



intouch

LEARNING... SIMPLY PART OF YOUR DAY

Building Brand YOU

Brand identity. Next to its people, brand identity is a company's most business-critical asset. Why? Because it speaks to reputation, people's "experience" with that company, with its standards, whether they relate to product quality, service excellence, price competitiveness or any combination thereof.

You may not have thought about it before, but you have a brand, too. That brand speaks to the professionalism,

integrity and competence that you bring to your work.

So, think for a minute. What is YOUR brand identity? Do you have a strategy for enhancing and refreshing your brand? If you were to undertake a competitive brand audit, how would you fare? Would your brand have gaps that need repair?

Much of this issue of *In Touch* is "all about you". It is filled with ideas about

how you can build your own brand strategy and enhance your personal brand equity. Read what your colleagues in other credit unions are doing to boost their brand identities.

It's fall. A new year is looming. Take some time to reflect. Then, use some of the ideas in this newsletter to craft a strategy – chart a map – that enhances Brand YOU.

Vantis Credit Union Pilots Innovative Approach to Leadership Development

"Gillam, the most remote of our nine branches, is a 2 hour flight or 12 hour drive from our corporate office in Winnipeg; from our Thompson branch, it's a 4 hour drive. Our Canadian geography poses a real challenge in terms of how we approach developing our employees in any role. So, I needed a new model for training, coaching, and growing our employees."

Dealing effectively with geography was the catalyst that drove **Leeann Thompson**, Manager Training and Development at Vantis Credit Union (MB) to search for a solution. "There were other factors, too," she continued. "Our employees were asking for development opportunities and we, as an organization wanted to be able to respond. Like every other organization, we wanted a solution that would help us meet our development needs and effectively manage our resources in terms of time and cost."

For Vantis, the training and development solution needed to satisfy these criteria:

- Convenience
- Minimize hard and soft costs associated with travel
- High value in terms of affordable price and impact on performance.

The Solution

"The answer just hit me! At the end of a *CUSOURCE*™ webcast on the courses from Harvard (Business School Publishing), we were encouraged to try the Harvard ManageMentor® demo in the *CUSOURCE* Catalogue. I did. The solution to my problem became obvious. What could be easier than using Harvard ManageMentor to start our leadership development!"

Leeann sorted the 33 topics included in ManageMentor into three levels. "In Level 1, I put 13 topics that I felt were "core knowledge" for any manager, starting with *Becoming a Manager*. I also proposed that they be taken in a specific sequence. The training group could then decide the order in which topics in Levels 2 and 3 would be covered, but all subjects in Level 2 would have to be covered," Leeann explained.

Other Elements

Each manager invited to participate in the development program would sign a contract, committing to the work involved. The group would meet via weekly conference calls (sometimes every second week depending on depth of material) for 45 to 60 minutes to

review the assigned ManageMentor and to discuss:

- a nugget from their additional reading on the topic
- their plan for and success in applying the concepts to their daily work.

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Vantis pilots...

Learning – Something You Create, Not Consume.

“This transfer of knowledge into practice is so important to me,” Leeann said passionately. “My personal mantra is that ‘Learning is creation; not consumption’. Anytime you learn something, it is only knowledge until you apply it. Then, it becomes learning.”

“Each individual has to learn how to create learning for him or herself. Part of the challenge for those of us who are coaching and mentoring from a distance is being able to observe this transfer-to-work stage. So, in our sessions I ask participants to share how they plan to incorporate what they have just learned into their work; then, the following week I ask for an example of their success in doing that.”

Did Her Plan Meet the Criteria?

Leeann felt quite confident when she presented her plan to Vice President and Chief Operations Officer, **Phil Deutscher**. “ManageMentor® was meeting all of our needs. Because the mentors are on the web, the training is cost effective in terms of travel and content. Imagine, \$880 for 4 of us (in the pilot) to access the learning material for a year! Plus, the links for the extra reading are phenomenal! It just worked perfectly for us.”

Phil listened and approved the plan. Then, he went one step further. He acted on Leeann’s request that he participate in each conference call.

Executive Support – Reinforces Importance and Adds Value.

