



**ROCK VALLEY**  
CREDIT UNION

# Learning Strategies that Quickly Adapt to Change

*Presented for HCI  
April 20, 2022*

*by Darlyne Keller, Anita Countryman & Barbara Trautlein*

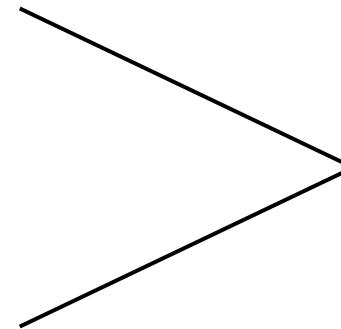
## Let's Explore How RVCU...

1. Built Individual and Collective Capability to Lead a Bold New Strategy Pre-COVID19
2. Leveraged Change Intelligence<sup>®</sup>/CQ<sup>®</sup> to Power the Transformation
3. Navigated Through the Pandemic Emerging Stronger Financially and Culturally

*Real-time change challenges  
are “pop-up learning labs”  
to build capability PLUS achieve results!*

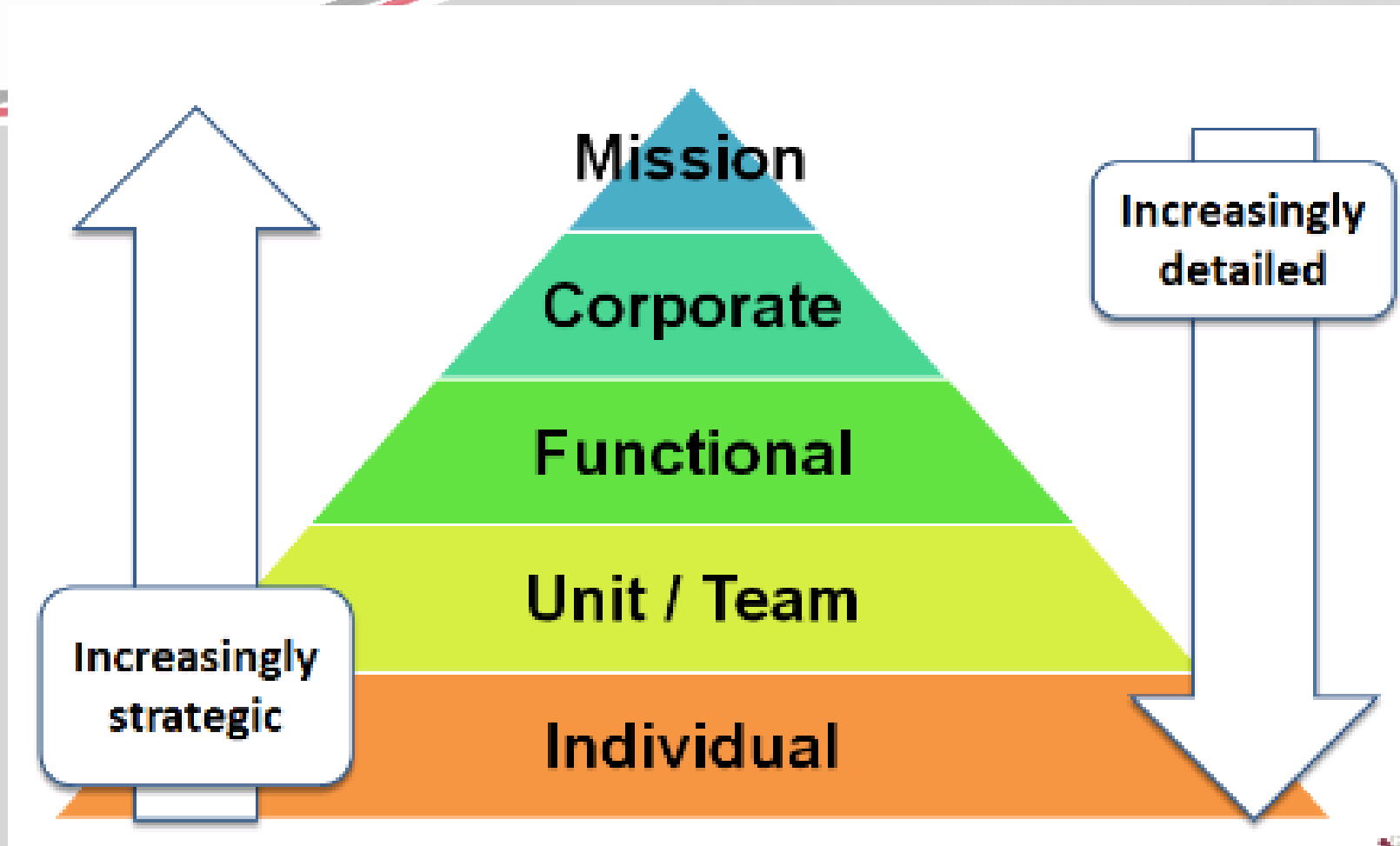
Vision: “Taking the fear out of banking.”

