

April 2018

President's Corner

Articles from our President & CEO
on topics of interest to our members.

Our Culture—Our Difference

From a member's perspective it might be hard to pinpoint what is special or unique about our culture at Reliant. We've worked hard to maintain a work environment which flourishes a gift of natural cooperation and respect to one another, as well as our members.

We Start from the Beginning

When a new employee joins our team, the first item on our agenda their very first day is a review of our culture—how we live and treat each other at work with Accountability, Respect, and Teamwork (known as ART). It's that simple and has proven to be very successful. It grounds everyone and sets the foundation of what is expected of each staff member. Several employees who have worked elsewhere have commented to me about the noticeable difference they see when they come to work for Reliant in how we work and serve each other.

This culture is also reflected and noticed by our members. Throughout the years, we've conducted extensive member surveys, and our survey results consistently

show that it's how we treat our members that creates member loyalty—keeps our members coming back, and often referring their friends and family to join.

Looking Ahead

As we continue to grow, we also strive to take our culture to a higher level to ensure our focus remains relevant. One example of our culture's evolution this year has been the addition of empowerment as a focus area. Empowerment has always been something in which we believed in as an organization. I believe that increased empowerment can only enhance our service to you.

What does all of this mean for you, our members? It means you, too, know what you can expect from us. It also means you have consistency in the way you're treated no matter if you're interacting with us at a branch, over the phone, or online. It means your overall experience should reflect the culture we've built for the past four decades, and continue to build and reinforce every day.

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