

The logo for Strategic Process Management (SPM) features the letters 'S', 'P', and 'M' in a large, bold, dark blue font. Each letter is overlaid with a horizontal arrow pointing to the right. The 'S' and 'M' are overlaid with a light blue arrow, while the 'P' is overlaid with a grey arrow. Below the letters, the full name 'STRATEGIC PROCESS MANAGEMENT' is written in a smaller, dark blue, sans-serif font.

SPM

STRATEGIC PROCESS MANAGEMENT

What Makes a Credit Union a Steward of the Community?

Stewardship is assumed. Very few can prove it.

Part 2 of a 3 Part Discussion

Day of Discovery # 37

Visit: www.StrategicProcessManagement.com/Contact
to request your complimentary strategic planning guide.

Most credit unions deeply believe they are stewards.

It is described in mission statements, reinforced in marketing, and assumed in leadership discussions.



**That gap is
the strategic
opportunity.**

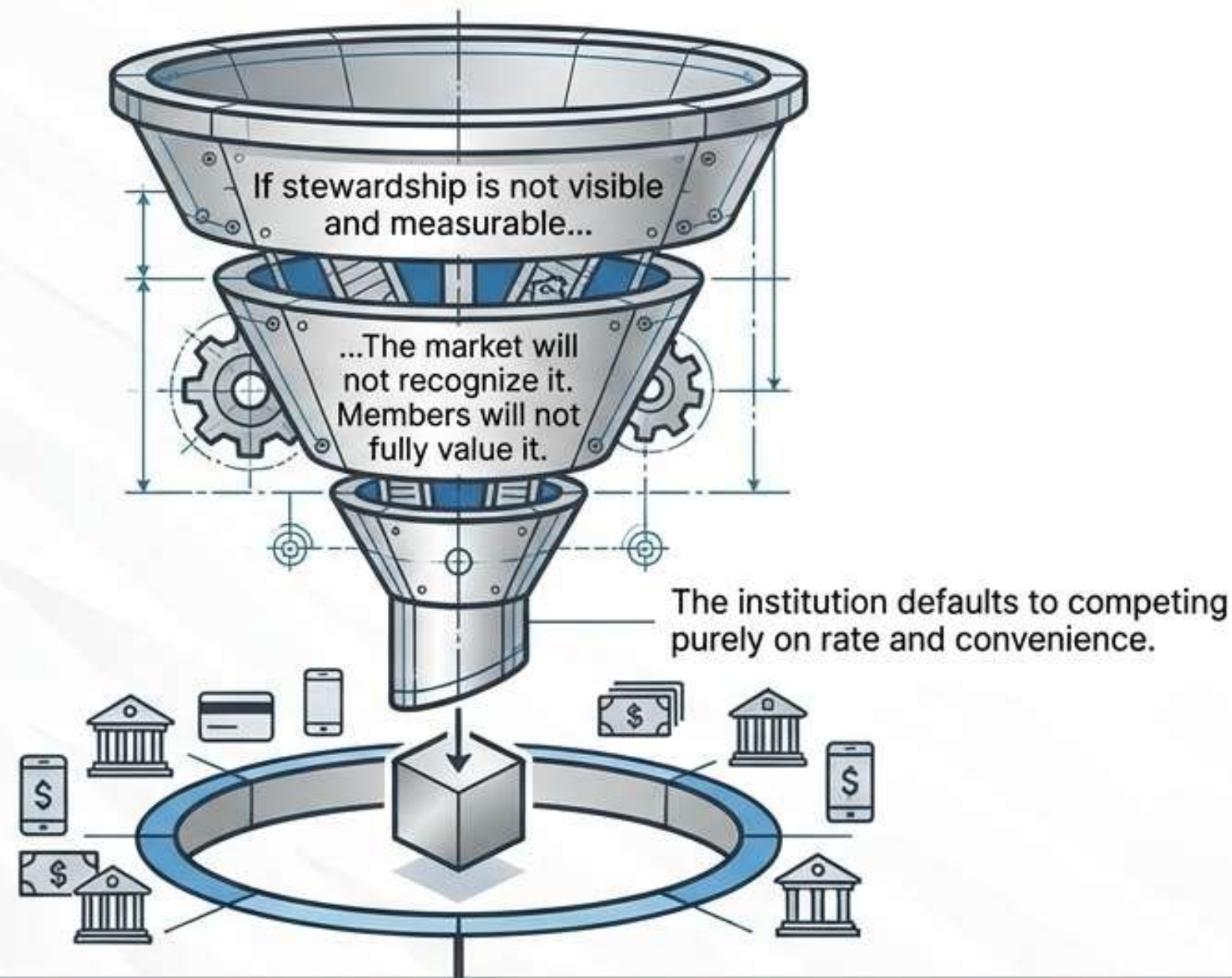
Very few can answer:

Are our members measurably better off because of us?

Can we prove that improvement over time?

