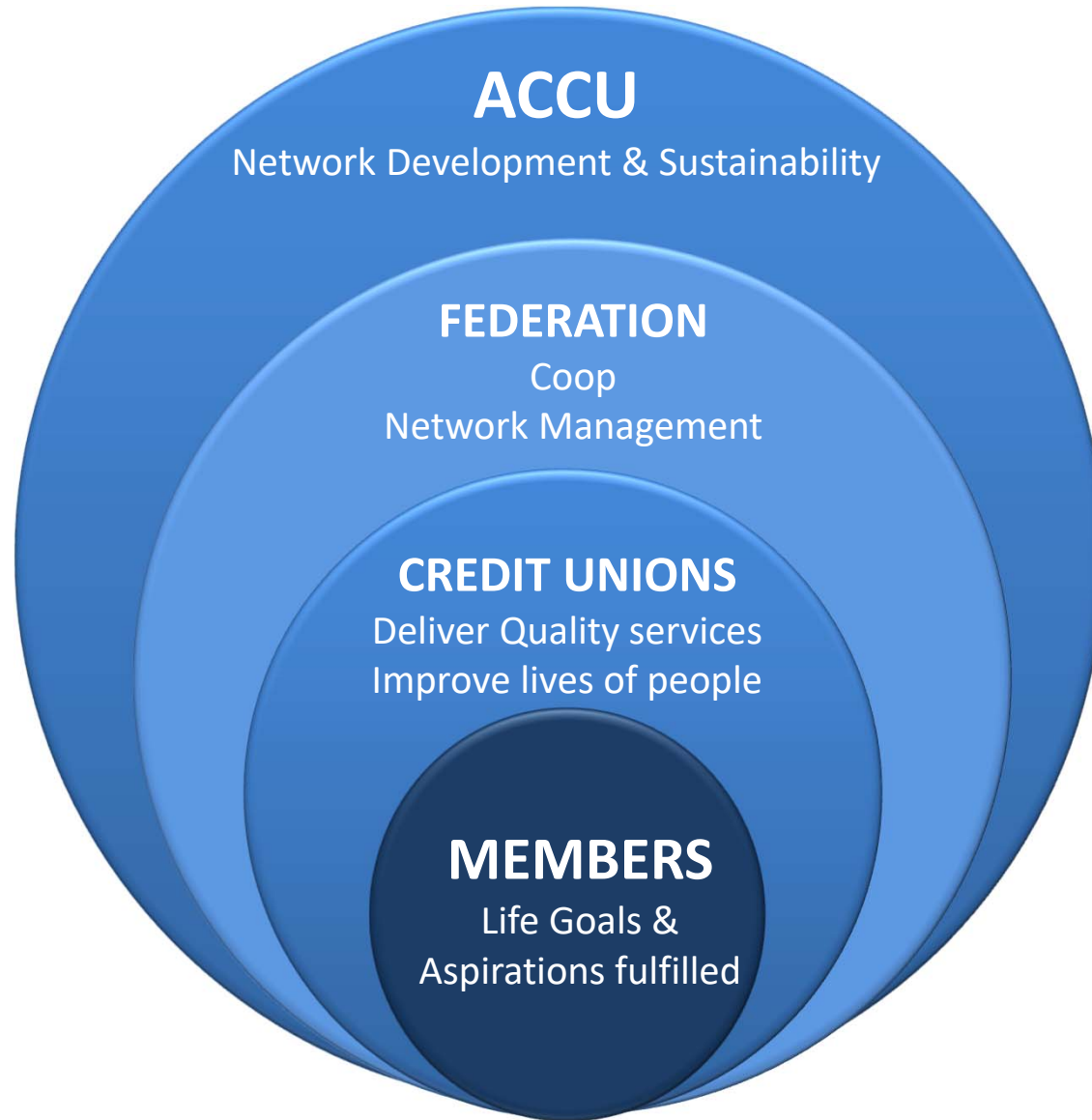


Cultivate Coop Culture: Unity and Consistency in Communicating Values



Vision: Integrated & Sustainable Credit Union Networks



Integrated network governance

Integration challenges

Criteria	Cycle of Evolution
1. Sharing resources (pooling)	Simple – solidarity put in action
2. Standardization of operations	Compromises is important
3. Contractual solidarity	Form something new
4. Governance and self-discipline	Maturity

Integrated network governance

Integration challenges

Criteria	Cycle of Evolution
1. Sharing resources (pooling)	Simple – solidarity put in action –
2. Standardization of operations	Compromises is important. - Centralized communication and marketing for the network.
3. Contractual solidarity	Form something new
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N. 4

Governance and Performance



National Marketing Strategies



Reinforcing Credit Union role in building better lives for people.



Institutional Marketing



ສະຫະກອນ ສິນເຊື່ອ ແລະ ເງິນຝາກປະຢັດ
ບ້ານ ນ້ຳຖ້ວມໃຕ້
Namtuam thi Saving and Credit Union

Issues Debate Resolve ACT



**Thank you
very much.**

