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## Training on Cooperation: A Driver of Sustainable Prosperity

Richard Fortier, Desjardins Group  
July 2011



Coopérer pour créer l'avenir

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### Agenda

1. Our beliefs
2. Our reality
3. Our choices
4. Our priorities
5. Our approach



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*“Whatever is well conceived is  
clearly said, and the words to  
say it flow with ease.”*

Nicolas Boileau (1636–1711)



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### 1. Our beliefs

- Based on well-defined and shared concepts
  - Mission
  - Vision
  - Values



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**Cooperation and social responsibility:**

- Goes above and beyond the cooperative model
- Exemplified on a daily basis through:
  - Recognized, distinctive practices
  - Long-standing commitments
    - To the economy
    - To society
    - To the environment
- Are reflected in a specific action plan



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**2. Our reality**

- Desjardins Group
  - 5.8 million members
  - 5,900 elected officers
  - 42,500 employees
  - 451 caisses in Québec and Ontario
    - 924 service centres
    - 48 business centres



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**3. Our choices**

A) 2010–2012 Strategic Plan

- 5 strategic orientations
  - No. 1: Cooperation and commitment

B) 2012, the International Year of Co-operatives

- Organization of the 2012 International Summit of Cooperatives
- Officer and employee mobilisation



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**A) 2010–2012 Strategic Plan**

- Cooperation and commitment
  - Capitalize on cooperative values and social responsibility to differentiate Desjardins and increase its brand power
    - Bring our positioning on cooperation and social responsibility to the forefront
    - Integrate this positioning into business strategies and practices
    - Promote Desjardins Group's contribution to financial and economic education



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## The Desjardins Cooperative Institute

1 Creating and presenting content

2 Developing and managing external partnerships

3 Coordinating training



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## Conclusion

- Common understanding
- Cohesion
- Consistency
- Cooperation



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## Alphonse and Dorimène Desjardins



*“When we stand together ,  
not only are we more  
powerful ,but we are also  
more joyful .”*

*Alphonse Desjardins  
September 2, 1879*



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