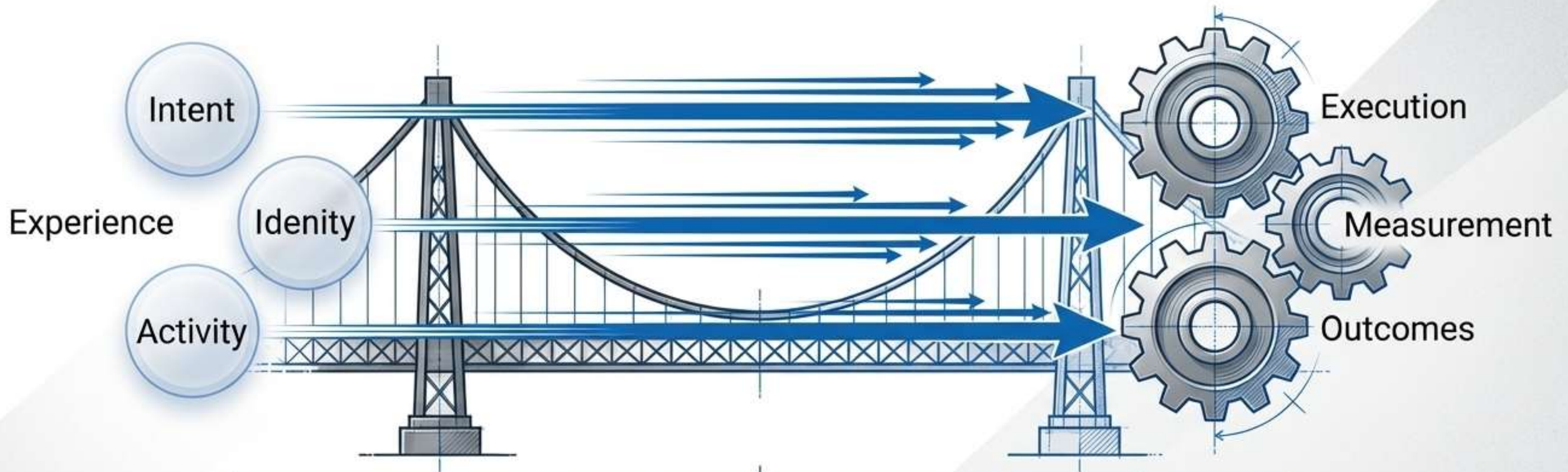
Is our entire organization aligned to deliver it?

The Risk of the Unmeasured



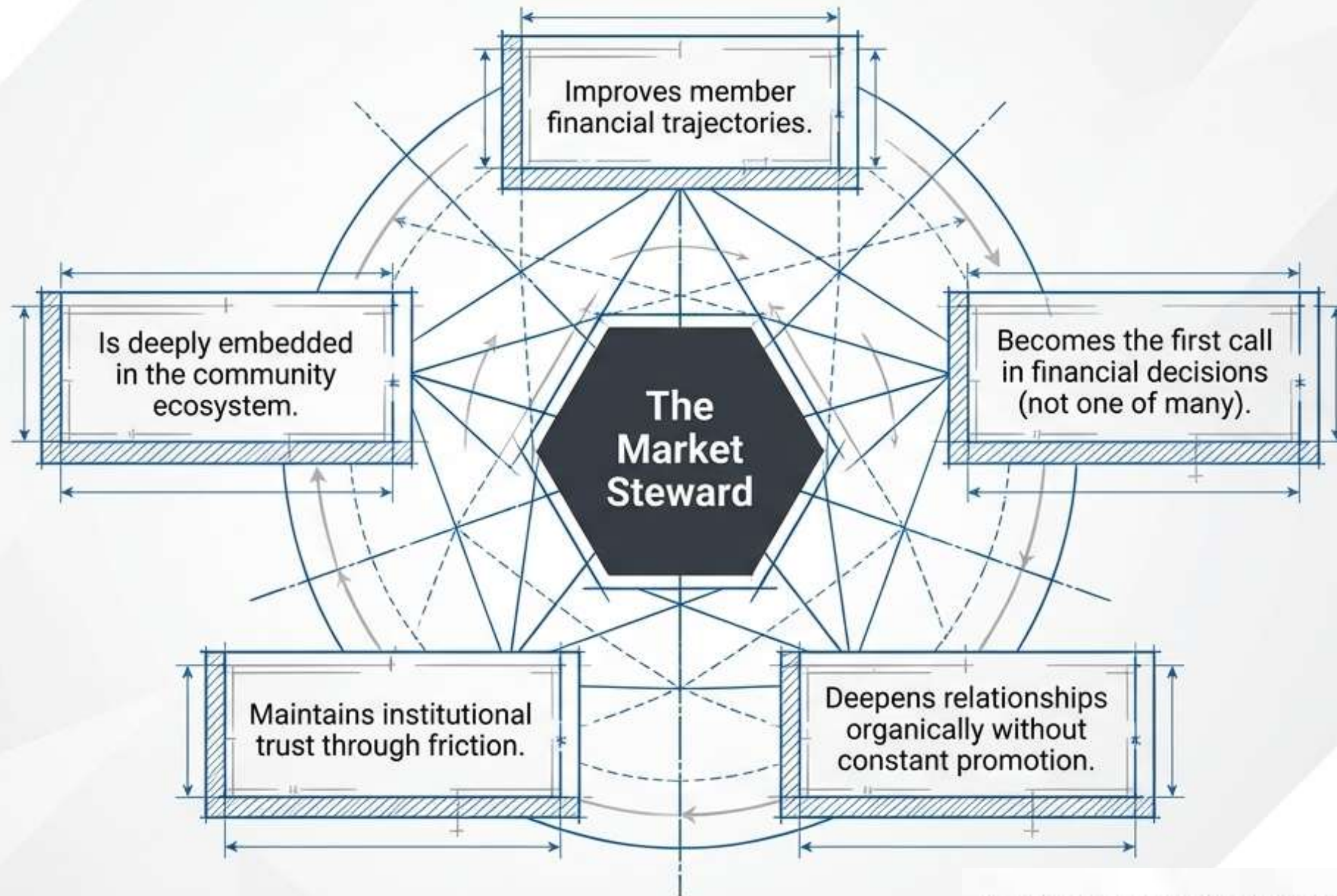
You are forced to play the numbers game—an arena where trust is replaced by temporary pricing.