“While Phil and I take a team approach to these training sessions,” Leeann explained, “Phil leads the conference call. He listens intently. He asks pertinent and sometimes, tough questions. He provides feedback and gives examples drawn from his own experience. The value associated with his participation works two ways – the participants gain and so does he. At the end of each call, Phil and I debrief so that we can take our learning forward to the next call.”

Career Pathing for Managers

Leeann is piloting Vantis’ manager development program with three individuals, all of whom are in branch locations. One is new to managing people, another is in a small branch in northern Manitoba and

the third has been a manager at Vantis for a year. The group started their program in April with *Becoming a Manager*. “This mentor is an excellent orientation making it a very good starting point for us,” Leeann commented. “We all thought the emotional intelligence section was amazing and are reading more about it. We spent about 4 weeks on this mentor, getting our footing and establishing procedures.”

Having taken the summer off, the focus of the first September call was *Managing Difficult Interactions* in Level 1. “We’ll finish by the end of the year, then plan something special for our first three participants. Ultimately, we want this training and ManageMentor to become part of the career pathing for employees who want to become managers.”

Enthusiasm Contagious

“One of the rewarding aspects of this pilot,” said Leeann, “is that as other managers learn about it, they want to know when they can get involved! The enthusiasm of our pilot group has been contagious.”

3-Way Win

“We have really got the value from this program in all of the areas that were important to us. We wanted a quality program that added value, we got that in ManageMentor. We wanted a process that was flexible – that fit our need for convenience. We have that. We wanted a program that saved us time and costs. We got that, too. Definitely a win-win-win!” With those words, Leeann said it all.

To Learn More

To learn more about Vantis’ approach to leadership development, e-mail Leeann at ltompson@vantis.mb.ca or speak with her directly in a *CUSOURCE™* Live national webcast on November 8 at noon EDT. To enroll, click on **CL-Info National Webcast** under **New Learning** in the *CUSOURCE* Catalogue.

For information about ManageMentor, go to www.cusource.ca. Click on **Course Catalogue**, **e-Learning**, then **Harvard**. A license for access to the 33 topics is \$220 per subscriber/per year. For a free demo, go into the Catalogue. Click on **Search**. Enter DEMO-HARV-HMMP in the **Code** field. Then, click **Search**.

Continued from Page 1

Creative Approach to ManageMentor

Leeann sorted the 33 ManageMentor topics into 3 levels, Level 1 being core knowledge:

Level 1 Core Knowledge Take in Sequence

- Becoming a Manager
- Leading a Team
- Leading & Motivating
- Coaching
- Giving & Receiving Feedback
- Managing Difficult Interactions
- Keeping Teams on Target
- Retaining Valued Employees
- Setting Goals
- Managing Your Time
- Managing Workplace Stress
- Assessing Performance
- Delegating

Level 2 Sequence Determined by Group

- Capitalizing on Change
- Focusing on Your Customer
- Negotiating
- Running a Meeting
- Writing for Business
- Managing Your Career
- Dismissing an Employee

Level 3: Wish list (Determined by Group)

- Budgeting
- Finance Essentials
- Managing Crises
- Marketing Essentials
- Preparing a Business Plan
- Project Management
- Solving Business Problems
- Managing for Creativity & Innovation
- Making a Presentation
- Working with a Virtual Team
- Hiring
- Managing Upward
- Laying Off Employees

More Programs. More Credentials.

Credentials. Today everyone wants to see them. The public. Employers. Why? Credentials convey at least some measure of competence and therefore, increase our expectations of professionalism and performance. Imagine sitting in a doctor's or dentist's office and not seeing any evidence of his or her credentials. How comfortable would you feel?

Just two years ago, there were only three national professional development programs available through *CUIC*[®]: Sales & Service Representative Accreditation (in-branch and Call Centre), General Business Studies and Management Studies programs. Since the inception of *CUSOURCE*[™], the list of certificate, accreditation and professional designation programs has continued to grow. Over time, *CUSOURCE* will add more programs so that you have more opportunity to add to your professional credentials.

Each *CUIC* program is made up of individual courses that address the broad scope of knowledge, skills and behaviours (competencies) needed to succeed in a variety of roles. For example, the lending programs include courses relative to lending, but they also include courses that address written and oral communication skills, ethics, and general business acumen. Some courses are available via the web; some in facilitated face-to-face workshops and some, like the *CUIC* courses, are self-study or may be completed in a paced, online cohort.