- Technology/Tools
- Stronger Financials
- Knowledge/Education

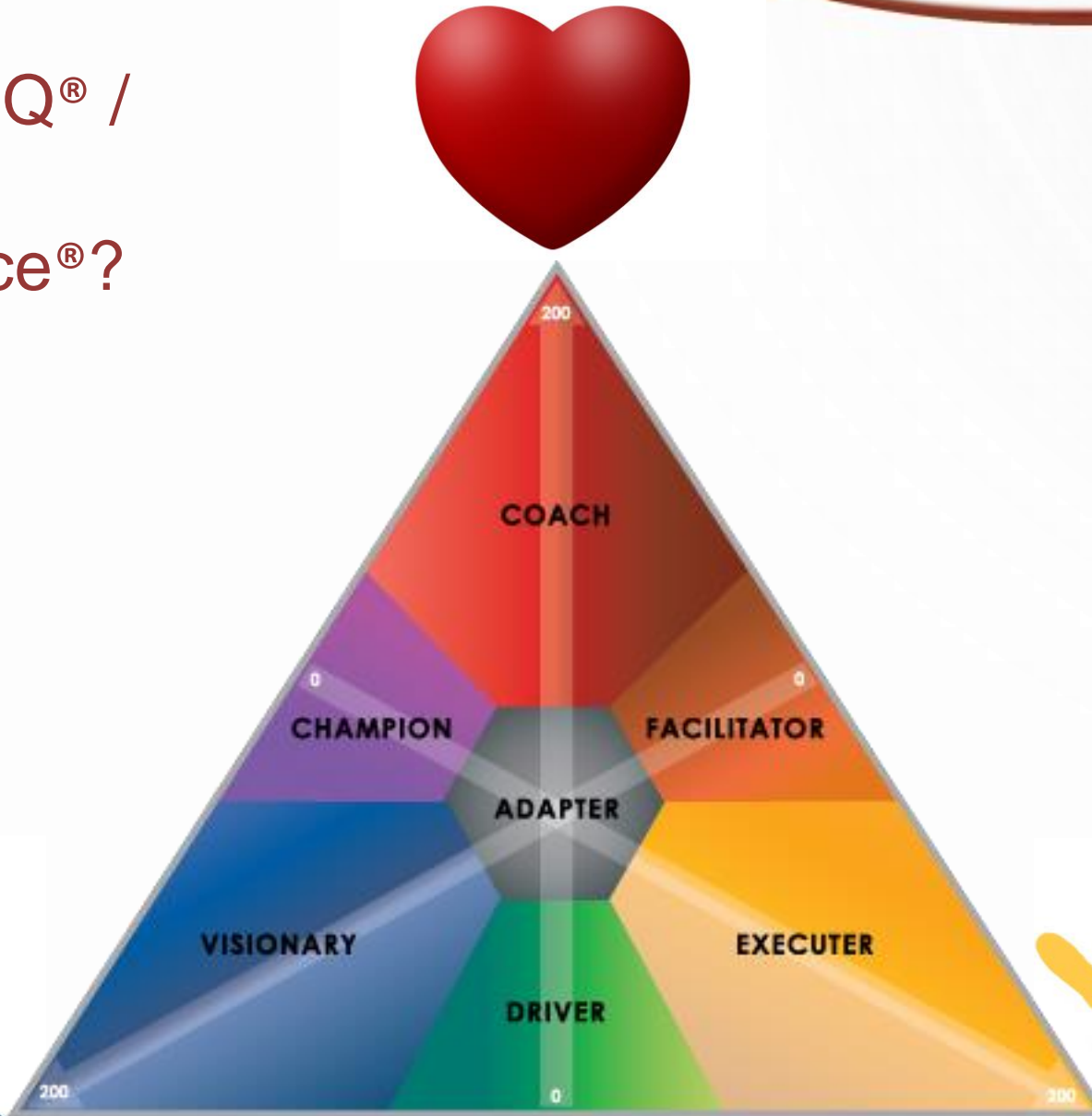


Mission: Educate,  
Relate, Serve, Grow

# 2019 STRATEGIC PLAN & GOALS



