



ProCon Leadership Institute
WEEK ONE SCHEDULE

Chaminade Resort & Spa
 1 Chaminade Lane
 Santa Cruz, CA 95065
 Phone: (831) 475-5600

Sunday, March 28		
Afternoon	Arrival and check-in	
5:00 - 7:00 pm	Reception and dinner	
7:00 - 8:00 pm	Introduction to the Institute: <ul style="list-style-type: none"> • Objectives and approach • Introduce the faculty • Schedule and housekeeping • Review course structure and goals • Expectations and ground rules 	John Gregoire, Ralph Swoboda
Monday, March 29		
9:00 - 10:00 am	Group Exercise: Introducing each other – Who are we and why are we here?	Gregoire
10:00 - 10:15 am	Break	
10:15 am - Noon	Primer on Cooperative and Credit Union Systems <ul style="list-style-type: none"> • The basic cooperative idea • Cooperatives in the U.S. and internationally • The cooperative value proposition • Advantages and disadvantages of the franchise 	Swoboda
Noon - 1:00 pm	Lunch	
1:00 - 2:15 pm	Building Successful Teams	Mark Benn
2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	Building Successful Teams – continued	Benn
6:00 - 7:00 pm	Dinner	
7:00 - 8:00 pm	Guest Speaker: Leadership Challenges Facing Credit Unions Internationally	Pete Crear (CEO, World Council of Credit Unions)
Tuesday, March 30		
9:00 - 10:15 am	Introduction to Corporate Culture <ul style="list-style-type: none"> • What it is, why it is important • Values systems • Power to the people • Cultural inertia: This too shall pass... • Defining and building a winning culture 	Gregoire, Benn
10:15 - 10:30 am	Break	
10:30 am - Noon	Introduction to Corporate Culture – continued	Gregoire, Benn
Noon - 1:00 pm	Lunch	

1:00 - 2:15 pm	Cooperative Business Models <ul style="list-style-type: none"> • Financial co-operatives globally • International case studies on financial cooperative organizational and business models • What works, what doesn't, and why 	Swoboda
2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	Cooperative Business Models – continued	Swoboda
6:00 - 7:00 pm	Dinner	
Wednesday, March 31		
9:00 - 10:15 am	Business Strategy in the Cooperative Context <ul style="list-style-type: none"> • The function of strategy • What it is and is not • The centrality of values • Vision v. objectives • Reality check: Identifying a viable business model 	Gregoire
10:15 - 10:30 am	Break	
10:30 am - Noon	Cooperative Business Strategy - continued	Gregoire
Noon - 1:00 pm	Lunch	
1:00 - 2:15 pm	Brand as Strategy: Perspectives from Retail Marketing	Scott Cooper
2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	Brand as Strategy - continued	Scott Cooper
6:00 - 7:00 pm	Dinner	
7:00 - 7:45 pm	Open Forum	Swoboda moderator
7:45 - 8:15 pm	Introduce Buck Joseph and set stage for next day	Gregoire, Buck Joseph
Thursday, April 1		
9:00 - 10:15 am	Creating and Sustaining Organizational Vision	Joseph
10:15 - 10:30 am	Break	
10:30 - 11:15 am	Organizational Vision – continued	Joseph
11:15 - 11:45 am	Presentation of group assignment for Week Two	Gregoire, Joseph
11:45 am - Noon	Session wrap-up	Gregoire
Noon - 1:00 pm	Lunch	
1:00 pm	Depart for home	



ProCon Leadership Institute
WEEK TWO SCHEDULE

Aspen Meadows Resort
 1845 Meadows Road
 Aspen, CO 81611
 Phone: (800) 452-4240

Sunday, September 26		
Afternoon	Arrival and check-in	
5:00 - 7:00 pm	Reception and dinner	
7:00 - 7:30 pm	Kickoff of Week Two: <ul style="list-style-type: none"> Brief recap of what we have done already Overview of what's to come this week Review of expectations and ground rules Schedule and housekeeping 	John Gregoire, Ralph Swoboda
Monday, September 27		
9:00 - 10:30 am	Case Study on Brand Strategy – Honda FCU <ul style="list-style-type: none"> The strategic question facing HFCU HFCU's membership/usage data Customer data: Quantitative Customer data: Qualitative Present project to identify a brand strategy for HFCU	Scott Cooper, Swoboda
10:30 - 10:45 am	Break	
10:45 am - Noon	Participants develop brand strategy for HFCU, based on data presented	
Noon - 1:00 pm	Lunch	
1:00 - 2:30 pm	Participant group project – continued	
2:30 - 4:00 pm	Free time	
4:00 - 5:30 pm	Participants present proposed brand strategy for HFCU (Response/reaction from Jim Updike and Scott Cooper)	Jim Updike (CEO, Honda FCU)
6:00 - 7:00 pm	Dinner	
7:00 - 8:00 pm	Guest Speaker: "Reflections on Being a CEO"	Jim Updike
Tuesday, September 28		
9:00 - 10:15 am	Presentation of results of the group project from between sessions	Buck Joseph, facilitator
10:15 – 10:30 am	Break	
10:30 am - Noon	Co-operative Leadership <ul style="list-style-type: none"> Essence of leadership Leadership pitfalls Examples of leadership 	Joseph
Noon - 1:00 pm	Lunch	
1:00 - 2:15 pm	Co-operative Leadership – continued	Joseph

