ACUSO
Association of Credit Union Senior Officers

Leadership Series Part A: Culture by Design
Virtual Meeting
December 1, 2026

AGENDA

10:00 a.m. – 10:05 a.m. ***Welcome and Opening Remarks***

10:05 a.m. – 10:50 a.m. ***Culture as Strategy: Managing Culture as a Core Credit Union Asset***
Credit unions manage capital, liquidity, and risk with discipline, but culture is too often left to chance, treated as a soft, HR-owned concern rather than a core business asset. This session reframes culture as something to be managed with the same intentionality a credit union brings to any other strategic asset. Learn how "Culture by Design" can uniquely position a credit union to attract and retain talent, while positively impacting member experience. Drawing on real-world work with credit unions navigating mergers and major transitions, the business case for culture, how to assess the health of culture before disruption hits, where cultural strain tends to surface first under pressure, and the connection between leader behavior, organizational culture and member experience, will be addressed.

Through shared insight and discussion, leaders will gain a practical framework for treating culture as core infrastructure, not an afterthought.

Presenters: Laura Sehres, Partner
Lynn Heckler, Partner
Blupact Culture

10:50 a.m. – 11:00 a.m. ***Questions and Answers***