Different Needs. Different Solutions.

Experts say that adults learn best “at the moment of need”. “I need to know how to make a PowerPoint Presentation right now” or “how to calculate the future value of \$X right now”. Web or e-courses let you respond to these situations. They allow you to learn “just-in-time”. You're in control of the “when, where and how much” you learn. Instructor-led courses give you a different kind of learning experience, often building on your previous learning and experience. Some concepts are easily presented in web-format, but others need the challenge, information-sharing and richness associated with face-to-face learning.

Cost and Time Efficient

In the case of the lending programs, some of courses that are required for one program carry over into another. The NETg communication courses are an example. Another example is the *Consumer & Residential Mortgage Lending* course (CU00-210 paper and CU01-210 web). By passing the exam for this course, you meet a course requirement for the **Consumer & Residential Mortgage Lender (accreditation) Program** as well as a required course in the **Management Studies (designation) Program**.

This “laddering” among programs is time and cost efficient. It recognizes the scarcity of both resources in both our professional and personal lives.

Programs are Road Maps

“Where do I start? What do I do next? Where is this leading?” Use a program as a road map to give you direction and a sense of accomplishment.

You can enroll in a *CUIC* program at any time on the *CUSOURCE* LMS. It doesn't matter if you are just starting a program, whether you believe you have completed all of the program requirements or you are somewhere in between. However, to graduate or be officially recognized as completing a program, you need to enroll in it and pay the appropriate certificate/designation fee.

Power-Up Your Brand

The completion of any of these programs says a lot about You. They give your brand muscle. The credentials add weight. *CUIC* designation program graduates add the letters “FCUIC” and/or “ACUIC” after their name. These, along with other academic and/or work-related credentials add the stamp of professionalism to your brand that can yield results. Many *CUIC* program graduates will tell you that they were promoted to more senior positions not solely based on their *CUIC* designation, but because of the strength it adds to their brand.

For more information about any of these programs, visit www.cusource.ca. Click on **Course Catalogue**, then on **Programs**.

Program	LMS Course Code	Accreditation/Designation
Accreditation Programs		Accreditation conferred jointly by <i>CUIC</i> and Dalhousie University
Sales & Service Representative Accreditation Call Centre Agent Accreditation	CU00-SSRACC CU00-CCACC	Accredited Sales and Service Representative Accredited Call Centre Agent
Commercial Lending Administrator	CUIC-DES-CLA	Accredited Commercial Lending Administrator
Commercial Lender	CUIC-DES-CL	Accredited Commercial Lender
Consumer & Residential Mortgage Lender	CUIC-DES-CRMLAP	Accredited Consumer & Residential Mortgage Lender
Professional Designation Programs		Designation conferred jointly by <i>CUIC</i> and Dalhousie University
General Business Studies	CUIC-DES-GSP	Fellow of the Credit Union Institute of Canada (FCUIC)
Management Studies	CUIC-DES-MSP	Associate of the Credit Union Institute of Canada (ACUIC)

Networking... a Powerful (and fun) Way to Enhance Brand YOU.

Seventy percent (70%) of what we learn we acquire “informally” that is from on-the-job experience, magazines, talking with each other – our peers, supervisors, managers, subject experts – in a variety of settings: at conferences, on the Internet, in the staff room, at meetings, over the phone, over lunch. Through the *CUSOURCE*™ Credit Union Knowledge Exchange you can access many informal learning opportunities, including one of the most powerful – networking. What a dynamic, fun way to broaden and deepen the kind of knowledge and information that enhance Brand YOU.

Networking

National webcasts: Talk with subject experts, share ideas and experiences with your peers on a host of topics. To check out the National Webcast Schedule, click on Knowledge Network at www.cusource.ca. You'll see that guests include CMHC, Leeann Thompson (Vantis Credit Union) and many others. To enroll in a free webcast, click on CL-INFO *CUSOURCE* Webcast in the Catalogue.

Communities of Practice and Discussion Groups: With 21,000 people working in the credit union system, we have a huge pool of experience, knowledge and information. Tap into it. Contribute to it. Pick up the threads of discussion or create a new topic or thread in any one of several

online Communities of Practice or other Discussion Groups (under Personal Development on the left of the Knowledge Exchange screen.)

