other services beginning with CultureView[®] and developmental work (i.e., coaching and Human Capital Balance Sheet[®]). Today, each individual has been through a Talent Plus interview appropriate for their role.

Sources:
 *U.S. Bureau of Labor Statistics
 **Donna Carson, *Credit Union Management*; April 2006, Vol. 29 Issue 4, pgs. 68-70.
 ***Cutting Edge Information, PR Newswire, released April 2, 2010.

The outcome today? Turnover has gone from 36% in 2007 to 24% in 2010. With the reduced turnover in 2009 and 2010, in just two years, they have saved over \$1 million.



Growth for this client continues. By holding out for talent, their team members are both talented and more productive.



(FTEs for 2006 were 230; 2007, 241; 2008, 266; 2009, 265; 2010, 275.)

This client has decreased turnover and been able to accomplish their goal — *growing through providing excellent service*. In fact, they have saved **nearly \$1.5 million** through this reduction in turnover. “We know that long term employees provide better customer service to our members,” says their executive vice president. “Even through the recent economic downturn, we have continued to grow.” The leadership team sees the current staff as a very resilient group – individuals capable of taking them to their next long-term goal.