



CUCC
Module 2

The Chief Executive Officer's Duties





CUCC
Module 2


Exercise 2

- What are the duties of a CEO?

15 minutes


CUCC
Module 2

- **Setting Strategy in support of the Vision**
 - What products are appropriate for the members?
 - How will the credit union differentiate from other financial institutions?
 - The CEO decides, sets budgets, forms partnerships, and hires a team to steer the credit union accordingly.



• Building Culture


- Culture is built in dozens of ways, and the CEO sets the tone.

Examples:

dress code; cleanliness of workplace; informality; etc.

CUCCC

Module 2




• Teambuilding

- Setting clear direction where staff become part of and passionate about it
- With clear direction, the team can rally together and make it happen.

CUCCC

Module 2




• Capital Allocation

The CEO ensures the credit union complies with the key financial indicators

CUCCC

Module 2




• **Exercise 3**

List down the specific duties of the CEO

CUCCC


Module 2



What are the specific duties of a CEO?

CUCCC

Module 2



- Provide leadership in the development of the credit union's statement of vision, mission, and goals, and the corresponding strategies, plans, and budgets to achieve them;


CUCCC

Module 2



CUCCC
Module 2

- Ensure the development of priority plans, performance measurements, management controls, and critical success factors;




CUCCC
Module 2

- Review approved plans and budgets as part of the annual planning and budgeting cycle and present recommendations to the board of directors and/or the appropriate committee;




CUCCC
Module 2

- Develop and provide appropriate policy recommendations for consideration by the board;



CUCCC
Module 2

- Ensure that an annual plan and budget are prepared for and presented to the board of directors;



CUCCC
Module 2

- Propose agendas for the board of directors reflecting issues, opportunities, and priorities;




CUCCC
Module 2

- Present a written report to all board meetings;




CUCCC
Module 2

- Develop and maintain an effective staff organization that
 - *provides appropriate policies and programs*
 - *delivers services, programs and information beneficial to the members*




CUCCC
Module 2

- Hire, reward, discipline, terminate, and set the remuneration of, all employees except for himself/herself, in accordance with policy and/or approved budgets;




CUCCC
Module 2

- Identify, document, and articulate the needs of members to geographic sub-units, committees, and other forums which exist to serve member needs;




CUCCC
Module 2

- Promote collaboration with and among the other credit unions or organizations to address the needs of members and the mission and goals of his/her credit union



CUCCC
Module 2

- Maintain the necessary contacts to keep abreast of emerging issues of significance to the credit union management profession;



CUCCC
Module 2

- Act as the spokesperson for the credit union;



CUCC

Module 2


- Serve as ambassador for the credit union to relevant organizations in the country and internationally



CUCC

Module 2

- Serve as ambassador for the credit union to relevant organizations in the country and internationally



CUCC

Module 2

- Exercise 4

Board and Management Areas

