



# Check It Out!

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CUCBC Information Centre newsletter

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## Developing yourself and your credit union ...

Summer always seems like the perfect time to slow down and take a look around - at your job, your workplace and yourself. We hope some of the features in this issue will be helpful for you in that process.

If your summer plans include some time to do a bit of work-related reading, *Executive Book Summaries* from the Information Centre collection may be just what you are looking for.

In our continuing focus on other Central departments, **Credit Union Development** is featured in the *Spotlight on...* section for this issue. On page 2, read all about the variety of services this department provides to help credit unions enhance their range of services.

Time for a new direction at work? Take a look at some of the **Career Development** resources in the Hot Topics listing on page 3,

Enjoy your summer!

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## \* Summer summaries \*

*Executive Book Summaries* are a popular part of the Information Centre's collection. These eight-page overviews of popular business books provide an easy introduction to some of those books you have been meaning to read. Here's just a sampling of the summaries available. If any of these summaries - or the books they outline -- are of interest, you can request them from [infocentre@cucbc.com](mailto:infocentre@cucbc.com). Please indicate whether you would like the summary or the full book - or both!

- ✓ Good to great - why some companies make the leap and others don't by Jim Collins
- ✓ First things first - achieve your principle-centred goals by Stephen Covey
- ✓ First, break all the rules - what the greatest managers do differently by Marcus Buckingham
- ✓ Execution - the discipline of getting things done by Larry Bossidy and Ram Charan
- ✓ Differentiate or die - survival in our era of killer competition by Jack Trout
- ✓ The Heart of Change - real-life stories of how people change their organizations by John Kotter
- ✓ Lateral marketing - new techniques for finding breakthrough ideas by Philip Kotler
- ✓ Leading change - an eight-step action plan for leaders by John Kotter
- ✓ Peak performance - aligning the hearts and minds of your employees by Jon Katzenbach

New *Executive Book Summaries* issues and new books in the Information Centre are always listed in *Central Notes*, the system newsletter. If you would like to receive *Central Notes*, in electronic or paper form, e-mail your preference and contact information to [infocentre@cucbc.com](mailto:infocentre@cucbc.com).

# Spotlight on...

## **Credit Union Development**

Formerly known as Business Development Services, the Credit Union Development Group assists credit unions achieve their goals and objectives by providing advice and support on strategic, operational and general business issues. Credit Union Development includes Consulting, Insurance, Integrator, Small Business and Wealth Management Services.

### **Consulting Services**

Individual credit unions contract for fee-based consulting services based on their specific business needs. Facilitating strategic planning sessions makes up a large component of the department's consulting activities. Competitive analysis reports, business cases, branching feasibility studies and custom research papers are examples of other projects.

### **Insurance Services**

Insurance Services are delivered through a relationship with the Credit Union Insurance Services Association (CUISA) whose Executive Director works from an office within the Credit Union Centre. Central's Vice-President, Credit Union Development, serves as a CUISA board member.

### **Integrator Services**

The Integrator Services function facilitates the effective collaboration of credit unions on specific business issues to reduce duplication and achieve economies of scale. The Youth Market study and Early Childhood Development program are examples of Integrator Services projects.

### **Small Business Services**

The Small Business Services Department supports credit unions' small business strategies by facilitating the sharing of information on commercial services and best practices. The department is working on developing potential technological platforms

and solutions and has recently developed on-line business planning model. The department also provides Small Business focused consulting services such as efficiency and workflow studies.

### **Wealth Management Services**

The mandate of Wealth Management Services is to assist BC credit unions meet their wealth management goals and objectives. Services include examining and recommending enhancements to credit unions' wealth management distribution strategies, assisting with the development and implementation of business models, and providing sales management support and general guidance designed to improve the operational performance of credit union owned wealth management subsidiaries.



### **Credit Union Development Team**

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# Hot topics: Career development

Is work feeling a little “routine” lately? Before you decide on a change, you will need to assess where you would really like to be in your career and how to get there. Make self-development a part of each day by setting goals and holding yourself accountable to them. Are you ready for a new challenge? Try volunteering for new assignments -- they can give you the opportunity that you need to broaden your background and experience. Interested in what others are doing at work? Networking is the best way to make connections with others throughout your organization.

Try some of the ideas in these materials from the Information Centre collection to become your own “career coach.” To borrow these books, or for further suggestions, e-mail [infocentre@cucbc.com](mailto:infocentre@cucbc.com).

## BOOKS

- What next?: a guide to taking control of your worklife - A book for anyone searching for work satisfaction, balance, and career success in today's demanding work place.
- Managing up – A book about forging effective relationships with those in more senior positions.
- What smart people do when dumb things happen at work – This book offers hundreds of tips for dealing with all the blunders and setbacks that can sabotage your road to success.
- The Frog and Prince: secrets of positive networking - Positive networking is a "life skill" that everyone needs to be able to do well. Practice makes perfect!

## ELECTRONIC ARTICLES

- “Assess your aspirations before changing careers,” The Wall Street Journal online, June 2004. This article talks about the usage and potential benefits of career-guidance exams. <http://www.careerjournal.com/jobhunting/change/20031120-meyers.html>
- “The Elements of Career Mastery™: Living with Purpose and Working Effectively,” 16 Types.com website, June 2004. This article talks about five elements needed for mastering career development. <http://www.16types.com/Request.jsp?lView=ViewArticle&Article=OID:293925&Page=OID:293927>
- “The Awesome Power of Goal Setting—Ten Tips for Triumph,” About.com. Ten guidelines to help you power your success. <http://humanresources.about.com/library/weekly/aa121000a.htm>.

## WEBSITES

Visit the Electronic Articles page on the Corporate Information Centre’s website for three articles that discuss the importance the organization has in helping employees in their career development -- <http://infocentre.cucbc.com/electronicarticles.shtml>

Career Journal.com at <http://www.careerjournal.com/> -- Job search and career information from the *Wall Street Journal*, featuring executive jobs, free resume builder, advice on interviewing and a salary calculator.

*Interested in information on a particular topic? Just ask and we will be pleased to gather information just for you. Contact numbers are on the following page.*

## Yoga at your desk

Feeling tense? Try these simple yoga exercises at your desk...

The first exercise is to reduce upper body tension and fatigue.

1. Clasping your hands together, place your palms against the back upper half of your neck.
2. Rub the back of your neck as though you were pulling a towel across it.
3. Move your hands to the back lower half of your neck and repeat.
4. Now place one hand under your chin, lightly holding your jaw.
5. Stroke down the front of the neck to the mid-chest, alternating hands.
6. Close your eyes and picture yourself at a spa overlooking a tropical beach.

The second exercise is to decrease tension in the arms and neck.

1. Raise your arms perpendicular (90 degrees) to your body with your hands facing palms up, fingers outstretched, and your elbows slightly bent (not locked).
2. Keep your shoulders down. Don't shrug.
3. Squeeze your hands into tight fists. Hold a moment.
4. Stretch out your fingers softly, as if pushing the air away.
5. Repeat 9 times.

Now, you're ready for that computer again!



## Contact us – please!

**The Corporate Information Centre is here to assist you in working for your credit union's success. Here's how you can reach us...**

Credit Union Central of British Columbia  
**CORPORATE INFORMATION CENTRE**

1441 Creekside Drive, Vancouver  
2<sup>nd</sup> floor, near the stairs

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### **INFOCENTRE ONLINE WEBSITE**

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A two-page Information Centre services overview is available, in print or on the Centre website. Check it out!

To request a copy of the services overview or information about any Centre service, just e-mail [infocentre@centralonline.com](mailto:infocentre@centralonline.com).