Information Rich Websites, Glossaries, Newsletters

The Knowledge Exchange is designed for quick and easy access to information. Here is just one example.

Risk Management Associates (RMA, formerly Robert Morris Associates)

The *Annual Statement Studies: Financial Ratios Benchmark* and *Industry Default Probabilities* are two of the **Industry Resources** available to Canadian lenders through the credit union system's membership in RMA. RMA's *eMentor*™ provides lenders with desktop access to information and tools that can help mitigate risk. The Statement Studies are just one item on a menu of topics under the Industry Resources tab on the eMentor home page. The **Business Process** and **Special Topics** tabs present you with a different menu of subjects. Access *eMentor* from the **Knowledge Exchange**. Look for the RMA link under **Lending and Risk Management**.

“I really get a lot of value from the national webcasts. For example, the one today on project management helped me fill in the educational gaps for a current position posting. Thanks for your great work.”

— **JoAnn Carr**, Interior Savings (BC)

“I have been reading RMA publications for the past twenty-seven years and continue to do so. The financial ratio Statement Study covers all the major industries and the Commercial Lending Journal is a must read for all serious commercial lenders. RMA's industry lending papers are well researched and written. They educate new and experienced lenders about the opportunities and associated risks in many industries to which they lend.

“Many of my replies (especially to the newer Commercial Account managers), have copies of these papers attached. When I get enquiries from the staff in the field on potential new lending opportunities in areas where we have little or no experience, I research the library of RMA lending papers which I have accumulated and send out copies to the CAMs. RMA is probably the best bargain on *CUSOURCE*. I strongly urge all lenders to investigate it and use it.

“Thank you, *CUSOURCE*, for the excellent work you do for our industry. Keep up the good work!”

— **Karl P. Dopf**, FICB, BA, AMP
AVP Commercial Credit

Prospera Credit Union &
Ubiquity Bank of Canada



Continuing Education Credits Refresh Your Brand

Many professional organizations require continuing education (CE) credits to support their designations or licenses. It's a means of ensuring that as a professional, you are continuously "refreshing" your education.

Some courses in the *CUSOURCE*™ Catalogue count for CE credits with various professional bodies. For example, *Preventing and Detecting Money Laundering* counts for 4 CE

credits and *It's a Matter of Privacy* for 2 CE credits with the Financial Planners Standards Council and the Canadian Institute of Mortgage Brokers & Lenders (CIMBL).

CUSOURCE will continue to contact professional bodies (provincial Insurance Councils, Advocis, etc.) to determine which of the courses in the *CUSOURCE* Catalogue will assist with meeting CE requirements.

Professional bodies provide guidelines for CE credits. With the proliferation of courses on the market, individuals are frequently asked to self-evaluate the value of a course/program relative to the credential. It is important that you contact the designation body to clarify your understanding of what courses might satisfy CE requirements.

Professional Body	CE Credits
<p>Financial Planners Standards Council (FPSC) Requires 30 CE credits per year: 20 technical; 10 general. www.cfp.org</p>	<p>There are a number of "relevant" courses in the <i>CUSOURCE</i> Catalogue (e.g., Ethics for Lenders: Choosing Between Two Rights), including those in the Management Studies Program will likely count toward "General" CE credits. The FPSC has more structured guidelines for "Technical" credits. The money laundering course available through <i>CUSOURCE</i> counts for 4 technical CE credits; the privacy course for 2 general CE credits.</p> <p>Visit the FPSC's website for details.</p>
<p>CIMBL 6 CE credits per year www.cimbl.ca</p>	<p>CIMBL has assigned CE credits to almost every course in the <i>CUIC</i>® Consumer & Residential Mortgage Lender Program, including web courses from NETg and Harvard Business School Publishing and Instructor-Led courses. We strongly encourage you to check out the website for more information.</p> <p>CU00-340 <i>Credit Union Advanced Mortgage Lending</i> qualifies for a total of 12 CE credits. Six would be used in the current year; 6 would apply for the following year.</p>

NETg Project Management Courses Lead to Certification

NETg is a registered course provider with the Project Management Institute (PMI) which offers the *Project Management Professional* (PMP®) certification program. To qualify for this designation, individuals must meet specific experience and academic qualifications, as well as pass a certification exam. The NETg online course library includes a number of project management courses, 11 of which are in the *CUSOURCE* Catalogue. These eleven courses are preparatory courses for the PMP certification exam.

