



human resources

d. hilton associates inc.



**Six Specialties, One Focus...**

**Your  
Credit  
Union**

From the moment D. Hilton Associates Inc. (DHA) opened its doors in 1985, its mission was defined: It would help credit unions to meet the challenges of a rapidly changing financial services marketplace. As a result, even in its earliest days, the firm provided a variety of services to clients.

DHA continues to pursue this mission today. Over the years, as the company has grown and expanded, its work has been aligned into six practice areas:

**Human Resources**

**Management Recruiting**

**Retention and Retirement**

**Market Research**

**Marketing and Advertising**

**Mergers**

In addition, DHA continues to diversify and expand its offerings with additional projects outside of these areas that utilize cross-functional teams or the special abilities of one or more staff members.

## The Human Resources Practice

The Human Resources Practice at DHA deals with all facets of the credit union employee experience. Its goal is to help clients maximize their human capital, as organizational success rests on employees' ability to deliver top-quality products and service to members. When employees are empowered to create solutions and prevent problems, the credit union functions more effectively.

DHA's human resources programs are geared to assist clients in every aspect of their programming, from assessing current attitudes among employees to identifying and developing staff competencies and providing incentives that reward the right behaviors. As part of this effort, DHA works with credit unions to establish compensation programs that will help clients attract and retain the caliber of employee required to achieve its goals.

Unlike some other consultants that provide human resources advice to credit unions, DHA works with you to establish systems you can administer. We don't sell software, and we're not interested in tying you to a program that requires you to come back to us for an update every time you need to add a position. However, our philosophy of developing long-term relationships with clients means we're always available to you as an informal informational resource.

# Human Resources Products

## Compensation Programs

A competitive total rewards strategy helps attract, recruit and retain employees with the skills, knowledge and motivation required to achieve results. A market-driven salary administration program for both staff and executives serves as the cornerstone for a total rewards program. DHA develops and implements plans to successfully align credit union strategy with personnel strategy by using high-quality data that considers the totality of the market in which the credit union competes.

## Retirement Plan Design and Evaluation

Because of income caps, qualified retirement programs available to all employees may not replace the income of highly compensated executives at the same level provided to other employees. DHA can structure a plan that will ensure valued executives can be confident of income adequate to maintain their current standard of living into their "golden" years.

## Variable Pay Plan Design

Variable pay programs recognize and reward employees for their contributions to the credit union's success. They can be a critical element in the continuing motivation of high performing employees and executives, as well as a retention tool for these key personnel. DHA designs variable pay programs to match the credit union's goals and help ensure that its compensation plan rewards behaviors that match its performance objectives.

## Performance Appraisal Systems

Using DHA's system, clients tie strategic organizational objectives to each and every employee through core competencies, individual and team goals and learning action plans. Once implemented, the plan becomes a self-

administering process with custom appraisal forms based on management/supervisor feedback, creating a transparent foundation for the pay delivery system as well as a reliable audit trail and documentation.

## Training Curriculum Development

Numerous situations credit unions encounter, such as the transition to a sales culture, require broad-based training within the organization. Training is also a vital part of employee development for credit unions employing performance management systems. DHA assists in the development of in-house training programs designed to fit the client's goals and employees' needs.

## Employee Surveys

Identify how employees view their working conditions, job content, management, supervision, advancement opportunities, compensation, benefits and other issues through an employee attitude survey. Surveys are conducted in a way that ensures employee confidentiality to encourage openness of responses about jobs and the organization. The resulting analysis focuses on the relationship between satisfaction and performance as well as satisfaction as a predictor of employee turnover.

## Compensation and Benefits Surveys

DHA publishes annual surveys of executive and staff compensation within the credit union industry. It also conducts surveys of benefits offered within the industry. While this research serves as a foundation for much of the firm's compensation work, findings are also available in published form.

# d. hilton associates'

## Promise to You

**We set the industry standard.** Since 1985, D. Hilton Associates has been launching new initiatives and pioneering processes for the credit union industry.

**We are independent.** We do not maintain an ownership position in any company that provides products and services to the credit union industry.

**We work exclusively with credit unions.** Rather than splitting our focus, we keep it strictly on one industry. We devote full energy to providing our credit union clients with specialized expertise tailored to the demands of the industry.

**We offer a full-time, in-house staff.** DHA's professional staff members have outstanding credentials and experience in their areas of expertise, and they devote their entire workday to client projects.

**We value our client relationships.** Our goal is long-lasting partnerships with our clients. We know credit unions are in business to provide service to members and we respect our clients' need to make this their priority.

**We conduct the project for a fixed fee.** Our prices are set on a flat-fee basis that reflects the complexity, timeframes and scope of the project. Our clients always know the scope and price of the project before we begin.

**We are the most qualified firm in the business.**

No other firm—and certainly no individual—working with credit unions today offers the breadth and depth of services D. Hilton Associates provides.



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**human resources**  
**management recruiting**  
**retention and retirement**  
**market research**  
**marketing and advertising**  
**mergers**

9450 grogan's mill road, suite 200  
the woodlands, texas 77380

toll free: 800.367.0433  
fax: 281.292.8893

**[www.dhilton.com](http://www.dhilton.com)**