

Blue Ox Chapter Presents

Conflict by Design – Turning Tough Conversations into Strategic Leadership

Guest Speaker: Jeff Rendel



Jeff Rendel, Certified Speaking Professional, knows the financial services marketplace. 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 leadership, service, and strategy. Each year, he addresses, advises, and facilitates for nearly 100 financial institutions and their business partners.

In high-performing credit unions, the hardest conversations are often the most important ones. Performance concerns. Accountability gaps. Strategy disagreements. Team friction. Tough decisions. Change resistance. Avoiding conflict doesn't protect culture; it weakens it. Strong leaders don't run from difficult discussions. They navigate them with clarity, confidence, emotional intelligence, and purpose.

This bold, practical, high-energy webinar is designed for credit union managers and executives who want to stop postponing the conversations that matter most; and start leading them in ways that strengthen trust, improve performance, and elevate culture.

What You'll Learn:

- Conflict Isn't the Enemy, Avoidance Is
- The Art of the Difficult Conversation
- How to Lead Through Emotion and Resistance
- Decision-Making Under Pressure.
- Creating a Culture of Healthy Tension
- Words Matter
- Coaching Instead of Confronting

Who Should Attend:

- Credit Union Managers, Emerging Leaders and Executive Leaders
- HR Professionals and Team Supervisors and anyone responsible for leading people, performance, and culture

Straight Talk. Real Leadership. Practical Tools.

Tuesday, July 21st

via Zoom

2 PM – 3 PM EST

Cost is \$50 for Blue Ox Chapter Members, / \$60 for those outside the Blue Ox Chapter

****Please RSVP to rkotila@awakonfcu.net by July 17th****

This registration requires an email address for each attendee to receive the Zoom invitation.

Check made payable to: Blue Ox Chapter of Credit Unions

Awakon Federal Credit Union

c/o/ Russ Kotila

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Please include: name of credit union, contact person name, phone and email, number of people attending with the check payment.

Questions: Please contact Russ Kotila at 586.242.9410, or email rkotila@awakonfcu.net