The Strategic Shift

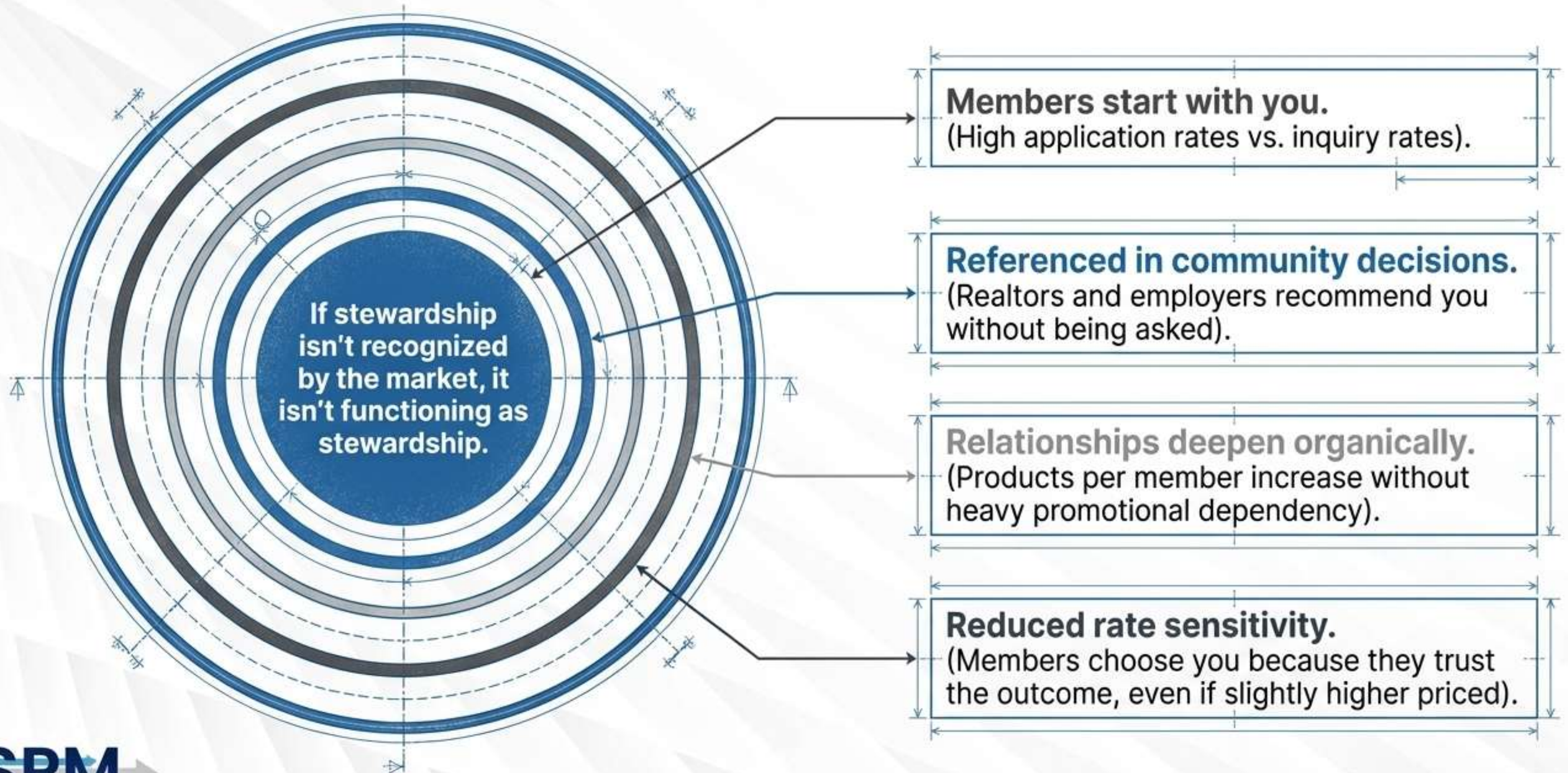


Stewardship must move from a message to a measurable outcome.

