

How to Compete and Win Against ANY Competitor

your marketing.
strategy • creative • branding





“

There is not the slightest indication that nuclear energy will ever be obtainable. It would mean that the atom would have to be shattered at will.

”

– Albert Einstein, 1932

“ This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us. ”

– Western Union
Internal Memo, 1876



“ We don't like their sound, and guitar music is on the way out. ”

- Decca Recording Company on declining to sign the Beatles, 1962



“

I think there is a world market for maybe five computers.

”

– Thomas Watson, Chairman of IBM, 1943



“The horse is here to stay, but the automobile is only a novelty—a fad.”

- The President of the Michigan Savings Bank advising Henry Ford’s lawyer not to invest in the Ford Motor Co., 1903



“Television won't last because people will soon get tired of staring at a plywood box every night.”

– Darryl Zanuck,
Movie Producer,
20th Century Fox, 1946



“ There will never be a bigger plane built. ”

- A Boeing Engineer, after the first flight of the 247, a twin engine plane that holds ten people.





“It’ll be gone by June.”

– Variety Magazine on Rock n’ Roll, 1955

“ A rocket will never be able to
leave the Earth’s atmosphere. ”

– New York Times, 1936





We could never close our branches
with just 24 hours notice.

“If you are struggling to reach a goal in any area, you must first ask: Where is the limit? Most likely, you’re experiencing a limit in your mindset, motivation, or methods—which means that it’s not a personal shortcoming or failure pointing to any perceived lack of ability.”

– Jim Kwik, Limitless





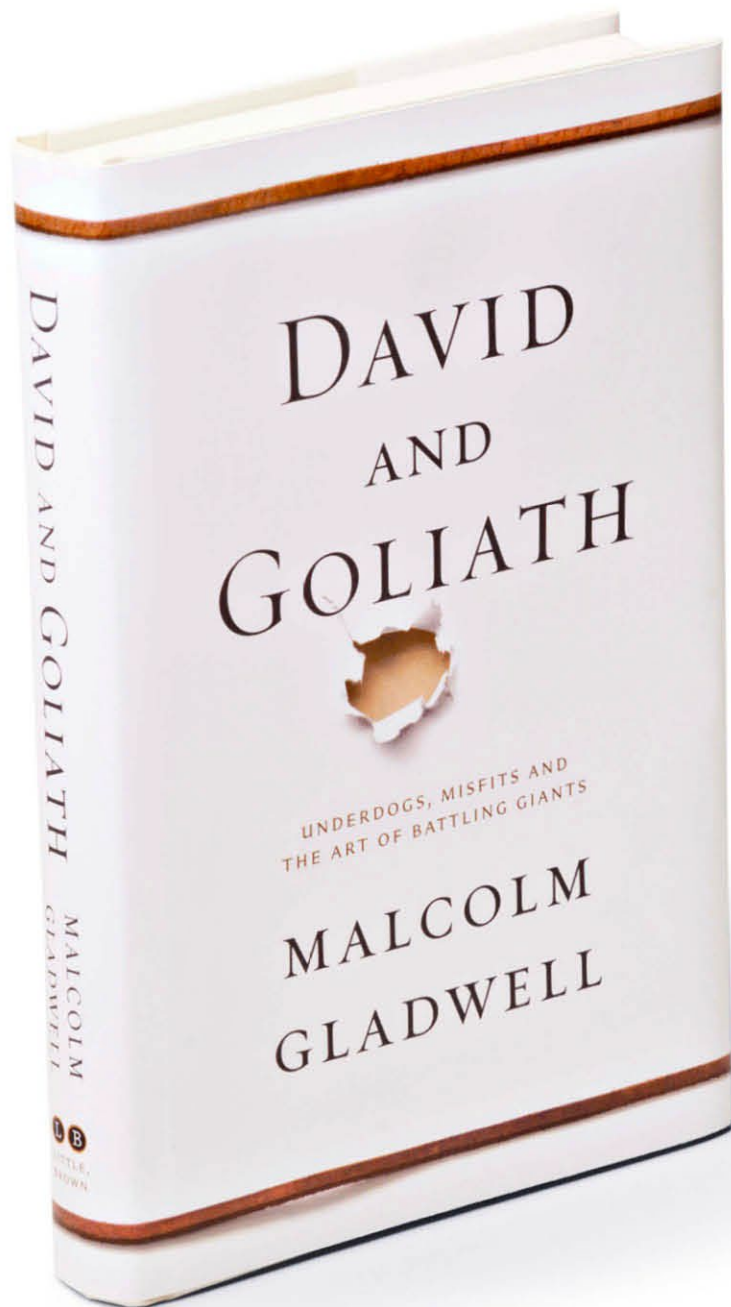
**You are the *Sum* of Your
Past and Your Influences**

“ Whatever we accept and believe determines how we behave. How we behave determines what we achieve or don't achieve. ”

The biggest obstacle is *you*,
your brain and your past influences.

“ We’re *TOO*
SMALL to
compete. ”





The difference between **UNDERDOGS** and **TOP DOGS** is that underdogs aren't hardened by those things, but rather learn from them.

They are able to reapproach the situation with an attitude that gives them the upper hand and allows them to win.

Science points not to strength, but mere size... hereditary pituitary disorder possibly due to the AIP gene, causing early-onset and familial acromegaly or gigantism.