You'll find more information on the *CUSOURCE* Credit Union Knowledge Exchange under Professional Institutes or Search for PMI.

Changes in NETg course library

Each fall we have an opportunity to change the mix of NETg courses that are available on the *CUSOURCE* LMS. We analyze current course usage and consider the requests for various topics that we have received throughout the year. Stay tuned for news.



ACCREDITED CREDIT UNION SALES AND SERVICE REPRESENTATIVES



MB
Catherine Haasbeek
Accredited Sales &
Service Rep.
Westoba



MB
Melissa Jansen
Accredited Sales &
Service Rep.
Westoba



MB
Crystal Kwiatkowski
Accredited Sales &
Service Rep.
Westoba



MB
Marjorie McMillan
Accredited Sales &
Service Rep.
Westoba



MB
Lynda Clayson
Accredited Sales &
Service Rep.
Westoba



SK
Nicole Guy
Accredited Sales &
Service Rep.
Southwest

CONGRATULATIONS TO ALL THE GRADUATES PICTURED ABOVE AND TO:

Adele Bamford
South Interlake
MB

Karina Thompson
Heartland Community
ON

Eloise Gosnold
Westoba
MB

Tammy Birnie
Plainsview
SK

Hailey Reid
Heartland Community
ON

Pat Olsen
Spectra
SK

CUIC® FELLOW DESIGNATES



AB
Shaun Henry,
FCUIC,
Account Manager
Chinook



BC
Heather Folden,
FCUIC,
Member Service Rep.
East Kootenay



MB
Sara Maguire,
FCUIC,
Consumer Loans Admin.
Steinbach



NS
Gina Green,
FCUIC,
Database Mktg. Analyst
Credit Union Central



ON
Tammy Bettencourt,
FCUIC,
Finance Mgr. Assistant
Unigasco



SK
Melanie Matweow,
FCUIC,
Controller
BCU Financial



SK
Jereld Pratt,
FCUIC,
Marketing Coordinator
Credit Union Central



SK
Michelle Stein,
FCUIC,
Investment Specialist
Moosomin



SK
Brandie Appel,
FCUIC,
Account Mgr. Lending
Prairie Centre



SK
Sean Purdue,
FCUIC,
Wealth Mgmt. Rep.
Weyburn

CONGRATULATIONS TO ALL THE GRADUATES PICTURED ABOVE AND TO:

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Gimli
MB

CUIC® ASSOCIATE DESIGNATES



MB
Ryan Tebbutt,
 FCUIC, ACUIC
 Branch Manager
 Vanguard



SK
Cheryl Hauk,
 ACUIC,
 Loans/Deposit Clerk
 Horizon



SK
Lynn Kerr,
 FCUIC, ACUIC
 Business Dev. Mgr.
 Prairie Centre

CONGRATULATIONS TO ALL THE GRADUATES PICTURED ABOVE AND TO:

Jean Leblanc, ACUIC
 CP de Sturgeon Falls
 ON

CUIC® Professional Credentials + Academic Credentials = Stronger Brand YOU

You can leverage your *CUIC* credentials towards academic credits at Canadian colleges and universities. Did you know that:

- Colleges across Canada will grant Accredited Sales and Service Representatives credits in their business certificate programs? For information, go to www.cusource.ca. Click on *CUIC*, Designations, Accredited Sales & Service Representative.
- *CUIC* Fellow and/or Associate designates can apply their courses to a Certificate and/or Diploma in Management Studies at Medicine Hat College regardless of the province in which they live? Having earned the Diploma, Athabasca University – Canada’s Number 1 online university – will award a block transfer of 60 credits toward a 90 credit Bachelor Degree in Management. Visit www.cusource.ca. Click on *CUIC*, then Leverage Your Designation.
- You can apply your Associate designation and additional *CUIC* (or other) courses for acceptance toward a Bachelor degree in Applied Financial Services at Lakeland College regardless of the province in which you live? For more information, visit www.cusource.ca. Click on *CUIC*, then, Leverage Your Designation.
- Other colleges and universities will recognize *CUIC* courses, too. If you are applying for admission into a college or university program, ask us for a *CUIC* transcript.