Defining the True Market Steward



Recognition is a Behavioral Signal



The Measurement Gap

Proxies do not answer: “Are our members better off because of us?”

The Illusion (Proxies)

Net Promoter Score (NPS)



Satisfaction Scores



Product Penetration



Loan Volume



The Reality (Proof)



Member Financial Progression



Outcome Quality

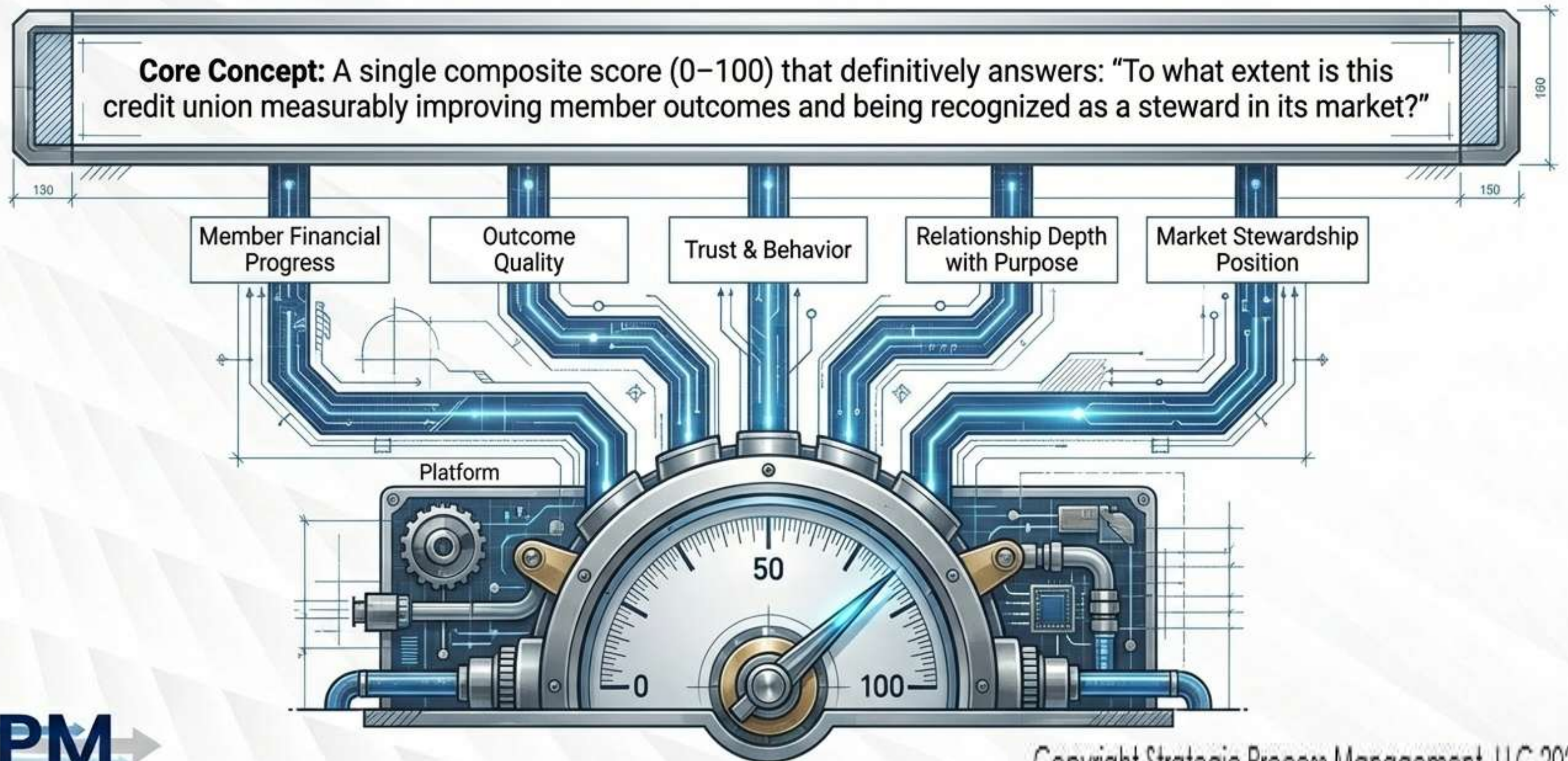


