

# BUILDING A CO-OPERATIVE CULTURE

DIRECTOR'S FORUM 2022

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**BOARD**

**STAFF**

**MEMBERS**



## Key Takeaways:

- Co-operative values align with consumer values.
- 10 million Canadians are not yet co-op members but should be based on shared values.
- People are looking for purpose-driven work that provides social and environmental responsibility.
- Working with purpose lowers employee turnover & increases productivity (40%) and innovation (40%).
- Facilitating a co-operative culture connects staff to your organizational purpose.



As a director, you play a key role in supporting co-operative education and training, which can facilitate a greater sense of purpose and connection for staff and members.

# BUILDING A CO-OPERATIVE CULTURE

Knowledge is key. In an increasingly competitive and disengaged workforce, our co-operative values and a culture of cooperation can help attract and retain engaged employees.

1

## EMPOWER

your leadership team to encourage and support staff to participate in trainings and co-operative education initiatives.

2

## COMMUNICATE

the power of a co-operative culture and how it impacts your bottom line.

3

## LEAD BY EXAMPLE

show up and live your co-operative principles.

4

## SET A PRECEDENT

for co-operative education and training within your organization.

# STAFF

## Co-operative Education

**ON Board** was created by the Ontario Co-operative Association to fill the gap in co-operative literacy. Designed to educate and inspire staff with this co-operative on-boarding program. Consists of virtual workshop and self-guided learning resources.

**Cusource® Education** is here to support the success of credit union employees and board of directors. We provide best-in-class learning solutions for credit union leaders, employees and board directors.

**The Canada-Ontario Job Grant** provides direct financial support to individual employers or employer consortia who wish to purchase training for their employees. It is available to small, medium and large businesses with a plan to deliver short-term training to existing and new employees.

# YOUTH

## Co-operative Education

**Co-operative Young Leaders (CYL)** is a series of week long summer camps for young people ages 13 to 18. Bringing together youth with established co-operative mentors creates a relationship that embraces and enhances their leadership potential.

**Co-operative Minds** equips Ontario educators with lesson plans, workshops and resources that engage their students in learning about the value of cooperation and the co-operative business model.

**Co-operNation** is a wonderful world where young readers learn about the power of co-operation, sharing, and community building through the adventures of its cute and cooperative inhabitants; the Co-oppaws. ([www.visitcooperation.com](http://www.visitcooperation.com) launching November 2022)

