

To: Scott Meyer, President & CEO, Connect Credit Union
From: Glatt Consulting Group, Inc.
Date: November 11, 2025
Subject: Proposal: A Partnership for Strategic Planning

Thank you for your inquiry and for the conversation at the CU Director's Conference. Your request for an engaging, insight-driven process to refine Connect Credit Union's strategic direction is at the core of our expertise.

We are pleased to confirm our availability for your requested date of August 1, 2026, for your session in Vero Beach, Florida.

As you requested, this proposal details our approach. We have outlined two distinct options for our engagement. This framework is designed to provide you with a clear choice:

- **Option A** directly fulfills your request for an expert-led, single-day strategic facilitation.
- **Option B** presents our recommendation for a comprehensive, multi-phase strategic planning partnership that builds a durable system for execution and performance.

Our Understanding of Your Challenge

Your request for an "engaging, insight-driven process" to "refine... strategic direction" is timely. In our expert view, this reflects a critical objective shared by high-performing credit unions: the need for the Board and leadership team to gain a clear, shared understanding of the dynamic trends and environmental headwinds/tailwinds facing the industry.

The ultimate goal is not simply to hold a planning session, but to make responsive, data-driven decisions that ensure the long-term sustainability and resilience of Connect Credit Union in an increasingly competitive market. Both proposed options are designed to achieve this outcome, differing in the depth of analysis and the scope of the final deliverable.

Option A: Expert-Led Strategic Facilitation

This option directly fulfills your request for a high-impact, single-day strategic planning session, led by an industry expert, to challenge current assumptions and establish clear priorities.

Scope & Process

1. Pre-Session Activities (Beginning June 1, 2026):

- a. **Stakeholder Survey:** We will design and administer a concise online survey for the Board and leadership team. This survey is designed to gather critical perspectives on

industry trends, perceived challenges, and key questions about the credit union's current strategy.

- b. **Agenda Customization:** We will analyze survey responses to identify key themes and build a customized, relevant agenda for the on-site session.
- c. **Preparation Call:** We will conduct a preparatory call with you to finalize the agenda and confirm logistical details.

2. On-Site Session Facilitation (August 1, 2026):

- a. The full-day session will be a facilitated, interactive working session. The agenda will be structured around key components, including:
 - i. **Industry & Environmental Scan:** An expert overview of the critical trends and performance benchmarks impacting the credit union industry.
 - ii. **Strategic Trends Exploration:** A deep dive into the specific trends identified in the pre-session survey, challenging the team to assess their potential impact on Connect Credit Union.
 - iii. **Strategy Challenge & Adjustment:** A candid discussion to determine the resilience of your current strategy and identify necessary adjustments.
 - iv. **Priority Setting & Action Planning:** A collaborative session to formulate key decisions and define actionable next steps.

3. Post-Session Deliverable:

- a. Following the session, we will deliver a comprehensive summary document. This report will detail key discussions, critical decisions made, and a clear list of next actions.

Investment: Option A

The professional fee for the Expert-Led Strategic Facilitation is \$5,500.

(This fee is inclusive of all preparation, facilitation, and post-session deliverables. Actual travel, lodging, and meal expenses will be billed separately.)

Option B: Comprehensive Strategic Plan Development (Recommended)

This option represents our recommended partnership. It elevates the engagement from a single meeting to a comprehensive, multi-phase process. It is designed to transform your strategic plan from a document that is reviewed into a dynamic management system that is used to drive decisions and deliver measurable results.

This framework moves logically from assessment to execution, leveraging our core "Strategy" and "Performance" pillars.

Scope & Process

1. Phase 1: The Foundation (January – March 2026)

- a. **Framework Tool:** The Current-State Business Model.
- b. **Process:** Before we can build the future, we must assess the present with absolute clarity. We will facilitate a deep-dive analysis (through interviews and data review) to map your current operational reality, value proposition, and member segments using the Business Model Canvas.