2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	The Role of the CEO <ul style="list-style-type: none"> • Servant leadership • Focus and time management • Patience, suffering idiots, hearing soft voices • Maintaining purpose and vision • Communicating with insiders and outsiders • Balancing achievement with compliance 	Swoboda
6:00 - 7:00 pm	Dinner	
7:00 - 7:30 pm	Introduce Bill Myers and set stage for next day	Gregoire
Wednesday, September 29		
9:00 - 10:15 am	Connecting to the Community <ul style="list-style-type: none"> • Alternative business models and practices • Community connections • Truly serving the underserved (profitably) • Representing your credit union to the community 	Bill Myers
10:15 - 10:30 am	Break	
10:30 am - Noon	Connecting to the Community - continued	Myers
Noon - 1:00 pm	Lunch	
1:00 - 2:15 pm	Cooperative Governance <ul style="list-style-type: none"> • The role of governance – board and senior staff • Role of the regulator – vision v. compliance • Working for seven bosses • Introduction to governance model and charters 	Gregoire
2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	Co-operative Governance - continued	
6:00 - 7:00 pm	Dinner	
7:00 - 7:45 pm	Open Forum	Swoboda moderator
Thursday, September 30		
9:00 - 10:15 am	Senior Teams: Making Accountability Real	Mark Benn
10:15 - 10:30 am	Break	
10:30 - 11:15 am	Senior Teams – continued	Benn
11:15 - 11:45 am	Introduce group project to be done before next session	Gregoire, Benn
11:45 am - Noon	Session wrap-up	Gregoire
Noon - 1:00 pm	Lunch	
1:00 pm	Depart for home	



ProCon Leadership Institute
WEEK THREE SCHEDULE

Naples Bay Resort
 1500 5th Avenue South
 Naples, FL 34102
 [Tentative]

Sunday,		
Afternoon	Arrival and check-in	
5:00 - 7:00 pm	Reception and dinner	
7:00 - 7:30 pm	Kickoff of Week Two: <ul style="list-style-type: none"> Brief recap of what we have done already Overview of what's to come this week Review of expectations and ground rules Schedule and housekeeping 	John Gregoire, Ralph Swoboda
Monday,		
9:00 - 10:30 am	Presentation of group project from between sessions	Mark Benn
10:30 - 10:45 am	Break	
10:45 am - Noon	Building Management Teams - Continued from Week 2: <ul style="list-style-type: none"> Dealing with management team dysfunction Dealing with diversity (gender, age, etc.) Role of the leader 	Benn
Noon - 1:00 pm	Lunch	
1:00 - 2:15 pm	Building Management Teams - continued	Benn
2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	Building Management Teams - continued	Benn
6:00 - 7:00 pm	Dinner	
Tuesday,		
9:00 - 10:15 am	Open Discussion: Participants share and discuss current challenges, opportunities and solutions from their own credit unions	Swoboda moderator
10:15 - 10:30 am	Break	
10:15 am - Noon	Open Discussion - continued	Swoboda
Noon - 1:00 pm	Lunch	
1:00 - 2:15 pm	Alternative Business Models for Credit Unions <ul style="list-style-type: none"> Branchless case study Branch franchise introduction Fast follower model "Free" model 	John Gregoire
2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	Alternative Business Models - continued	Gregoire

6:00 - 7:00 pm	Dinner	
7:00 – 8:00 pm	Guest Speaker: “Dealing Effectively with Regulators and Compliance”	Gordon Dames, President/CEO, Mountain America CU
Wednesday,		
9:00 - 10:15 am	Ethical Considerations for Cooperative Leaders <ul style="list-style-type: none"> • Why does it matter? • Walking the talk • To whom do we owe ethical duties? • Who really owns us, and intergenerational capital 	Swoboda
10:15 - 10:30 am	Break	
10:30 am - Noon	Ethical Considerations - continued	Swoboda
Noon - 1:00 pm	Lunch	
1:00 - 2:15 pm	Board Governance <ul style="list-style-type: none"> • Care and feeding of Boards • Board recruitment and succession • Board package and communication • Board meetings • Board intervention • Regulator intervention • Charter and scorecards 	Gregoire
2:15 - 2:30 pm	Break	
2:30 - 4:00 pm	Board Governance - continued	Gregoire
6:00 - 7:00 pm	Closing Dinner	
Thursday,		
9:00 - 10:30 am	Bringing it altogether: <ul style="list-style-type: none"> • Conclusion • Participant critique and feedback • Participant discussion of major lessons learned 	Swoboda, Gregoire
10:15 - 10:45 am	Break	
10:30 – Noon	Institute Graduation and wrap-up	
Noon - 1:00 pm	Lunch	
1:00 pm	Depart for home	