



Mike Neill

Chief Learning Officer

Email: Mike.Neill@ServiStarConsulting.com

Phone: 231.709.4468 | Mobile: 678.409.2977

Schedule a time to meet: ServiStarConsulting.com/Mike

Activator – Relator – Positivity – Individualization – Maximizer

Creating Leaders Worth Following

More than 70% of employees in the US are disengaged in their work. Our credit union specific research shows that credit union employees' engagement levels are very similar. How does this fact impact Member Experience and our ability to communicate our Brand Proposition? Leadership and Coaching impact 70% of all the factors that engage employees. So, more than ever, we must know how to lead and coach credit union employees effectively. We will share results of our credit union specific research and our work inspiring credit union leaders and coaches. Additionally, we will provide you with action steps to lead in ways that will create high performance.

- Challenges in creating employee engagement
- How lower engagement is impacting member experience in credit unions
- The need to understand the employee attribute difference: credit unions vs. banks
- Engaging employees through meaning and purpose
- The importance of creating behavioral standards
- It's not what's trained. It's what's coached.
- Incentives vs. accountability
- Key leadership steps to take to inspire and retain the best employees.

Bio

Mike is the Chief Learning Officer and founder of ServiStar Consulting, which is celebrating its 25th anniversary of serving Credit Unions. Mike is one of the most sought after speakers in the Credit Union Movement, published researcher and author. Mike and ServiStar works with credit unions teaching them how to become more profitable through outstanding leadership, culture, and Member Experience. ServiStar clients have won multiple NAFCU Credit Union of the Year Awards. Additionally, many of the top rated credit unions in sales and member experience have been ServiStar Clients.

Prior to starting ServiStar in 1998, Mike worked as a senior executive where he led the credit union to a number two ranking, in member product penetration. Mike has an undergraduate degree in Organizational Development and is certified as an Executive Coach, by the International Coaching Federation.

Books by Mike:

- Creating and Maintaining a Credit Union Sales and Service Culture
- Coaching for Performance.

Published Research, Filene Research Institute

- Attributes and Skills Common Among High Performing Credit Union Managers
- Attributes and Skills Common Among High Performing Credit Union Sales and Service Performers.

[Creating Engaged Workforce through Leadership - Watch Video](#)

