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## **CUES® Expands Offerings with Vertex Management Development Program**

**MADISON, Wis.**—CUES, in partnership with Michael Neill & Associates, Inc., is bringing the Vertex Management Development Program to its members.

A cost-effective, research-based curriculum, the Vertex program can be deployed live at your site or remotely via computer-based training. For less than the cost of traditional credit union management schools, Vertex can provide managers with professional development for important skills, including: delegation, team building, performance coaching, strategic thinking, and more.

“The Vertex Management Development Program is based on the study *Attributes and Skills Common Among High Performing Credit Union Managers*. The research identifies key skills that will lead managers to improve employee engagement and profitability; Vertex develops those skills in current and future credit union managers,” said Mike Neill, president, Michael Neill & Associates, Inc.

Dun & Bradstreet research shows 96% of American businesses fail due to managerial incompetence. According to a [Gallup Survey](#), 70% of employee engagement is directly attributable to their manager. Moreover, management training program challenges can include: not addressing a participant’s individual needs, lack of qualified program developers, and non-validated results. The Vertex Management Development Program resolves these challenges.

“We recognize now, more than ever, the importance of having effective management, particularly in first-time managers,” said CUES President/CEO John Pembroke. “With Vertex, our members can strengthen their commitment to learning and fulfil their mission to ensure the highest quality professional development from new managers to veteran leaders.”

There are three Vertex Management Development Programs to choose from; and all benefit your credit union through:

- Reduced employee turnover – 50% of staff leave work due to poor management

- Enhanced earnings through improved employee engagement – engaged staff produce more work and sell more products
- Cost effective professional development – Vertex costs much less than other CU management programs.

For more information about the Vertex Management Development Program visit

[vertexmanagement.com](http://vertexmanagement.com).

For more information about CUES visit [cues.org](http://cues.org).

*ServiStar Consulting's vision is to be the most valued business partner of its credit clients and associates.*

*CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. CUES' mission is to educate and develop credit union CEOs, directors and future leaders.*

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