



For Immediate Release:
June 30, 2022

For more information, contact:
Tony Hill, SVP/Chief Marketing Officer
800.252.2664 or 608.271.2664, ext. 321
tony@cues.org • cues.org

Latest CUES Whitepaper Helps CUs Develop Behavioral Success Profiles

MADISON, Wis.— What traits do strong, effective credit union leaders possess?

Talent development leader CUES, along with partner TalentTelligent, set out to find out by conducting a Leadership Success Profile Survey designed to determine which qualities credit union leaders most need to possess to successfully guide their organizations into the future.

The survey results are now available in the whitepaper, [Key Competencies For Credit Union Leaders](#), which is free to download.

"*Key Competencies For Credit Union Leaders* offers invaluable insights for industry leaders to consider when they are developing their talent management strategies," said Christopher Stevenson, CAE, CIE, CUES SVP/Chief Learning Officer. "It is our hope that the whitepaper will help to shape a new generation of credit union leaders."

Survey respondents represent credit unions across a wide array of asset sizes whose participation helped achieve these research objectives:

- Identify a mission-critical behavioral success profile for credit union leaders in the next three to five years.
- Cultivate talent management insights, using research-based practices, to inform strategies at both the industry and credit union level.
- Stimulate further talent management exploration by credit union leaders to ensure effectiveness and relevancy for the credit union industry.
- Provide open-ended questions and further considerations for survey participants and readers to consider in their own context.

[Download the whitepaper now](#), and discover what the participants said about roles-based practices, research-based insights for the roles of leaders, behavioral-based practices, research-based insights for the practices of leaders, and the implications of the study.

Learn more about CUES at cues.org, and visit talenttelligent.com for more about TalentTelligent.

About CUES

CUES is the leading talent development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 35,000 members and growing, we measure success one leader at a time.

Connect with CUES at CUES.org and on [LinkedIn](https://www.linkedin.com/company/cues), [Facebook](https://www.facebook.com/cues), [Twitter](https://twitter.com/cues), and [Instagram](https://www.instagram.com/cues). For daily insights on issues impacting credit unions visit CUmanagement.com.

About TalentTelligent

TalentTelligent is a research-based talent management tool provider with 50 years of research and 100+ years of combined experience informing its solutions. The managing partners are responsible for the creation of the competency movement, the nine-box, learning agility, 70/20/10 learning methodology, and authors of YOU, I'm Not Crazy I'm Just Not You, The Leadership Machine, The People Skills Handbook and more. Their talent tools solve the unique talent challenges faced for leaders, managers, individual contributors, high potentials and teams. All TalentTelligent tools are available through CUES Consulting.