

Welcome to the New Jersey Credit Union League's

Executive Leadership Series

Brought to you by the New Jersey Credit Union League 

“Playing the Game to Win: Why ‘Likeability’ Leads to Success”

Credit union executives are leaders and salespeople. Communication expert Bill Graham will share his perspective on how being “likeable” can help you fulfill both roles successfully and effectively.

Education for
Current & Future
CU Leaders

January 30, 2012
9:00 am - 2:00 pm
Forsgate Country Club
375 Forsgate Drive
Jamesburg, N.J. 08831



“Playing the Game to Win: Why ‘Likeability’ Leads to Success”

Hear from Communication expert Bill Graham on how “likeability” can help you meet and exceed credit union goals and contribute to the ongoing viability of the credit union movement.

January 30, 2012

Leaders sell ideas. Salespeople sell products and services. Credit union executives are leaders and salespeople. Successful credit union leaders not only need the buy-in of their own teams, but also their colleagues, community groups, lawmakers, and businesses. Consider how much more successful your credit union could be if you had complete buy-in from the leaders of your primary SEG group or your local community leaders? In order to meet and exceed credit union goals and contribute to the ongoing viability of the credit union movement, successful leaders have learned how to effectively influence these decision makers.

Communication expert Bill Graham will share his perspective on how being “likeable” can help you do that. He will share useful tools to help you be more likable, make emotional connections, and deliver messages that people remember.

This session will cover:

- Immediately usable tools to be more likable
- The mindset of the helpful leader
- Marketing your vision to your staff, members and community leaders
- Crafting messages into a single powerful idea
- Simple steps to telling stories so people remember your message and its value
- Obstacles to successful leadership communication
- The concept of good communication helping the listener win

Meet the Speaker

Who is Bill Graham?

Bill Graham spent over a decade as Director of Creative Affairs for Procter & Gamble’s: *As the World Turns*, *Guiding Light*, and *Another World*. He trained writers, analyzed audiences, and delivered story notes for 7,000 hours of soap operas. He also taught acting at Stella Adler Conservatory. Prior to his TV work, he was Producing Director at Olney Theatre in Olney, MD.

At the same time, he was teaching actors at Stella Adler Conservatory the art of being more charismatic in front of an audience.



In 2002, Bill was asked to help a speaker for the anniversary of 9/11 at The Pentagon. That work led to coaching work for the speaker’s architectural management firm. Soon, he left the soap operas to form Graham Corporate Communications.

Today, he delivers keynotes and seminars in Leadership Communications, Likeability, and Storytelling for a broad range of clients. Bill’s audiences regularly include entrepreneurs, CEOs, legislators, mayors, association leaders, union leaders, teachers, social workers, pharmacists, scientists, dentists, physicists, chamber executives, and sales teams. His programs will help people make connections, improve relationships, and say the right thing.

Bill is on the faculties of Seton Hall’s Communications Department, George Mason’s Sports Management Department, and the US Chamber’s Institute for Organizational Management.

What is the Executive Leadership Series?

- The Executive Leadership Series (ELS) features top-notch education with emerging topics for innovative credit union leaders.
- The series features conference caliber speakers and topics brought to you locally.
- Industry experts deliver timely relevant information with audience participation and discussion.
- Meetings are designed quarterly to allow credit union professionals the opportunity to visit throughout the year.
- Attendees are encouraged to bring aspiring leaders within their credit unions to gain the value of this educational series.

How much does it cost?

Pricing for these sessions is tiered based on assets as follows:

		15% discount deduction for prior attendance (See Note 1)	25% discount deduction for sending three or more attendees (See Note 2)
· Over \$100 million	\$179.00	\$26.85	\$44.75
· \$25 - \$100 million	\$129.00	\$19.35	\$32.25
· \$10 - \$25 million	\$ 79.00	\$11.85	\$19.75
· Under \$10 million	\$ 39.00	\$ 5.85	\$ 9.75

Note 1: A 15% discount is available for individuals (not credit unions) who have attended a prior ELS session.

Note 2: A 25% discount is available for credit unions that send three or more people to a single session. Please refer to the enclosed registration form for more information.

*****Only one discount can be used per session; discounts cannot be combined.*****

How do you register?

You may register online through the NJCUL site www.njcul.org. Or simply e-mail Mary Zelinsky at mzelinsky@njcul.org (be sure to note name of attendee(s) and credit union).

Executive Leadership Series

Brought to you by the New Jersey Credit Union League 

Dates for upcoming 2012 Executive Leadership Series sessions are set.

Mark your calendars for the following dates:

April 10, 2012

September 5, 2012

December 11, 2012

Stay tuned for speakers, topics, and locations.

www.njcul.org/els.aspx