



‘What’s in it for me?’

‘Why should I choose PG Mutual over a PLC?’

‘Where’s the value?’

How should you choose your partners?

Cost? Experience? Values?

What are the values of the potential partners?

What are the values of your own business?

What are the company values for existing members and target audience?

Regulation - positive

Culture – look to pay claims, evidence and independent survey

Communication – variety of methods & we stay in touch

Product enhancements and benefits for existing members

Technology – click & buy society

The role of the NED

Vote – it's your society. You are important.

Our Partners including staff

Explain

Show – marketing literature/website

Everyone in the business needs to understand the values including  
business partners

Are values discussed at board level?

How frequently are the values reviewed?

Build into staff/NED induction programme

Pro-active approach to business

# Values are why someone will choose a Mutual over a PLC

We have a great product!

As a member you will be valued

We value your business

**Thank you for your business**

Average age of a new member is 35

On average each member will stay with PG Mutual for 22 years

If you're not attracting younger members, what is the future for your business?

If your business partners don't have similar values to your own business, why would you trust them with your members?

Do they add value to make your business more efficient?

Are they pro-active?

Building Societies

Live your values  
When looking for business partners,  
challenge their values.

Thank you.