

Brilliant Ink in Action

First Tech Federal Credit Union: Facilitating the nation's largest credit union merger from the inside out

The challenge

Addison Avenue and First Tech credit unions announced their intention to merge, and enlisted us to help begin integrating their communications and culture. Stakes were high: most employees were also credit union members and could vote on the merger itself. If successful, the marriage would be the largest in the world of credit unions.

What we did

Listened and learned

- Dug in, learning everything possible about each credit union's culture, style and values.
- Conducted focus groups, involving a variety of employees, to explore their thoughts about the current culture and a merged organization.
- Delivered a comprehensive report detailing the results, plus recommendations for specific actions to inspire employees to get on board with the combined organization.

Jumped In

- Joined the merger communications work team, attending weekly meetings, providing counsel, and pitching in with day-to-day tasks.
- Revamped the dedicated Intranet merger microsite, reorganizing and refreshing the information so it was easier to navigate and maintain.
- Created an integrated editorial calendar and merger communications plan to stay on track.

Got buttoned up for the biggies

- Developed a detailed communications plan for the CEO to announce the new, combined credit union's executive leadership team - including strategic counsel on timing, potential Q&As, and actual announcement communications.

The results

The merger was approved, and the new First Tech Federal is off to a fantastic start. Here's what our client had to say:

"[Brilliant Ink] did a really good job of always anticipating what else employees might need. I found myself wondering how [they were] able to always forecast what we needed to be thinking about. [They were] able to run a very strong plan and keep everything on track. They were a lot of fun and did an incredible job." – Director of Communications

