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Training on Cooperation: A Driver of Sustainable Prosperity

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1

Agenda

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



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2

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

Nicolas Boileau (1636–1711)




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3

1. Our beliefs

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



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4

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



5

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



6

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



7

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



8

The Desjardins Cooperative Institute

1 Creating and presenting content

2 Developing and managing external partnerships

3 Coordinating training



13

Conclusion

- Common understanding
- Cohesion
- Consistency
- Cooperation



14

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*



15
