



2023 CUSO of the Year Award Questionnaire

Questions or scheduling changes contact: Shannon@nacuso.org

Provided below are the questions that will be asked in the video interview for the CUSO of the Year Award (please see the next page if you are applying for NEW CUSO of the Year). This interview process will take approximately 30 minutes.

VISION

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

ROLE OF COLLABORATION IN VALUE CREATION

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.?
- How many credit unions are involved in your CUSO, as owners? As clients?

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?

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.

IMPACT

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?



2023 **NEW CUSO** of the Year Award Questionnaire

Questions or scheduling changes contact: Shannon@nacuso.org

The **NEW CUSO of the Year Award** recognizes CUSOs that are fairly new in operations (established less than 5 years). These are the questions that will be asked in the video interview. This interview process will take approximately 30 minutes.

VISION

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
 - What problem are you trying to solve? What is your vision?

ROLE OF COLLABORATION IN VALUE CREATION

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.?

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?

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.

IMPACT

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? As a new organization, what were you expecting and how have your results compared?