



## Paul Epstein Ignites a High-Performance Culture at Gulf Winds Credit Union

### Customer

Gulf Winds Credit Union

### Audience

260 Gulf Winds Credit Employees

### Location

Pensacola, FL

### Challenge

Gulf Winds Credit Union wants to live out their company mission of helping their community, but to do that, they need to become a higher performance organization. They've been held back by an overarching confidence problem and an engrained "this is how we've always done it" mindset. If the company wants to survive amidst the new competition in their industry, they need to change.

### The Solution

- 60-minute Keynote & 15-minute Q&A with Paul Epstein

### Results

Paul's keynote inspired 260 Gulf Winds employees to embrace change and challenge as opportunities for growth. By connecting individual performance to the credit union's mission, he ignited a spark in the team. The conference left employees empowered to make better decisions and steadily improve the credit union's success.

Gulf Winds Credit Union, a well-established financial institution with a strong presence across Florida, Alabama, and Georgia, embarked on a transformation journey at their annual company conference, "Gulf Winds Unite." With a long history of serving its members and communities, the credit union recognized the need to adapt and elevate its performance in a rapidly evolving financial landscape. CEO Dan Souers led the charge, aiming to cultivate a high-performance culture to propel the organization forward. However, a significant challenge lay in the prevailing mindset of "this is how we've always done it." While this approach had brought past success, it now hindered the credit union's ability to embrace change and compete in a market increasingly influenced by technology and new financial players.

To inspire this cultural shift, Gulf Winds sought the expertise of Paul Epstein, author of "Better Decisions Faster" and a renowned speaker on driving high-performance cultures. Through pre-conference consultations, Paul worked closely with Gulf Winds to ensure his message resonated with their specific challenges and aspirations. His keynote address, delivered to 260 employees, emphasized that change and challenge are not threats, but rather opportunities for growth and innovation. He skillfully wove together themes of purpose, people, and impact, highlighting the connection between individual performance and the credit union's mission of helping members and communities achieve financial success.

The conference generated a palpable sense of urgency and excitement for the future. Dan's vision for a high-performance culture, combined with Paul's insights, ignited a spark within the team. Employees left the event feeling empowered and motivated to embrace change, "Win Monday," and contribute to the credit union's continued success. Paul's keynote played a critical role in connecting the "why" behind the cultural shift, emphasizing the importance of adapting to survive and thrive in a competitive market. The conference instilled a growth mindset, encouraging employees to view change as an opportunity for both personal and organizational development. Furthermore, by highlighting the importance of confidence as the fuel for high performance, Paul empowered employees to believe in their abilities and contribute their best work.

Gulf Winds Credit Union emerged from its conference with a renewed purpose and a clear vision for the future. By fostering a high-performance culture, the credit union is well-positioned to attract new members, deepen its community impact, and maintain its position as a leading financial institution on the Gulf Coast. Paul Epstein's keynote catalyzed this transformation, providing the inspiration and tools necessary to navigate the challenges and opportunities that lie ahead.



# Frequently Asked Questions



## **Who is the Mollie Plotkin Group?**

The Mollie Plotkin Group is about more than hiring a professional speaker or entertainer. It's about working together to create unforgettable live and virtual events, filled with engaging content, extraordinary stories, and enduring lessons.

As a Keynote Speaker & Entertainment Agency, we have established personal connections with our keynote speakers, experts, and entertainers.



## **Why do we create case studies?**

These case studies focus on the distinct, specific impact our talent has had on hiring organizations. When considering a keynote speaker, entertainer, or any paid appearance, it is easy to understand a speaker's unique background. It can be harder to demonstrate the impact and return on investment for your organization.



## **Why do we focus on motivational speakers?**

We aim to illustrate the transformative influence motivational keynote speakers have on organizations. Whether it's motivating your sales staff, inspiring your organization during tough times, or reminding your team to stay hungry during good times, motivational speakers have a significant impact on your annual performance. However, that profound impact can be lost during year-end financial analysis.



## **Why do organizations hire Paul Epstein?**

Paul Epstein is a leading expert on confidence and leadership and former high-level executive in both the NFL and NBA. He inspires organizations to build a winning culture and achieve peak performance by playing offense, making better decisions faster, and winning Monday.