

ILLINOIS CREDIT UNION LEAGUE

2020 Annual Convention

Breakout Session Description



Friday, April 3, 2020 - 3:30 - 4:30 pm

Strategic Focus at the Board Level: Keep Your Eye on the White Board

Jeff Rendel, Rising Above Enterprises



As your credit union grows, governance and long-term strategic focus become more important. While Board meetings need updates of financial status and noteworthy operational matters; of greater significance, your Board can help the CEO work “on” the business, rather than be “in” the business. By investing more time on “white board” items of direction, legacy, and value, your Board helps your CEO lead a credit union that delivers the kind of results that keep your credit union relevant for decades to come. The result is a balance between governance and execution, a strength that ensures great value and success from a board and CEO.

About the Presenter:

Jeff Rendel, Certified Speaking Professional, knows financial services. With experience as a federal banking regulator, financial services executive, and Congressional lobbyist; he understands the balancing act of safety, soundness, sales, and strategy. As President of Rising Above Enterprises, Jeff works with financial services providers that want entrepreneurial results in sales, service, and strategy. Each year, he addresses and facilitates for nearly 100 financial institutions and their business partners. As a federal banking regulator with the Office of the Comptroller of the Currency, Jeff examined a wide array of the nation’s banks and partnered with all levels of executive management. As a financial services executive, he oversaw the strategic operations of a community bank, directing corporate initiatives and helping guide the bank to record growth, market share, and financial results. As a chief lobbyist to Congress, he represented financial institutions, serving as a first and main resource to Members of Congress as they sought to understand implications of legislation upon financial services.

