

CREDIT UNION STORYTELLING UNLEASHED

If you want your credit union to be seen, heard and understood, you can build trust and connection through the power of story. Let's spend some time looking at your brand and determining what the next level looks like.

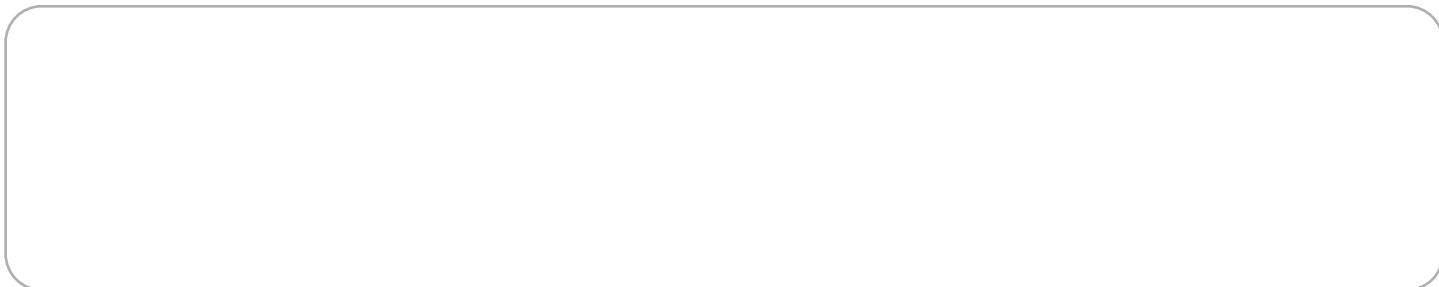
Why does your credit union exist? This is not about your history, nor your products or services. We're talking about **why** you do what you do. This could be to solve a particular problem, fulfill a specific need, or contribute to a greater cause. **Why do you get out of bed in the morning?** Let's explore the purpose of your brand.

What are the needs, desires and pain points of ideal consumers? We say consumers, because they are not members... yet. Think about common frustrations or annoyances, unmet needs, barriers to success, even aspirations of the people you can serve.

How does your solution fit the needs of the consumer? **Gut punch!** Outline how your brand, products or services solve the consumer's problem. Examine what is holding you back. **If you could change your brand, product or service or how it is marketed, what would have the biggest impact?**

When someone encounters your brand, how do they feel about the credit union's intentions? Effective stories connect on a personal level with the audience. This connection helps in building trust and loyalty. **Are you getting only fleeting attention?**

How do people perceive the credit union's ability to carry out or keep those intentions? You might want to think about how your credit union engages with its audience and how your products or services are used. When it comes to making the consumer's lives better or easier, how people perceive things influences their reality, regardless of the objective truth.

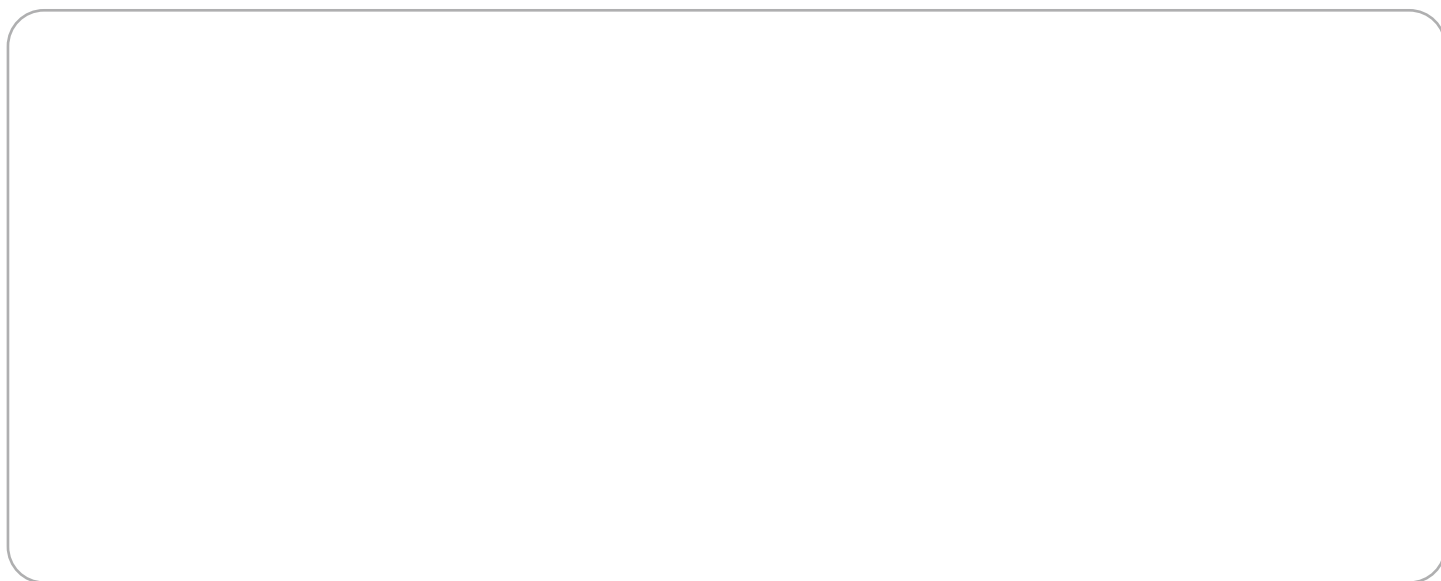


BRINGING IT ALL TOGETHER

To create stories that truly resonate, it's essential to understand your audience deeply. Whether it is to inform, entertain, persuade or build brand loyalty, a well-crafted story has a clear structure, typically with a beginning (setup), middle (conflict or challenge) and end (resolution). The hero in this story is your consumer/member — not you! Your credit union serves as the guide for the hero.

How a story is told is as important as the story itself. Keep narratives clear and straightforward. **Stories should connect on a personal level** and aim to evoke emotions that make stories memorable.

This is a chance to really stop and think about your brand. If your current brand story doesn't align with your vision or resonate with your audience, it's time to rewrite it. **Use the space below to craft your new narrative.**



"Ideas spark change. Actions ignite it."

FRANK ALLGOOD