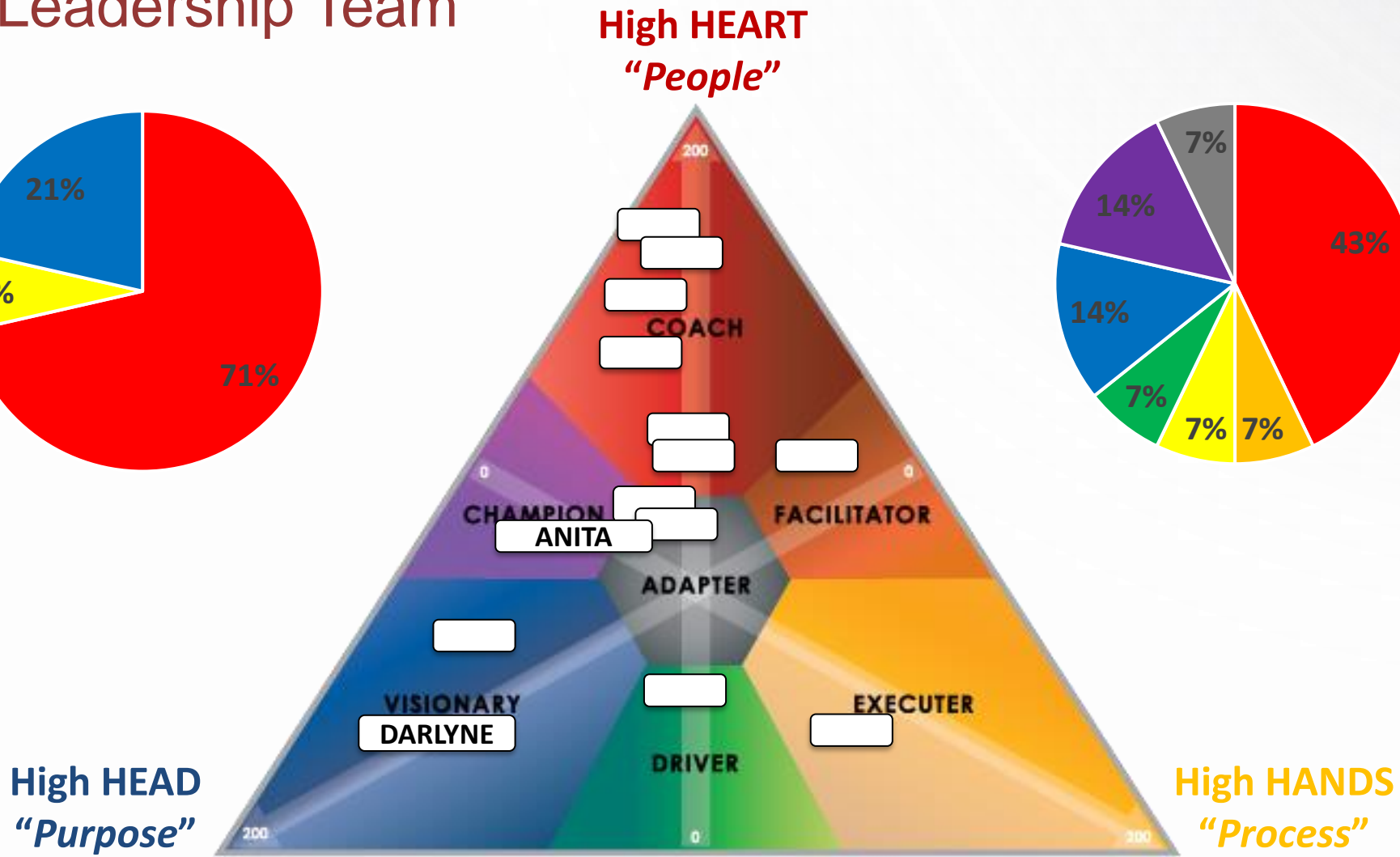
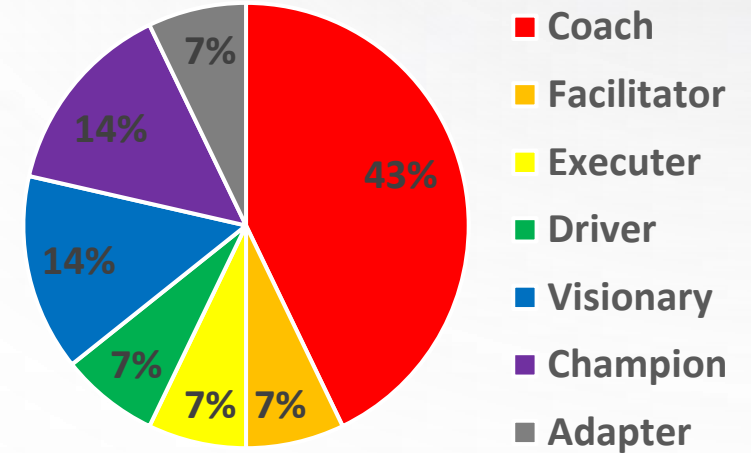
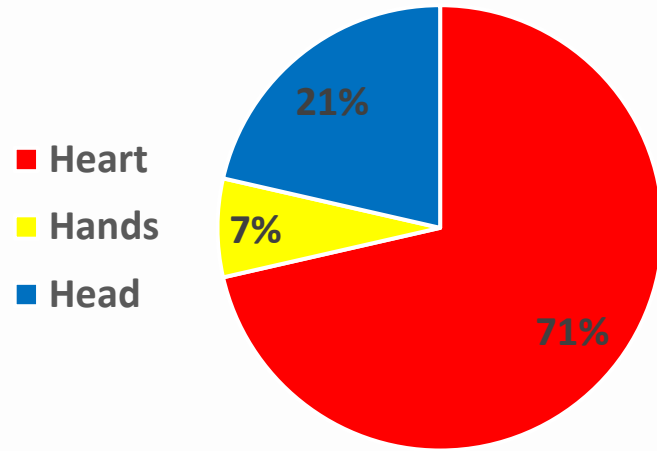
# What is CQ<sup>®</sup> / Change Intelligence<sup>®</sup>?



