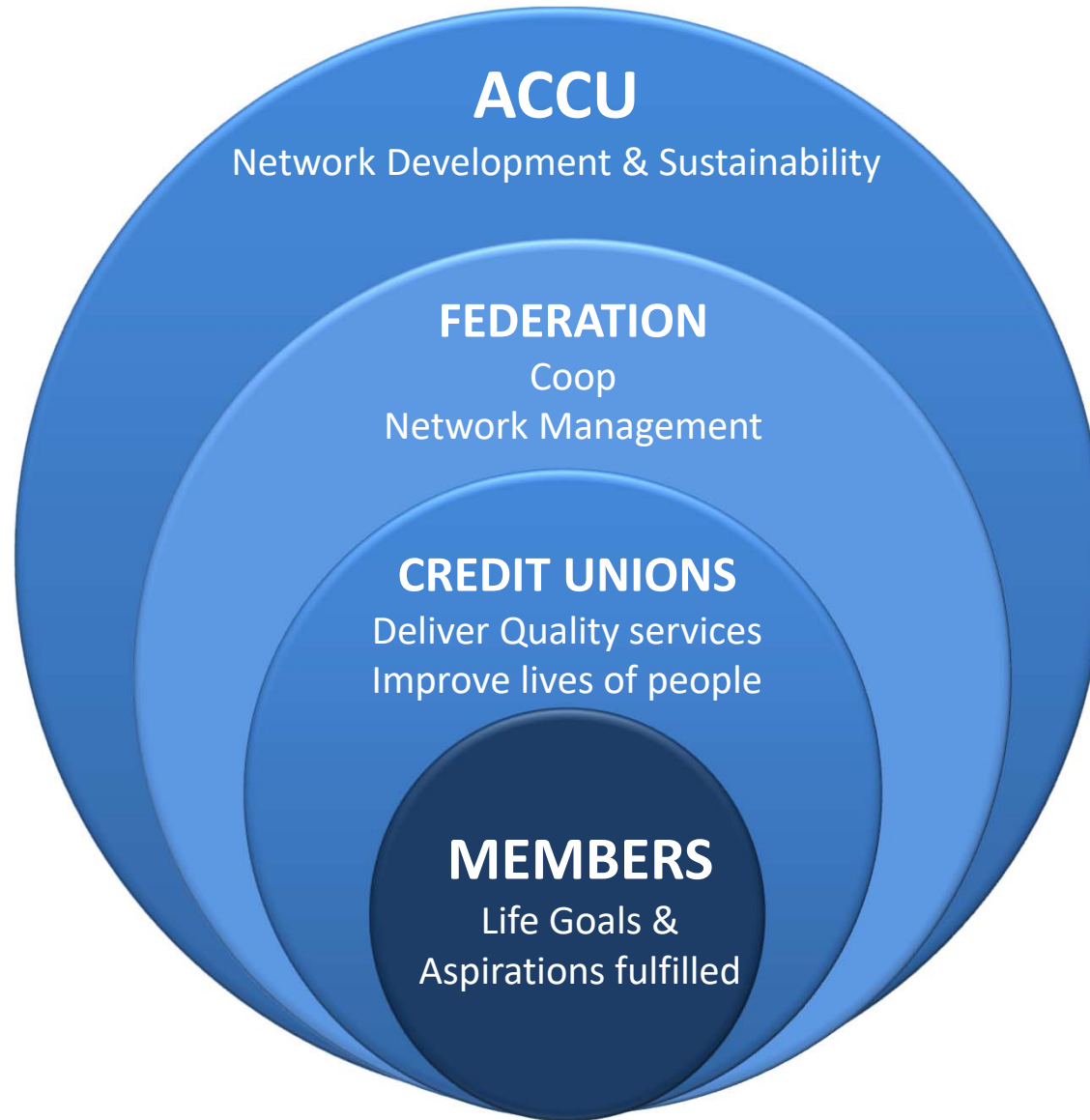


# Cultivate Coop Culture: Unity and Consistency in Communicating Values



# 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. - <b>Centralized communication and marketing for the network.</b>
3. Contractual solidarity	Form something new
4. Governance and self-discipline	Maturity

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.**