Trust Behaviors & Retention

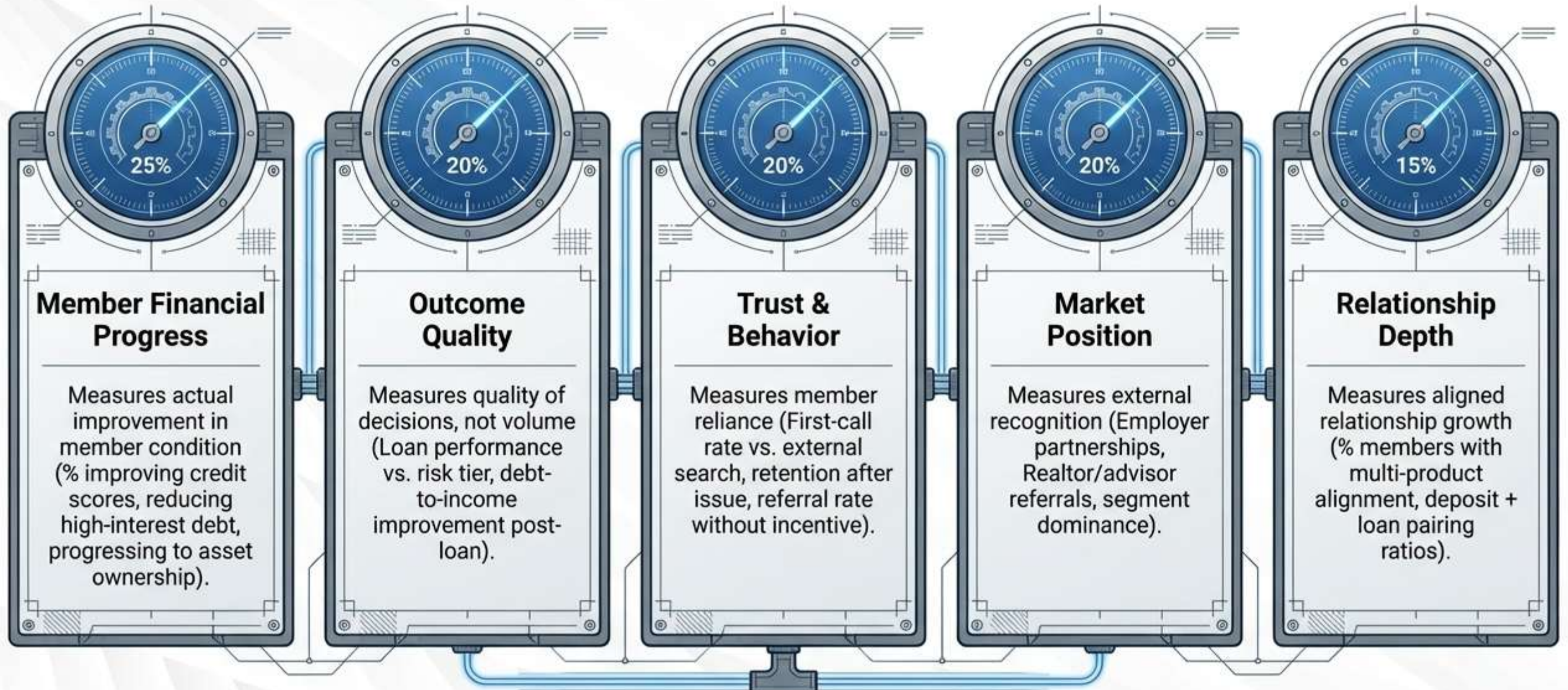


Relationship Depth with Purpose

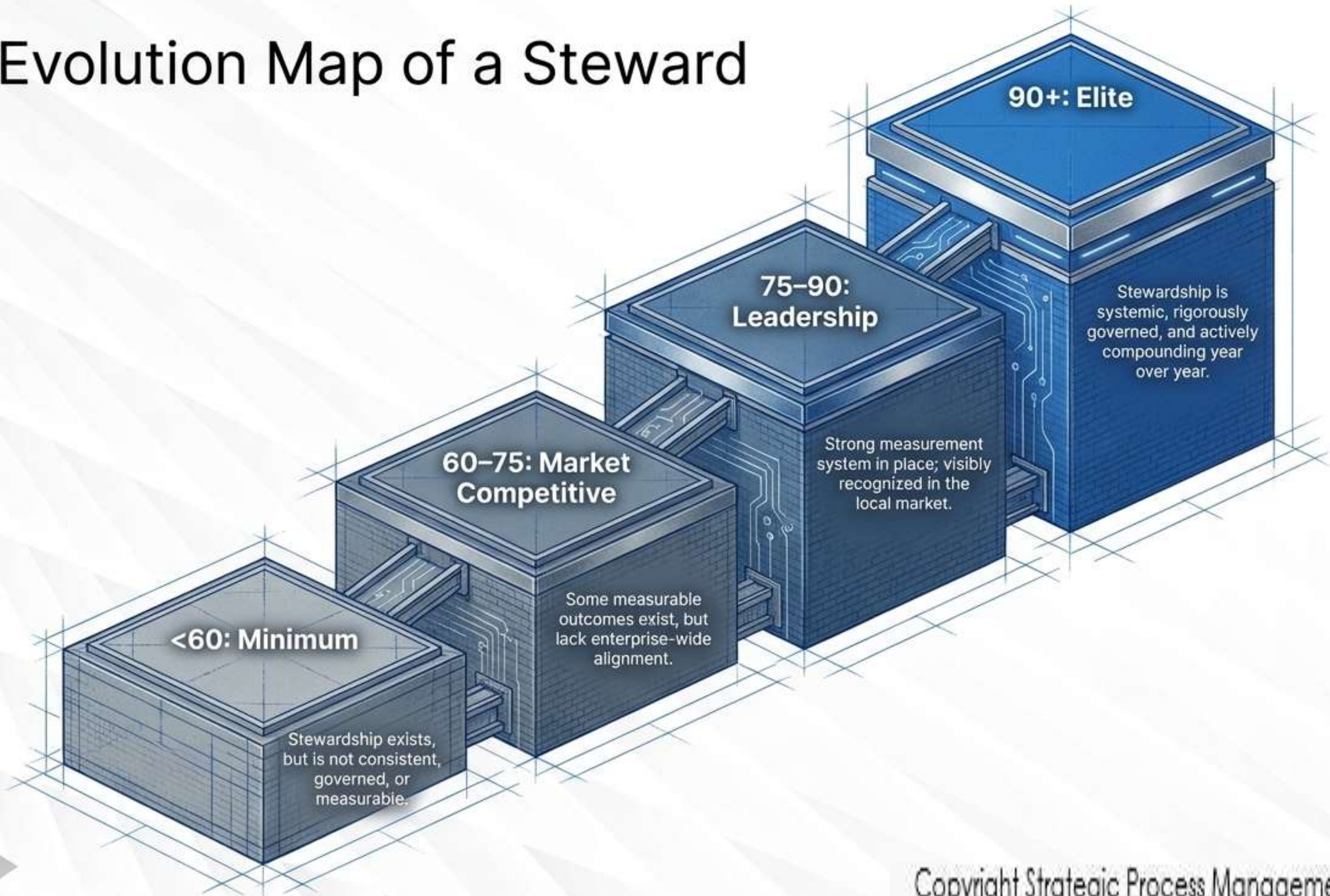
Introducing the Stewardship Index



The Five Pillars of Proof

