



# NACUSO

## CUSO of the Year Award Questionnaire

Questions or scheduling changes contact: [Shannon@nacuso.org](mailto:Shannon@nacuso.org)

Provided below are the questions that will be asked in the video interview for the CUSO of the Year Award. This interview process will take approximately 30 minutes.

### **Introduction-Thought Leadership and Critical Thinking** **5 minutes**

Give us an overview of your organization, including:

- Your reason for starting - the vision and business focus
- How it was formed – the ownership and governance evolution

### **Innovation in Organization Design:** **5 minutes**

How has collaboration shaped your organization's development? What hurdles have you had to overcome in evolving the organization?

In what ways do you ensure a cooperative approach is maintained in your organization, e.g. through owners, customers, governance, etc.?

### **Value created through the use of Collaboration:** **5 minutes**

Tell us about the value your organization has created for your owners, clients, and the industry through collaboration.

### **Implementation and Execution:** **10 minutes**

What role does collaboration play in your product/service development processes?

How has collaboration created competitive advantages for your products and services?

### **Results, Outcomes and Performance:** **5 minutes**

How do you measure success – for your owners, clients, the credit union system?

What results have you achieved as an organization?