*CQ<sup>®</sup> (or Change Intelligence<sup>®</sup>) is the awareness of one's own Change Leader Style, and the ability to adapt one's style to be optimally effective in leading change across a variety of people and situations*

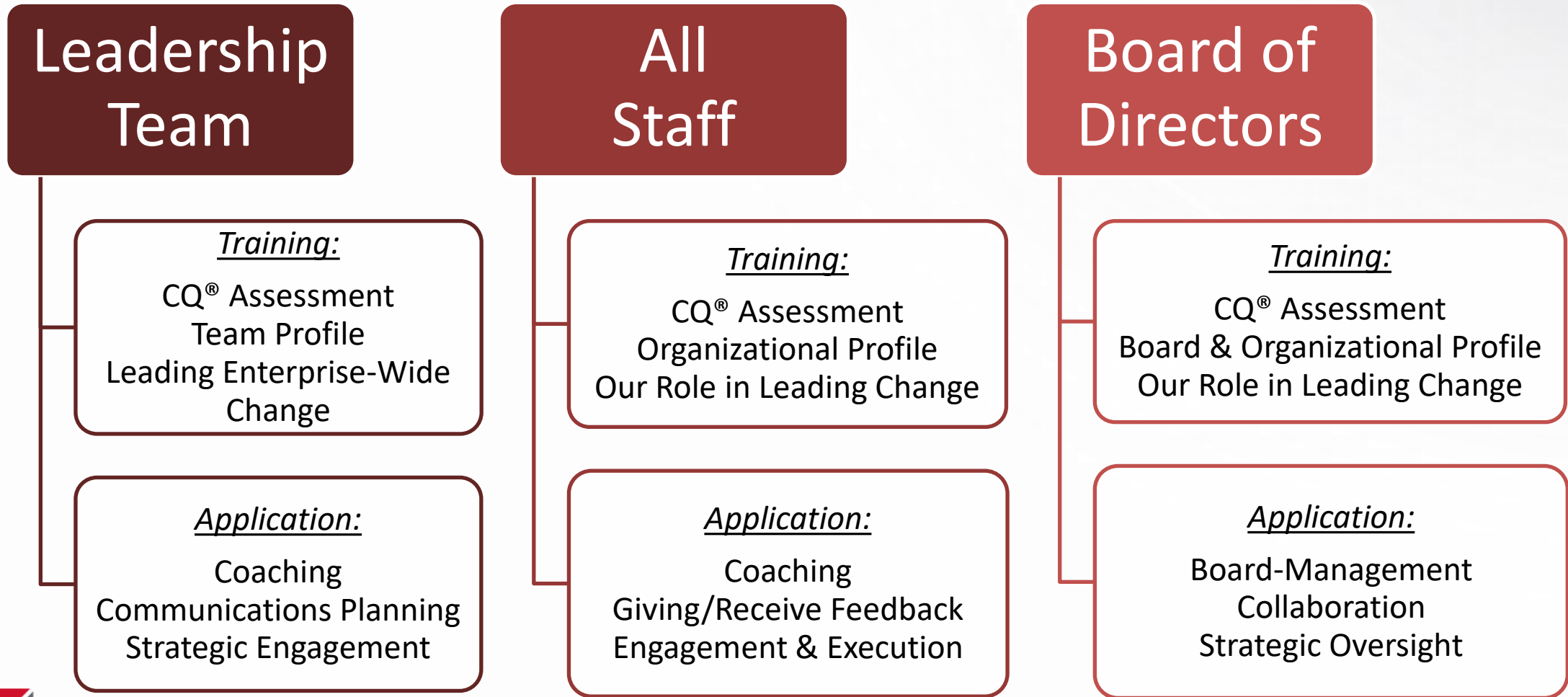


# CQ® Team Profile: Senior Leadership Team



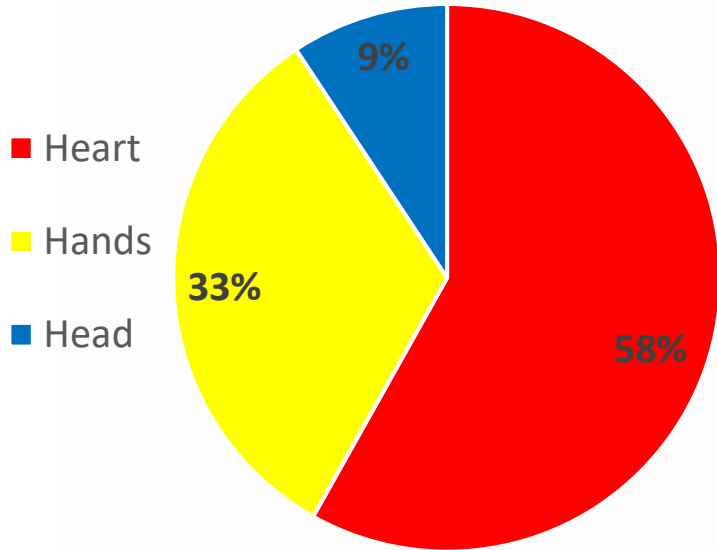


# RVCU's Change Intelligent® Journey: Diving Deeper into Our Talent (and Culture) Development Process

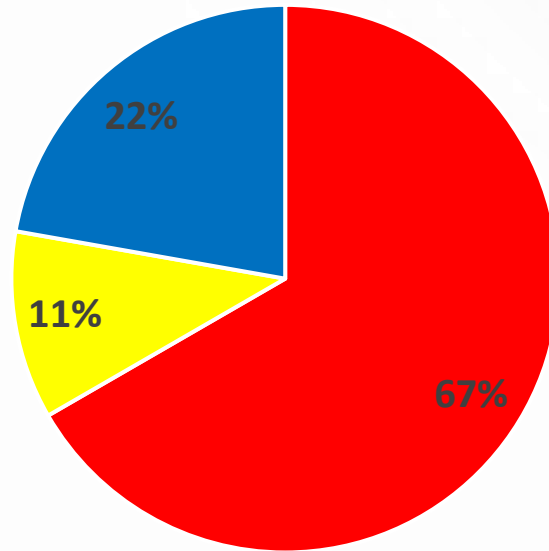


# CQ® Team Profiles: RVCU

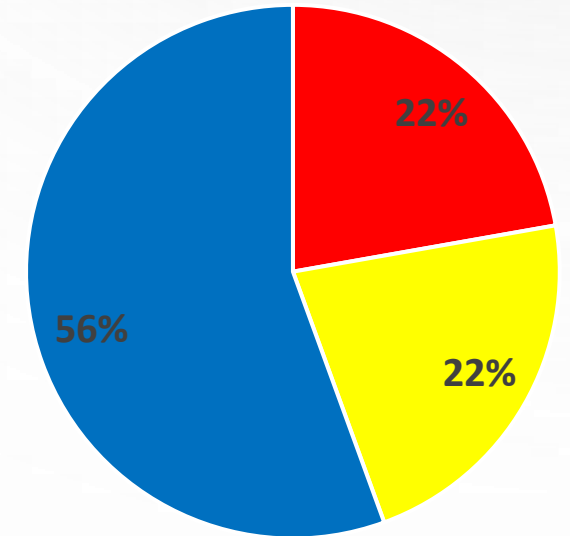