JUNE 2005 CUIC® EXAM REPORT

Summary of Exam Results for June 2005

CU00 Exams	Number of Examinees	% Who Scored 60% or More	Highest Mark (%)	Average Mark (%)
Accreditation	6	6	84	78
CU00185	106	97	92	74
CU00200	107	90	96	72
CU00210	136	126	91	72
CU00225	7	7	87	80
CU00235	6	6	75	72
CU00240	54	47	85	70
CU00315	7	7	86	73
CU00325	38	38	92	76
CU00340	16	15	87	73
CU00345	30	30	88	76
CU00346	13	13	85	76
Total	526	482		

Total sites: 123

For the CUIC 2006 Exam Schedule click on CUIC at www.cusource.ca.

TOP SCORERS IN LENDING COHORTS

Congratulations to the following individuals who scored the highest grade in their cohort.

Fall 2004 Commercial Lending Cohort (CU01-345-Cohort)	Spring 2005 Commercial Lending Cohort	Spring 2005 Consumer & Residential Mortgage Lending Cohort (CU01-210-COHORT)
<p>Anthony Gioiosa, Southwest Regional (SK) and Beth (Elizabeth) Gibbs, Espanola (ON) tied for top honours. Beth described her learning experience as a cohort participant:</p> <p>"The cohort provides a great learning atmosphere. Being able to draw on the experience of others enhances the course material. I hope more of the courses are offered in this format in the future!"</p> <p>— Beth</p>	<p>Lisa Caputo, Capital City Savings (AB)</p> <p>"Because the course was so helpful and practical, I am able to apply the concepts in my new position as Commercial Account Manager at Capital City Savings. The facilitator was very knowledgeable and insightful. I recommend the course to anyone interested in pursuing a career in commercial lending."</p> <p>— Lisa</p>	<p>Patsy Chernenkoff, Castlegar Savings (BC)</p> <p>"The entire experience was a positive one. I was able to work at my own pace within the guidelines set by the course outline, network with other participants and get valuable feedback from the facilitator. The information covered in the course was relevant and well-presented and the technical support was prompt and helpful."</p> <p>— Patsy</p>

For information about Cohorts, click on **Course Catalogue** at www.cusource.ca.

TOP SCORERS

Congratulations to the following individuals who scored the highest grade nationally in their respective *CUIC* course exam.

COURSE	NAME	CREDIT UNION	PROVINCE
Accreditation	Christine Wirstuk	Servus	AB
CU00185	Curtis Hall Diane Haverstock	Conexus Conexus	SK SK
CU00200	Heather Muchowski Petere Hoffschild	Common Wealth Kootenay Savings	AB BC
CU00210	Ilka Brake Kim Raham	Island Savings Vancouver City Savings	BC BC
CU00225	Monique Drisdelle	Capital City Savings	AB
CU00235	Rick Cooney	Sunshine Coast	BC
CU00240	Patricia Sears	Newfoundland & Labrador	NL
CU00315	Jacques DeCorby	Moosomin	SK
CU00325	Cathy Smelsky	Horizon	SK
CU00340	Ryan Tebbutt	Vanguard	MB
CU00345	Tom Murray	Nelson & District	BC
CU00346	Perry Wishlow Paul Kuntz	Churchbridge Conexus	SK SK

Changes for 2006

Effective January 1, 2006:

- employees who enroll in the Sales & Service Representative Accreditation Program will need to pay the \$100 certificate/designation fee during the enrollment process, similar to employees enrolling in any other *CUIC* accreditation or designation program
- the *CUIC* exam re-write fee will be \$200

Course Revisions

In 2006, *CUSOURCE*™ plans to release revised editions of:

- Credit Union Products and Services* (CU00-185)
- The Credit Union System* (CU00-200)
- Credit Union Strategic Management* (CU00-315)

While final pricing has yet to be determined, the base cost of these revised courses in paper format will likely be \$450, including one *CUIC* exam sitting. A university text book may be added to the learning material for CU00-315. *CUSOURCE* will work with a combination of credit union people and academics to produce high quality, relevant learning material. Watch for information later this year and early 2006.

Where Are You?

