

Case Study

GHS Federal Credit Union

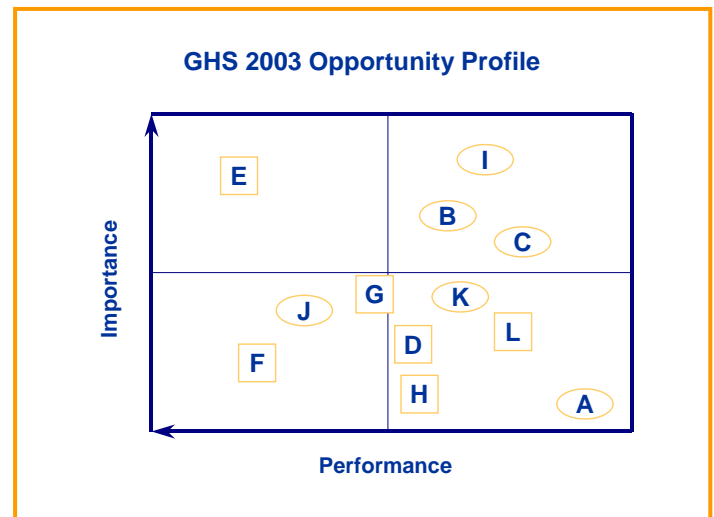
According to Steve Gardner, president and CEO of GHS Federal Credit Union, “Prism Decision System's planning process was the best we have ever used.”

A valuable one-day retreat

Gardner and GHS faced a challenge common to small and mid-size businesses: how to make the annual Saturday Board of Directors retreat a productive day that sets the strategic direction for the organization.

Preparation was critical. Months before the Board meeting, Prism worked closely with the GHS management team to draft five-year performance targets and strategies to achieve them.

The Saturday retreat began with a series of rich, succinct management presentations to the Board. This strong informational foundation allowed the Board to move very powerfully through the planning process in just a few hours.



Dynamic process

“Prism’s dynamic facilitation and the skilled use of CoNexus® allowed us to move rapidly and very effectively through the strategic planning process,” said CEO Gardner. “Our Board of Directors and senior management team are extremely pleased with—and our employees very energized by—the resulting growth plans.”

GHS FCU update—2002

For the second consecutive year Prism facilitated the GHS Federal Credit Union’s annual management retreat. “Because of the impact of last year’s planning, we’ve made Sean Brady a member of our planning team,” said CEO Steve Gardner.

After assessing progress against the 2002 plan, the GHS team updated their three-year strategy. Using CoNexus®, they assessed the new strategies to understand their (a) relative importance to great success and (b) current performance. The team reviewed the vote

results displayed in an “opportunity profile” (see “GHS Opportunity Profile”). They quickly converged on three priorities. Strategies I, B and C in the profile’s upper right hand quadrant are very important and under performing. As such, they represent immediate, high-leverage opportunities for GHS.

“Once again, with Prism’s help, our board, management and employees are very focused on the strategies that are most critical to our future success,” CEO Gardner said.

GHS FCU update—2004

Prism has now facilitated the GHS strategic planning four years running. While preparing for their 2004 strategic retreat, GHS made an interesting discovery.

Working with Prism in 2000, GHS set aggressive strategic targets, in *one case representing an average annual increase on a key indicator of three times the historical trend*. The management team was excited but nervous. Were the targets realistic, attainable, they wondered? Four years later, the team looked back at the original targets they had set to achieve by the end of 2004. In each case, they hit the target dead on—or exceeded it!