All RVCU



All Management Team






Board of Directors





# Change Intelligent® Communications Tool: Telling Our Story and Engaging for Change...and through Crisis

Theme	Questions
 Why	Why are we changing? Why is it important? What is happening in our industry? What happens if we do nothing?
What	What results are expected for our members? For our organization? For our people? What does our destination look and feel like?
 How	How will we get there? What's our plan and process? What new BEHAVIORS do we EACH need to demonstrate?
 You	What do you need to do to fulfill your role in the change? What do I/we need from you?
Me	What do I commit to as a leader? What will I do make the change a reality? How will I support my team?

# The Pandemic Strikes! RVCU's Change Intelligent® Response to Leading-At-All-Levels Through the Crisis!

Engage  
the **HEART**



Caring for Our Employees,  
Serving Our Members &  
Nurturing Our Culture

Enlighten  
the **HEAD**



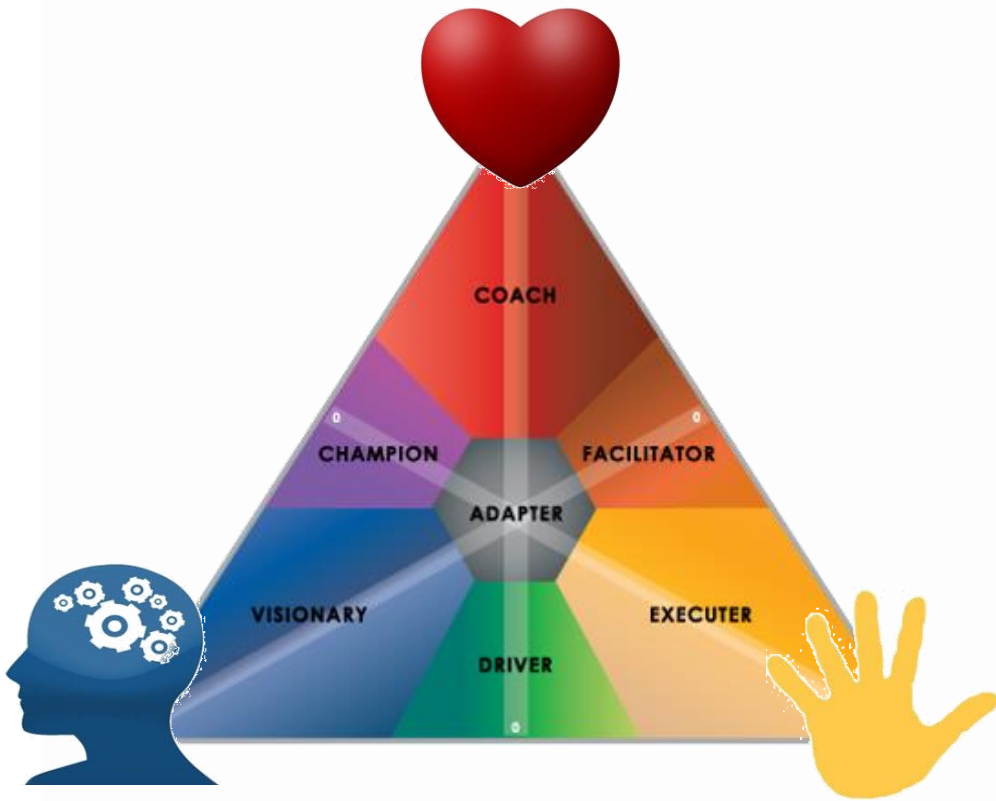
Outperformed Local Competition  
& Continued Progress on  
Our Strategic Plan

