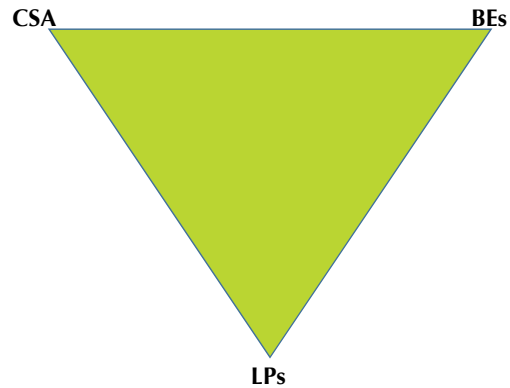


## Three Categories of Employees

- Those who pick up the gum wrapper
- Those who ignore the gum wrapper
- Those who throw the gum wrapper on the floor



## The Remedy



- CSA – CliftonStrengths Assessment
- BEs – Behavioral Expectations
- LPs – Leadership Practices



## The CliftonStrengths Assessment

- Rooted in the study of excellence
- Research based – 34 most common talents
- Details the nuances of each person



## Using The CliftonStrengths Assessment

- Self-awareness
- Team interactions
- The work itself



## Sample Results of the CliftonStrengths Assessment

- |               |                      |
|---------------|----------------------|
| 1. Focus      | 1. Adaptability      |
| 2. Learner    | 2. Ideation          |
| 3. Achiever   | 3. Individualization |
| 4. Maximizer  | 4. Strategic         |
| 5. Positivity | 5. Empathy           |



## Behavioral Expectations

- Promises we make to one another
- Anchor points for interactions
- Makes us “all the same”



## Behavioral Expectations Examples

- The fewer the better (4 is a good number)
- Memorable phrases are better than words
- Repetition leads to clarity



## Leadership Practices

- **Make Meaning**
- **Manage to Outcomes**
- **Act with Benevolence**
- **Celebrate the Individual**
- **Work for the Greater Good**



## Make Meaning

- **Your Why?**
- **Tied to the credit union's message**
- **Connected to the strategic plan**



## Manage to Outcomes

- ASK Goals
- Leave the how to the performer
- Raise the bar



## Act with Benevolence

- Do good
- Use CSA
- Model the BEs



## Celebrate the Individual

- One size fits one
- Autonomy (when competent but don't ignore development)
- Significant recognition



## Work for the Greater Good

- Build bridges not walls
- Solicit ideas
- It's our credit union



# Thank You

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