

News Release

Support EXP's Rhonda Sheets to Tackle "Tides of Tension" at 2018 CUNA HR Conference

DAYTON, Ohio – April 13, 2018 – Rhonda Sheets, the founder, President, and CEO of Support EXP, will reveal to attendees of the **2018 CUNA HR & Organizational Development Council Conference**, to be held April 22-25 in Ft. Lauderdale, Florida, how a credit union's internal tides of tension can be resolved when the organization rediscovers and aligns to its purpose, a purpose that includes the member journey as the top priority.

In credit unions of any size there are deep "tides of tension" among functional areas – forces that prevent teams from working well together. How do credit unions manage the tension that persists deep and wide throughout an organization – the kind of chronic tension that has actually become institutionalized within the culture?

Human resources management plays a crucial part in aligning employee teams to the larger purpose of the organization. Not only are the roles of HR managers changing – their responsibilities are growing. Rhonda will discuss some of the greatest challenges HR professionals in the credit union community are presently encountering, and how those challenges can impede the attainment of organizational goals. Using a real-world success story, she will share what credit union HR personnel can do to master the tides of tension in *their* organizations, enabling each credit union to live its distinct difference as a unique financial services provider.

Rhonda emphasizes the need for everyone in the credit union to align around the common purpose of serving its members: "Even if an employee is not directly serving a member, he or she is serving someone who is. Ultimately, whether back office or front office, all must be genuinely inspired with the reality that the credit union exists for that very purpose – the member."

You can register for this exciting conference and Rhonda's thought-provoking session on "tides of tension" by using the link below:

Register Now: <https://www.cunacouncils.org/events-calendar/12631/conference-details/>

About the 2018 CUNA HR & Organizational Development Council Conference:

At the 2018 CUNA HR & Organizational Development Council Conference, to be held April 22-25 in Ft. Lauderdale, Florida, you will gain the tools you need to create a first-class work environment for you and your staff. This event includes engaging keynotes, breakout sessions on the latest hot topics and critical issues, valuable networking opportunities, and an awards ceremony to celebrate the outstanding credit union professionals working in human resources and organizational development.

About Rhonda Sheets:

Rhonda Sheets is the founder, President and CEO of Support EXP, established in 1997. She is an internationally recognized thought leader, innovator, author, trainer, speaker and trusted partner in the credit union community. Rhonda has successfully positioned Support EXP as the leader in developing and delivering SaaS-based omni-channel member experience solutions and industry-leading consulting guidance for credit unions seeking to differentiate themselves by building authentic, trust-based member relationships. As a visionary and innovator, Rhonda has consistently been in the forefront of achieving superior MX performance results for credit unions – using Voice-of-the-Member insight and Actionable MX solutions that enable clients to uniquely Live Their Difference™ every day.