Equip  
the **HANDS**



Implementing Innovative  
Solutions for Remote Work  
and Banking

## The Bottom Line...CQ®



- ✓ Improved employee engagement and acceptance of change
- ✓ Equipped leaders to better communicate change initiatives
- ✓ Resulted in a monetary/savings gain of \$1.4M

# An Enabling Foundation to Lead Change: *Change Capable People, Teams, and Culture*

Learning to Change – *Ask Yourself, Challenge Your Leaders.....*

<i>Cope With Change</i>	<i>Manage Change</i>	<i>Lead Change</i>
<p>We train people to:</p> <ul style="list-style-type: none"><li>✓ Deal with the stress of the changes they are facing</li><li>✓ Adopt a positive mindset and attitude toward change</li><li>✓ Build personal resilience</li></ul>	<p>We teach people about:</p> <ul style="list-style-type: none"><li>✓ Change management models and methods</li><li>✓ Change management processes and tools</li><li>✓ How people react to change and how to overcome resistance in others</li></ul>	<p>We mentor leaders:</p> <ul style="list-style-type: none"><li>✓ About their styles of leading change and how to make a meaningful impact NOW</li><li>✓ How to foster partnerships and build change teams</li><li>✓ How to become change agents savvy in coaching and mentoring fellow leaders</li></ul>



# Change Intelligence®/CQ® for YOU

## *What Leaders Can Do to Engage during Change....and Crisis*

**Engage  
the HEART**



**Enlighten  
the HEAD**



**Equip  
the HANDS**



*Build Your Own, Your Team's, and Your Organization's  
Agility, Resilience, and Change Capability*



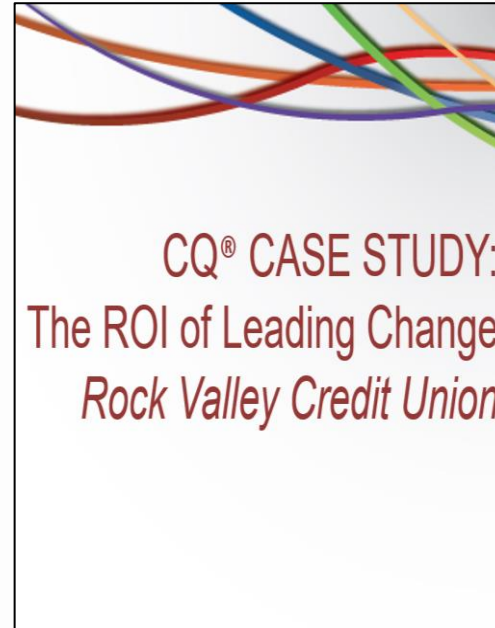
# Thank You! Contact Us!

## & Change Intelligent<sup>®</sup> Resources

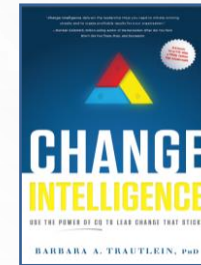
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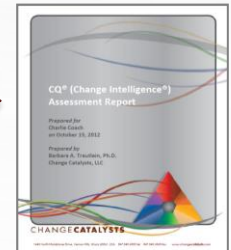


*Case Studies  
(multiple industries)*



*Change Intelligence<sup>®</sup>  
Book  
(2 FREE chapters)*

*CQ<sup>®</sup> Assessment  
(build individual &  
collective change  
capability)*



*CQ<sup>®</sup> Webinars,  
Workshops &  
Certification  
(earn PDUs/CEUs)*