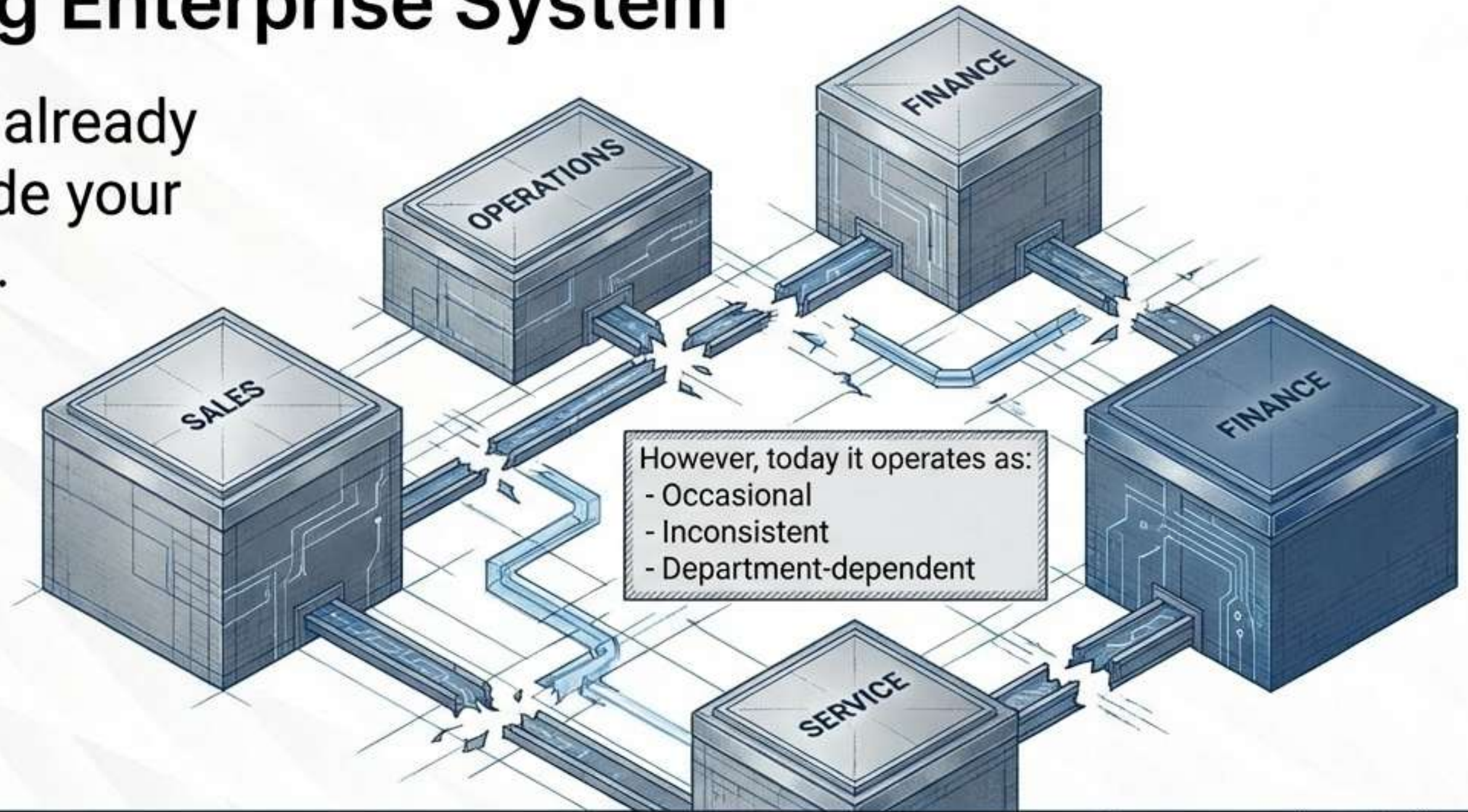


The Evolution Map of a Steward



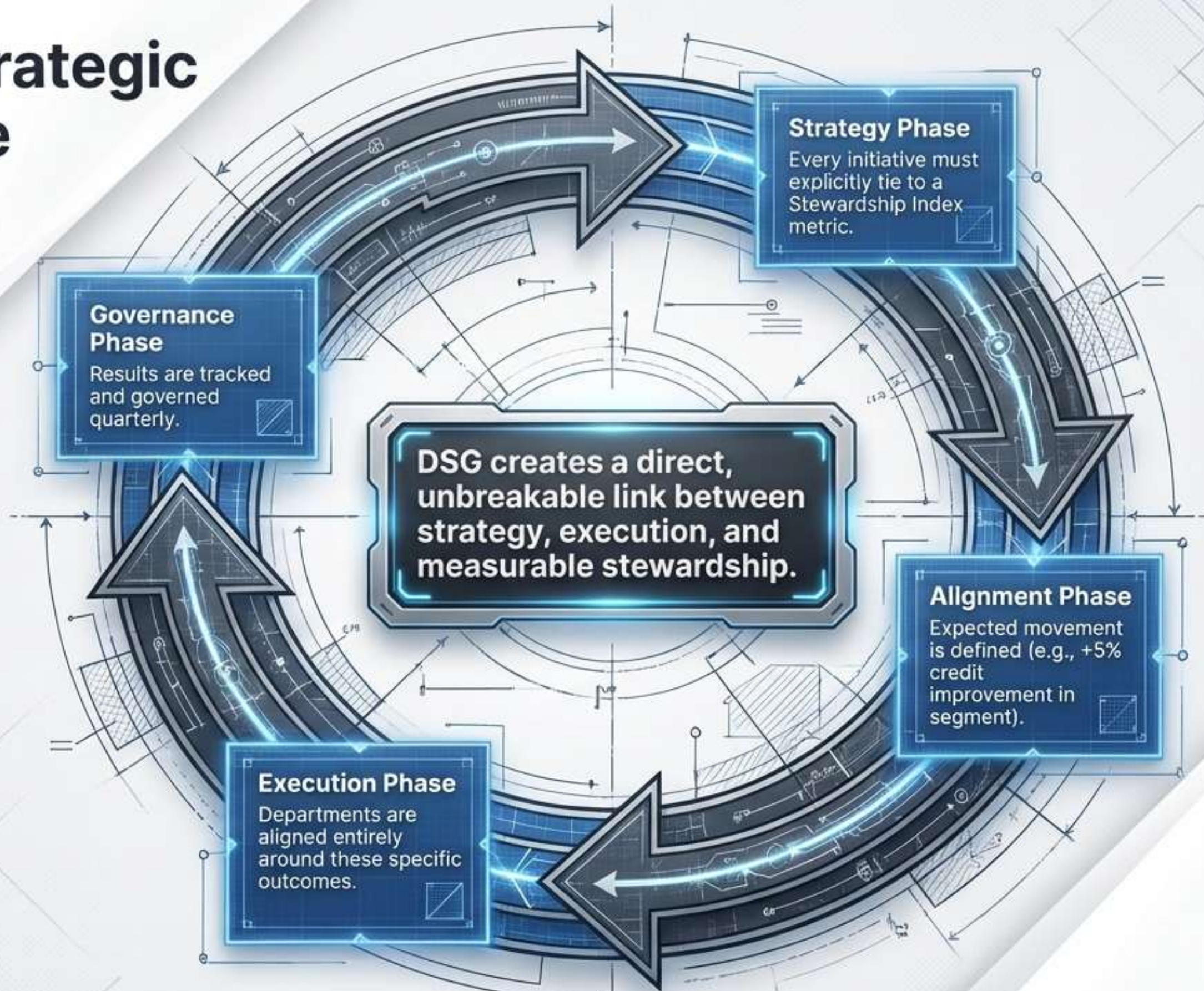
The Missing Enterprise System

Stewardship is already happening inside your institution.



