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**No more searching...No more guessing...
KNOWMORE**

League education departments had been offering consistent training programs for years. The training market had become saturated. As numbers declined, many struggled to stay relevant. We conducted extensive research and discovered that in order to be at the forefront of the industry, our program needed an overhaul. The research and rationale went like this:

One of the biggest challenges for any organization is ensuring that all employees possess the knowledge and skills required to perform their job. An even bigger challenge is ensuring that training initiatives are aligned with the organization's overall business objectives...

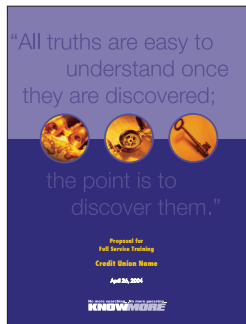
...taking a performance-based approach to workforce training requires a systematic process of discovering and analyzing important human performance gaps, planning for future improvements in human performance, designing and developing cost-effective and ethically justifiable interventions to close performance gaps, implementing the interventions, and evaluating the financial and non-financial results.

...the marketplace is highly competitive and saturated as numerous providers seek to participate in training for the financial services industry. Therefore, credit union leagues are assuming combined roles that extend beyond direct program offerings.

...providing performance consulting in addition to more traditional training-related services as part of our program will place FCUL's training initiatives at the cutting edge in this industry.

The brand translation: No more searching. No more guessing. KNOWMORE.

Proposal for Services



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Background

Jan Federal Credit Union

Chartered in 1968 to serve Federal employees in Jacksonville, Florida, Jan Federal Credit Union today is a 4th-century financial institution serving more than 20,000 members in North Florida. In addition to its original field of membership, Jan FCU offers the wide array of financial services to more than 300 organizations.

In keeping with its commitment to offer the most financial services possible to its members, Jan FCU is focused on building a strong relationship and network of operations, nurturing its members to encourage the financial success of its membership.

Recognizing that enhancing its human capital is an important element in maintaining performance and meeting its overall objectives, Jan FCU has taken several steps toward this goal:

- **Skills & Service Culture.** The credit union utilized the services of an outside consultant to help its current members conduct a needs and service analysis.
- **Coaching for Managers.** The credit union's contracted retirement sales coaching teaming to its managers and provided on-going support for one year.
- **Client Performance Reviews.** The credit union has set goals for its membership staff, such as successful referrals for loans and other products by taking and number of services are needed for one account set up by Financial Services Officers.
- **Advanced Training.** The credit union has accelerated its method of training interns and new hires and by its member-owned staff.
- **Accountability.** The credit union provided a special protocol to its staff leading to potential negative consequences if goals are not achieved.

Stationery Package



Pull Up Sign



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