2. Phase 2: The Test (April – May 2026)

- a. **Framework Tool:** Environmental Scenarios.
- b. **Process:** We will stress-test your current model against plausible futures—such as new competitive threats, technological disruption, or regulatory shifts. This moves your team from a reactive to a proactive posture, directly addressing your goal of understanding "headwinds and tailwinds".

3. Contemplation Period (June – July 2026)

- a. The full analysis and findings from Phases 1 & 2 will be delivered to you by June 1, 2026. This provides the Board and leadership team two full months for review, discussion, and contemplation prior to the on-site session.

4. Phase 3: The Bridge (August 1, 2026)

- a. **Framework Tool:** The Future-State Business Model.
- b. **Process:** This is the on-site planning session in Vero Beach. Having already established what is (Phase 1) and explored what if (Phase 2), we will use this day to definitively define what will be. We will co-create the blueprint for the Connect Credit Union you want to become.

5. Phase 4: The Response (August – September 2026)

- a. **Framework Tool:** The OKR (Objectives and Key Results) Cascade.
- b. **Process:** We translate the journey from your current to your future-state model into a clear, measurable, and transparent action plan using the OKR framework. This process is how we install a management system for execution:
 - i. **Set Objectives:** We work with the leadership team to define the high-level aspirational goals.
 - ii. **Define Key Results:** We determine the measurable, quantifiable outcomes that prove an Objective is being met.
 - iii. **Develop Initiatives:** We then facilitate the critical follow-up work with management to brainstorm, prioritize, and define the specific, resource-focused projects (the "Initiatives") that the team will execute to drive progress on the Key Results. This provides every employee a direct line of sight between their daily work and the credit union's success.

Key Deliverables: Option B

- A comprehensive Current-State and Future-State Business Model Analysis.
- A Board-Ready 3-Year Strategic Plan.
- A 1-Year Tactical Roadmap based on the OKR framework, with prioritized initiatives and clear ownership.

Investment: Option B

We are committed to making this critical transformation accessible for Connect Credit Union.

- **Professional Fee:** \$15,000
- **Strategic Partnership Credit (Small CU / Off-Season):** (\$5,000)
- **Total Investment:** \$10,000

(To align with your budget, this investment can be paid in installments over the course of the engagement. Actual travel, lodging, and meal expenses will be billed separately.)

Comparison of Options

Feature	Option A: Expert-Led Facilitation	Option B: Comprehensive Strategic Plan
Primary Goal	A single, productive, expert-led planning session.	A complete, multi-year strategic plan and management system.
Process	1-day session with light pre/post-work.	4-phase engagement over 8-9 months.
Key Frameworks	Facilitated SWOT/SOAR, Priority Setting.	Business Model Canvas, Scenario Testing, OKR Framework.
Core Deliverable	Post-Session Summary Report.	Board-Ready 3-Year Strategic Plan & 1-Year Tactical Roadmap.
Timeline	June – August 2026	January – September 2026

Feature	Option A: Expert-Led Facilitation	Option B: Comprehensive Strategic Plan
Investment	\$5,500 + T&E	\$10,000 + T&E

Why Glatt Consulting

We are not generalist facilitators. Our practice is built exclusively for credit unions, focusing on the critical intersection of Strategy, Performance, and Governance. Our process is proven to move credit unions beyond high-level planning and install a durable system for execution and accountability.

Client References

As requested, here are several credit union partners who can speak to the value of our strategic planning engagements:

- Chris Petersen, President/CEO, St. Paul FCU (cpetersen@stpaulfcu.org)
- Gary Perez, President/CEO, USC Credit Union (GPerez@usccreditunion.org)
- Jack Mcadoo, President/CEO, Beacon FCU (jmcadoo@beaconfed.org)
- Dana DeFilippis, President/CEO, Merck Sharp and Dohme FCU (ddefilippis@msdfcu.org)

Next Steps

We are confident that either option will deliver significant value to Connect Credit Union. We are available to discuss this proposal with you and your leadership team to answer any questions and help you select the best path forward.

To proceed with your selected option, we will issue a formal Statement of Work for your review and signature.