

Affinity Federal Credit Union

Breaking Down Silos and Developing a Common Language



Challenge

Affinity Federal Credit Union (AFCU) is the largest credit union headquartered in New Jersey with over 500 employees and over 230,000 credit union members. As an organization, they value growth and innovation. Despite having strong systems, team communication was ineffective. This created silos through departments and lowered employee engagement.

Solution

AFCU partnered with industry leader FranklinCovey to help bolster their leadership. *The 7 Habits for Managers*® gave AFCU leaders a common language to lead

through challenges successfully. It also allowed their managers to reframe their mindsets to those of engagement and development.

Building on the principle-based content found in *The 7 Habits for Managers* course, AFCU partnered with FranklinCovey's Custom Team to relate all examples back to credit unions. Together, AFCU and FranklinCovey crafted a set of courses for leaders focusing on 10 competencies including adaptability, business acumen, and questioning.

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Results

Through this partnership with FranklinCovey, AFCU's employee engagement score went from 67% to 82% in two years, and they reduced turnover by 15%. They have also seen measurable increases in member volume, satisfaction, and well-being. Teams became more collaborative and focused on member experience.

"Six years ago, everyone had their own processes and ways of doing things. Leadership just wasn't on the same page," Pam Cohen said. "FranklinCovey has broken down the silos. All of the different departments have started communicating with each other. Everyone is participating. It's amazing!"

AFCU has completed *The 7 Habits for Managers*, *The 4 Essential Roles of Leadership*®, and *Multipliers*®: *How the Best Leaders Ignite Everyone's Intelligence*. Currently, they have expanded to *Leading at the Speed of Trust*® and *Unconscious Bias: Understanding Bias to Unleash Potential*™. They utilize FranklinCovey's

Impact Platform—the easiest, most effective way to generate behavior change at scale—and are looking at expanding their pass to all employees in the future.



Website

www.affinityfcu.com

Industry

Banking/Credit Union

Number of Employees

550

Results

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Solutions

FranklinCovey All Access Pass®
The 7 Habits for Managers®
The 4 Essential Roles of Leadership®
Multipliers®
Leading at the Speed of Trust®
Unconscious Bias™

About

AFCU exists to improve the financial wellbeing of their members and the communities they serve by making unique dreams a reality.



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance with unlimited access to FranklinCovey content. The pass comes complete with tools, assessments, videos, digital learning modules, and all of FranklinCovey's training courses—available Live-Online, On Demand, and Live In-Person.

[For more information, contact us at inquiries@franklincovey.ph.](mailto:inquiries@franklincovey.ph)



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