

CLIENT SUCCESS STORY

UNLOCKING POTENTIAL WITH CONNECTHER

Credit Union Women's Leadership Alliance

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THE OPPORTUNITY

The Credit Union Women's Leadership Alliance (CUWLA) was founded to support women CEOs leading smaller credit unions, many of whom struggled to find leadership development resources that fit their needs. Tight budgets, limited time, and a lack of tailored programs made it difficult to invest in their own growth.

THE SOLUTION

Partnering with CUWLA to create *ConnectHER*, a leadership development hub specifically for small credit union CEOs. This platform simplifies the search for leadership resources by connecting members with experienced system partners who understand credit unions, providing access to trusted development providers at exclusive rates, and helping leaders find the right solutions without wasting valuable time.

THE IMPACT

Through ConnectHER, CUWLA members now have a direct line to experts specializing in small credit unions—offering support in leadership development, team building, strategic planning, executive coaching, and more. Every contributor is carefully vetted to ensure they meet CUWLA's high standards and understand the unique challenges of leading a smaller institution.

AT A GLANCE

CHALLENGES

- Time-strapped CEOs needing trusted partners
- Limited budgets demanding affordable, high-quality solutions
- Lack of development options for smaller CUs

BENEFITS

- Easy access to vetted development resources
- Exclusive offerings designed to fit budget and time constraints
- Solutions that directly address the unique challenges of small credit unions



CAROLYN REEVES

Workplace Strategist

"ConnectHER gives CUWLA members a reliable way to find the tools and partnerships they need to grow their credit unions—and themselves."