- Vision Problems
- Disorientation



“ The powerful and strong are not always what they seem. Goliath was blind to his approach – and then he was down, too big and too slow and blurry-eyed to comprehend the way the tables had been turned. ”



“The dogs
don't like
your food.”



“The new label design tested through the roof!” said the VP of Marketing. “In double-blind tests, it outperformed our B and C designs across all demos.”

“‘Dog Mommies’ in key ethnic demos responded favorably to the new, ‘organic’ ingredients,” added the VP of Research. “The ‘fresh chunk of love’ concept is going over like gangbusters.”

“So why,” asked the CEO, “are sales trending down?”

“The dogs won’t eat it,” she explained.

If the dogs **WON'T EAT** your food,
the packaging **DOESN'T MATTER**

No amount of marketing can save a
BAD PRODUCT.

Why won't dogs (members) eat our food
(checking, loans, etc)

- Slow loan decisioning
- Poor experience
- Friction

Before you spend another dollar on marketing, **CHANGE YOUR RECIPE** so the dogs will eat your food.



HOW CAN WE
COMPETE?

T Mobile™





HOW CAN WE COMPETE?

“Since joining the company in 2012, Legere has taken Deutsche Telekom-owned T-Mobile from a struggling mobile carrier known for subpar coverage and service to the third-largest and fastest-growing carrier in the US.”



HOW CAN WE COMPETE?

“He changed the company’s culture along with himself, getting T-Mobile US employees in the Bellevue, Washington, headquarters and across the country as excited as he was.”

HOW CAN WE COMPETE?

“We did start four years ago with a simple manifesto, as we called it, which was a description of what we were about, and it was the Un-carrier. It was about **finding and solving** customer pain points in an attempt to fix a stupid, broken, arrogant industry. It was something we felt passionate about.”

HOW CAN WE COMPETE?

“You play the tape all the way forward to the last few changes we’ve made — moving from Binge On [which allows customers to stream unlimited video from services like Netflix at 480p quality] to T-Mobile One — these are gigantic, seismic shifts in the industry, and I’m not really sure everybody has fully comprehended them yet. They’ve set the stage for some radical, radical simplification to come.”

HOW CAN WE COMPETE?

“I went, and my first interview was with René Obermann, who was the CEO of Deutsche Telekom at the time — wonderful guy. And right after hello, I told him that it was my opinion that he could only fail one way in the US. I said, “Do exactly what you’re doing — **nothing.**”

HOW CAN WE COMPETE?

“A lot of this started because we were a small company — we still are. There’s no way we can out-brand or out-share our voice over AT&T and Verizon, so we **created our own atmosphere.** Social media became involved, and we started being very noisy, very listened to, and we put them on their heels.”

ADVICE

““I can summarize everything you need to know to lead a major corporation. Are you prepared to write this down?” And then they get all ready. I tell them I can summarize how I succeed as a leader: **Listen to your employees, listen to your customers, shut the f--- up, and do what they tell you.** Then I say that the genius of the marketing strategy that we’ve had in every company that I’ve ever been in, is that if you ask your customers what they want and you give it to them, you shouldn’t be shocked if they love it.”

“Where there is no vision,
the people will **PETRISH.**”

– Proverbs

Credit unions who are not growing loans and growing members are failing due to a lack of:

- **MISSION** (Purpose)
- **VISION** (Direction and Destinations)
- **STRATEGY** (How We'll Get There)

67% of executives believe their teams know the company's top priority, but only **2%** of employees can name them.

22% of employees strongly agree that leadership has a clear direction for their organization.

15% of employees are engaged at work.

43% of employees strongly agree they have a clear job description.

41% agree that their job description aligns with the work they are asked to do.

MISSION → VISION → STRATEGY → CULTURE



...we provide financial hope
to our Abbeville Community



...when others don't,
we give a damn



	December 2021	December 2022
Net Income	\$95,638	\$198,990
Loan Growth	7.42%	10.09%
Delinquency	0.98%	0.91%



Turn your *Lemons*
into *Lemonade*

The perfect place for
imperfect people.

express
credit union

Paul Baudin, CEO • Seattle, WA

\$20 Million

2022



24.66%

12 month loan growth



1.69%

12 month membership growth



GROWTH

Niche product: Auto ITIN Lending (10+ years)

Partnership with auto dealers for ITIN Lending

“But Paul, this is too risky!”

express
credit union

GROWTH

People helping people.

Narrow the definition of “people.”

Who is your ideal member and what problems can we solve?

[Credit Union Diversity](#): Diversity within the credit union system helps credit unions better serve their communities while financial inclusion allows credit unions to grow. Learn more about the [business case for credit union diversity](#) and what credit unions can do to assess diversity.

Now is the time, with support from NCUA, thanks to Rodney Hood.



GROWTH

2021: Pump the breaks... we're loaned out!

Advice for credit unions who see this
opportunity in their community.

93.84%

Q1 2022:

105.27%

Q1 2023:

1. **YOU** are the obstacle. Be mindful of the head trash and root system that cause your limiting beliefs to hold your credit union back.
2. You don't really know the giant that you fear. That giant has **UNSEEN WEAKNESSES** that you can exploit. Find them!
3. Your marketing may be great, but the dogs may hate your food. **CHANGE WHAT NEEDS TO BE CHANGED**, not what's easy.
4. Cast a vision and mission that your team **WANTS** to commit to and leads your members to success.



We must remember **WHAT** we started out to do and then find ways to **DO IT** with the modern techniques available.

— Louise McCarren Herring