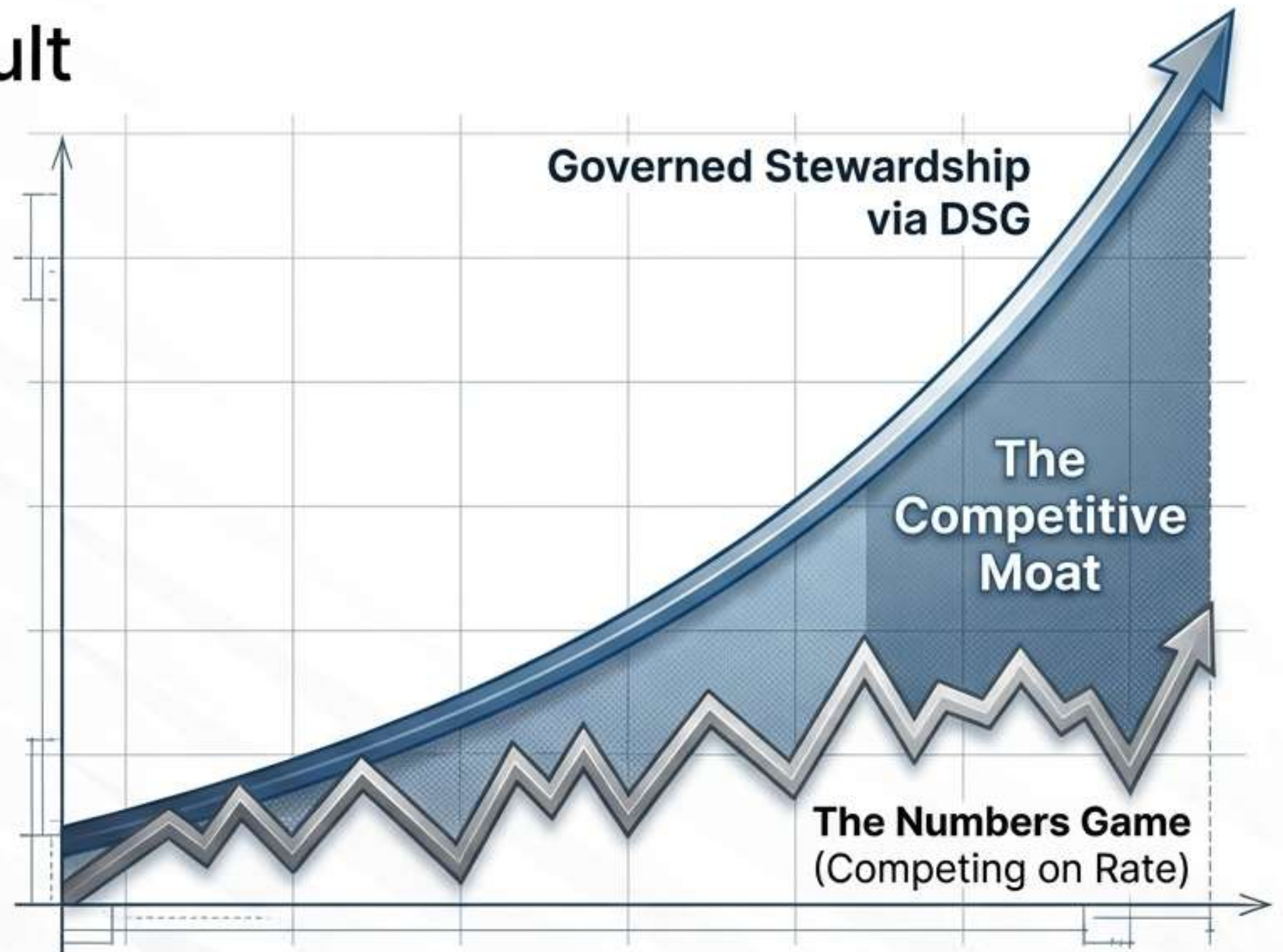
Stewardship is treated as a cultural trait, not governed as a strategic system.

Dynamic Strategic Governance (DSG)



The Compounding Result

- Stewardship becomes visible to leadership.
- Measurable and governable by the board.
- Recognized independently by the market.
- Valued fundamentally by the members.



Value compounds year over year, creating an unfair advantage that cannot be replicated through marketing.



Stewardship is not what you intend.

**It's what you can measure, govern,
and prove over time.**



Strategic Process Management (SPM) implements **Dynamic Strategic Governance™ (DSG)** as an institutional operating discipline.

If your board and C-Level Team are serious about governing strategy
– not just approving it –
it's time to elevate the model!

Request a Strategic Governance Briefing: Info@SPM.Consulting



ProStrategy.ai U.S. Patent Pending

ProStrategy.ai™

The enabling platform for **Dynamic Strategic Governance™**

- ✓ Enterprise-to-department alignment.
- ✓ Governed ideation and sequencing.
- ✓ Metric-guided pacing.
- ✓ Continuous strategic clarity.

SPM defines the discipline. **DSG™** is the model. **ProStrategy.ai™** enables the system.