League Offers Free Online Financial Analysis Tool Suite

West Virginia Credit Union League Partners with Kentucky's Credit Unions to Offer Advanced **CEO Strategy Toolkit**

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The West Virginia Credit Union League has partnered with Kentucky's Credit Unions to provide League member credit unions with access to the ***CEO Strategy Toolkit***, a powerful browser-based platform designed to enhance strategic decision-making and operational planning.

The *CEO Strategy Toolkit* delivers a suite of user-friendly online tools, including peer benchmarking, member profitability analysis, and the Economic Engine scorecard based on the most recent NCUA 5300 data. Designed to operate entirely within a web browser, the platform ensures secure data handling by keeping all credit union information locally on the user's device.

"We are enthused about teaming up with our colleagues at Kentucky's Credit Unions to offer this new dues-based tool," said Rich Schaffer, President and CEO of the West Virginia Credit Union League. Schaffer emphasized that League member credit unions will not pay any subscription fee to access the online tool which features 10 key areas of financial analysis.

While developed with leadership in mind, the toolkit provides actionable insights across multiple levels of an organization.

"The toolkit is helpful to people throughout the organization, not just CEOs," said Jim Kasch, President of Kentucky's Credit Unions and designer of the toolkit. "It was originally created as a collection of tools CEOs would use to sharpen their strategies, test their assumptions, and prepare their operational plans."

Kasch, a former credit union CEO and strategy consultant, designed the tools based on analytical models used successfully with credit unions of all sizes.

West Virginia League member credit unions can access the *CEO Strategy Toolkit* by logging onto the League website and clicking on the toolkit banner.

"We've been very encouraged by the feedback we received from our board who got an advanced look at the tool a few weeks ago," Schaffer explained.

For more information on the CEO Strategy Toolkit and guidance on maximizing its features, credit unions may contact Christine Nice at cnice@wvcul.org at the League.