

## The Pig Personality Profile

(Another 'fun' idea coming your way from Rick Olson Seminars)

### Instructions:

On a blank piece of paper, draw a pig.  
Do not look at your neighbor's pig.  
Do not even glance.

### Analysis:

If your pig:

- \* is towards the top of the paper, you are a positive, optimistic person.
- \* is towards the middle of the paper (top to bottom), you are a realist.
- \* is toward the bottom of the paper, you are pessimistic and have a tendency to behave negatively.
  
- \* is facing left, you believe in tradition, are friendly, and remember dates, including birthdays.
- \* is facing forward (looking at you) you are direct, enjoy playing the devil's advocate, and neither fear nor avoid discussions.
- \* is facing right, you are innovative and active, but don't have a strong sense of family, nor do you remember dates.
  
- \* was drawn with many details, you are analytical, cautious, and distrustful.
- \* was drawn with few details, you are emotional and naïve; you care little for details and are a risk-taker.
  
- \* was drawn with four legs showing, you are secure, stubborn, and stick to your ideas.
- \* was drawn with less than four legs showing, you are insecure, or are living through a period of major change.

Further, the size of the pig's ears indicate how good a listener the artist is – large is good. And lastly, the length of the pig's tail – again, more is better – indicates the quality of the artist's love life.

Three strategic questions we should ask ourselves:

- 1. Who are our customers?**  
Credit union staff, board, credit union official family & committees.
- 2. What business are the chapters in?**  
Chapters should seek cooperation from all credit unions and to form a unified front so that we can accomplish more.
- 3. What do our chapters consider valuable?**  
Networking, quality programs, food/drinks, fun/golf.

Opportunities at the chapter level:

- 1. What are we doing that isn't working and what are we doing that is working?**  
Chapter rolling calendar of events, selective planning activities to go out to credit unions, reach out to credit union employees with special events such as financial planning.
- 2. From a chapter standpoint, what does it take in getting key people involved at the chapter level?**  
Ask them in person, call them by name, communicate the vision of the chapter, create enthusiasm, movers and shakers, you must let them know what is in it for them.

From a chapter level what have you tried:

1. Mentoring/recruiting
2. Appreciation like golf that is aimed at CEOs. Some have had bingo during Credit Union Week. Put on a concert for front line staff.
3. Create a task force from Chapter Executive Committee members.
4. Raise the dead.
5. Bring in a national speaker.
6. Free meeting.
7. Creative membership drive.
8. Have the Chapter Executive Committee meeting at a non-participating credit union.
9. Southwestern Chapter has, on a Saturday, a breakfast and a World Series at a community college where they bring in multiple speakers and participants go around to the different sessions. They charge \$30. **(See attached for flyer or contact Scott at 888-832-8546, extension 337 for more information.)**
10. Connecting with Generation X/Y employees.
11. Creating a co-op of trained front-line staff that can work at various credit unions when needed (shared staffing).

Phrases:

1. People support what they create.
2. Change is not something you do to people, but with people.

Mini Teachings - Training and working effectively with others:

1. You do it. Whatever you want someone else to do you must know how to do it yourself.
2. You do it, they watch.
3. They do it, you watch.
4. They do it, others watch.

Find time to spend with these people:

VRP - **V**ery **R**esourceful **P**eople (ignites vision/passion...mentor...parent/teacher)

VIP - **V**ery **I**mportant **P**eople (share your passion)

VTP - **V**ery **T**rainable **P**eople (catch your passion)

Avoid these people:

VNP - **V**ery **N**ice **P**eople (enjoy your passion...very social/don't contribute anything)

VDP - **V**ery **D**raining **P**eople (they sap life out of us...a cloud follows them around)

One needs to make the decision to confront/challenge a **VDP** person.

# Top Ten Out of the Box Ideas

## **Legislative Initiatives and Fundraising:**

1. Legislative golf outing fundraiser.
2. Get a local dealership to let you borrow a car to display to draw attention to the Grand Raffle
3. Educating member credit unions of different options for fundraising
4. Getting more involved with local legislators
5. Educate more board members on the importance
6. Talk more about legislative issues to create awareness.
7. Going as a group to interview legislators.

If met fundraising goal every manager had to kiss a pig at the end of the day.

## **Education Programs and Networking Opportunities:**

1. E-mail broadcast system (MCUL) – for each chapter to share with all chapters
2. Share the costs for national speakers with multiple sessions
3. Combine resources for bigger/better training sessions – increase attendance
4. Have a central/combined education calendar
5. Educate new staff on what training resources are available
6. Have a set schedule of “orientation” – one-day sessions for new hires
7. Have networking opportunities for mid-management and other staff (besides CEO and Board)

# Top Ten Out of the Box Ideas

## **Team building: Chapters/Districts Working Together to Achieve More:**

1. Sponsor and invite non-participating credit unions
2. Target individuals
3. Present with enthusiastic ideas
4. Look for a one-time opportunity
5. Ask oldies to bring in newbees
6. Chapter list-serve
7. Survey and focus groups
8. Recognition and appreciation program
9. Joint ventures (mutual benefit) – joint marketing – charity – car sale – education
10. Brainstorm Olympics

## **Mentoring and Leadership Development:**

1. Pickup/take the person with you to meetings
2. Make personal visits to their credit union
3. Ask for help with specific projects
4. Make it fun – throw a party (back to the 60's theme/lip sync competition)
5. Co-mingle with other chapters
6. Recognize those involved
7. Enthusiasm
8. Consistent invitations
9. Get the right people
10. Make it convenient for people to get involved

The value of a special person cannot be measured but only treasured.

### Importance of listening:

We listen autobiographically. Something triggers one's own memory and we don't listen completely to what people are actually saying. People like you better if you don't try to match or beat their stories.

### Traits of good listeners (listening is a contact sport):

1. Eye contact, must look at the person
2. Don't interrupt
3. Ask questions (with you)
4. Body language/spacing
5. Listening noises...really, uh huh, eh, sure you betcha ya...
6. Affirm/mirror
7. Take notes
8. Empathy
9. Clarification

## Chapter Planning Portion

Various mission statements/goals from Wisconsin credit unions:

### **Mission Statements:**

1. To have every chapter credit union participate in and benefit from chapter programs.
2. Have someone from each credit union attend each chapter meeting. Be a good teacher, don't prevent learning.
3. To provide educational opportunities to as many people as possible through increased chapter attendance.
4. Balance of social and educational needs.

It's not what your chapter can do for you – BUT – what you can do for your chapter.

Making “achievable” goals.

Involvement in civic and political worlds.

“Today the chapter – tomorrow the world.”

### **Goals:**

1. Promote cooperation among credit unions.
  2. Promote a means of exchanging ideas and discussing problems of mutual concern.
  3. Inspire continued expansion of service on the part of member credit unions.
  4. Provide a forum for legislative action on the local, grassroots level.
  5. Create a local training ground for volunteers and career credit union leaders.
  6. Chapters are an integral and functioning part of the credit union movement of Wisconsin, composed of credit unions united under the common bond of informed leadership.
- 
1. To create a positive networking environment for the growth and support of the credit union.

**Goals continued:**

2. For the positive image, strength and growth of the credit union movement, the Fox Cities Chapter intends to provide an environment to inform and educate all credit unions in a cooperative atmosphere of people helping people.

3. To conduct regular meetings to educate and inspire credit union officials.

To act as liaison between credit unions and the League.

To conduct joint projects of promotion, community involvement and advertising.

To assist and develop credit unions on a local level.

To have every chapter credit union participate in and benefit from chapter programs.