

# CREDIT UNION CULTURE: THE MAD LIBS\* EDITION

A CULTURE-DEFINING GAME  
FOR CREDIT UNIONS

Think of this as Mad Libs\*... but for your credit union's culture. **No pressure, no corporate jargon** – just fill in the blanks with what feels true for your team. **Be bold. Be honest.** Be a little weird if you want. This is your chance to describe your culture in your own words – messy, meaningful, and 100% yours.

Grab a pen, gather your team, and get ready to finish these sentences like your culture depends on it (because it kind of does).

At \_\_\_\_\_,  
[Credit Union Name]

We are a team of \_\_\_\_\_  
[Character Trait or Member-Focused Role]

Who want to \_\_\_\_\_  
[Aspiration]

but we face challenges like \_\_\_\_\_,  
[Internal or External Culture Change]

which can make it hard to \_\_\_\_\_.  
[Core Cultural Struggle]

That's why we lead with \_\_\_\_\_  
[Core Value]

and support one another through \_\_\_\_\_.  
[Key Cultural Habit]

Our plan is to \_\_\_\_\_,  
[Step 1: What You Commit to Internally]

\_\_\_\_\_,  
[Step 2: How You Support One Another]

and \_\_\_\_\_.  
[Step 3: How You Serve Members]

We call each other to \_\_\_\_\_,  
[Accountability Behavior]

because our culture is how we bring \_\_\_\_\_ to life.  
[Shared Belief]

When we do this well, we see \_\_\_\_\_ –  
[Culture Win]

and we avoid \_\_\_\_\_.  
[Culture Risk]

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