One of the benefits of the *CUSOURCE*™ LMS is that you have more control over what you learn and when. However, where it comes to your e-mail and snail-mail addresses, you have **complete** control. While we can communicate with you via your *CUSOURCE* My InBox on the Knowledge Exchange, there are times when we need either your external e-mail or snail-mail address. This latter information is important when you order a *CUIC*® course study guide, if you are expecting *CUIC* exam results, for receiving this newsletter. Keeping that information current, accurate and complete is in your hands, plus, it helps us serve you better.

Please, tell us where you are by updating the details in My Profile on the LMS. To do this, login to www.cusource.ca; click on **My Profile** in the green horizontal navigation bar; update any information then click on **Save** at the bottom of the screen. For snail-mail, please use the template below and please, use your work address. If a home address is absolutely necessary, enter HOME ADDRESS in the

first line. The *CUSOURCE* system automatically provides the name of your credit union/employer.

Address: Enter Street Address or Branch reference e.g., Corporate office

Address 2: Suite number, floor number

P.O. Box: Enter "P.O. Box #####"

City: City, town

Province: Please select the correct one!

Postal Code: Complete this line.

In What Position Are You?

While you are updating the information in My Profile, please update your Job Category(ies), too. If your work includes several of the categories listed, just hold down the Control (Ctrl) Key and click on the appropriate Categories.

Click **SAVE** at the bottom of the screen. There. You're up to date! Thank you!



e-Ratings

B.J. Birch and **Kim Lapensee** were impressed with *Managing Difficult Conversations* and *Influencing & Motivating Others*, two of twelve courses from HBS's **Essential Leadership Series**. Read their comments, then glance at the other Harvard titles in the *CUSOURCE* Catalogue at www.cusource.ca. Click on **Course Catalogue, e-Learning, Harvard**.

Rating: 1 to 5 1 = poor, 5 = excellent	Harvard course title: <i>Managing Difficult Conversations</i> B.J. Birch , Commercial Loans Officer, Westoba (MB)	Harvard course title: <i>Influencing & Motivating Others</i> Kim Lapensee , Senior Financial Officer, Assiniboine (MB)
Content	4	5 – This was my first leadership course so it was all new information for me.
User friendliness	4	3 – It was a bit difficult navigating at first as I wasn't sure where to start.
Was there a feature you really liked?	The "not visited/visited/completed" feature to let you know exactly where you left off when you re-enter the course after exiting it.	I really enjoyed the live examples – the simulations – that you could listen to.
Does the material have "real-life application?"	Definitely as I/we come across difficult conversations on a weekly if not a daily basis.	I just moved into a new position which requires more leadership. I have already used some of the concepts. I found it really helpful to know that sometimes the smallest things motivate others.
Value for money?	Yes. The Harvard courses are more complex than the typical NETg courses.	I feel it was worth the money because the course really provided me with the first steps in motivating others.
Other comments	A big benefit for me was the Tools section that enables you to assess your own conversation skills and then create goals as a follow up.	I really enjoyed this course. It was easy to understand all the concepts presented. They gave you real life scenarios that helped put the concept you were learning into use.

This newsletter is for everyone!

Please post it on your staffroom notice board or circulate it among the rest of your colleagues.

in touch is published to inform you about CUSOURCE™ and its designation arm, CUIC®. If you have suggestions for articles, or would like to contribute information, please direct your comments to:

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support.cusource.ca ("www" not needed) is a comprehensive support site built by CUSOURCE for you, based on your questions and need-to-know information that will help you to optimize your use of the CUSOURCE Learning Management System. The Support Team (Chris, Gary and Felipe) monitor this site from 9:00 a.m. – 7:00 p.m. ET. They are responsive, knowledgeable and, yes, they speak in plain English.

For immediate notice of enhancements or changes to the LMS, you can subscribe – free of charge – to support.cusource.ca. Simply go to the site. Complete the two fields in **Subscribe to Us!** in the lower left of the screen. Click on **Join!** Then watch for your first message.

CUSOURCE™ Conducts First Customer Survey

CUSOURCE has contracted with TCS Performance Strategies Inc. to conduct its first customer survey that will help CUSOURCE benchmark your feedback on our people, products and processes. The survey, targeted for the first two weeks of November, will be online so you can complete it from your desktop. Watch for more information.

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