

Build Member Business & Loyalty

With an Affordable, Ongoing, In-House Solution

Member Advocacy Pathways (MAP)[™] staff development program offers you an alternative to costly single-event training programs offered by industry consultants. Now you are in the driver's seat, moving your culture towards *Member-Advocacy-in-Action* for an average of \$200 per employee!

The Affordable Long-Term Solution

Developing your staff to be *Member Advocates* gives them the skills and tools needed to create and maintain your credit union's competitive edge while doing what's in the best interests of your members everyday. As a Certified Internal Trainer, you learn to use the innovative learning process and tools from our interactive **MAP** program to continuously build and strengthen your staff and manager's performance at...

- Recognizing key life event opportunities that trigger the greatest needs for financial services
- Building trusted financial advisor relationships with members through natural, investigative conversation and questions
- Educating members to make the best money-management decisions
- Prioritizing and presenting solutions that compel members to take action

A Superior Return on Your Training Investment!

A typical MAP-trained employee assisting members with just 6 additional average-size loans could generate **\$2,200 in additional revenue** the first year alone. That's like **earning \$110 for every \$1 you spend** on training! Let us show you the math.

Member Advocacy Pathways

Trainer Certification



Flexible – You control the modular training schedule, arranging it to meet your staffing and credit union's operational needs

Turnkey – Everything you need to conduct a successful employee development program is included in your certification

Timely – No need to wait for external trainers to come in to train new hires

Ongoing – Coaching information, meeting activities, and the latest Life Event releases, included with your annually-renewable license, ensures you and your managers of having the necessary tools to continuously enhance and recognize your employees' MAP skills

Affordable – Why pay \$500, \$1000, or \$1500 per employee when you can get results with MAP for an average of \$200 per staff

Register Today to Become a Certified **MAP** Trainer

and put *Member Advocacy into Action* at your credit union

To register by check: complete and mail the form below with your payment.

Credit Union _____ Assets _____

Address _____

City / State / Zip _____

1st Person: Name _____ Phone _____

Title _____ Email _____

2nd Person: Name _____ Phone _____

Title _____ Email _____

3rd Person: Name _____ Phone _____

Title _____ Email _____

Investment: \$2,995 – 1st Person; \$2,695 each Additional Person from Same Credit Union.

TOTAL AMOUNT \$ _____ Check Number _____

Make checks payable to: Strategic Solutions



2-years of support provided to CUs with license agreement. See website for details. Annual License Agreement based on asset size.

612-616-6861 www.StrategicSolutions.org
12015 July Avenue North, Hugo MN 55038

**Member
Advocacy
Pathways**



Internal Trainer Certification Boot Camp

Next Dates: Call for Dates

Location: Oasis Retreat Center, near historic Stillwater, MN

Cost: \$2,995 – 1st Person; \$2,695 each additional person from same credit union

Includes: All materials needed to lead the MAP training program, lunch & refreshments each day, and a graduation certificate. Small class size ensures maximum personal attention from Master Trainer, Jeanne Murphy.

To Register: Call Strategic Solutions at 612-616-6861, mail this form, or go to www.StrategicSolutions.org for more info.

SATISFACTION GUARANTEED