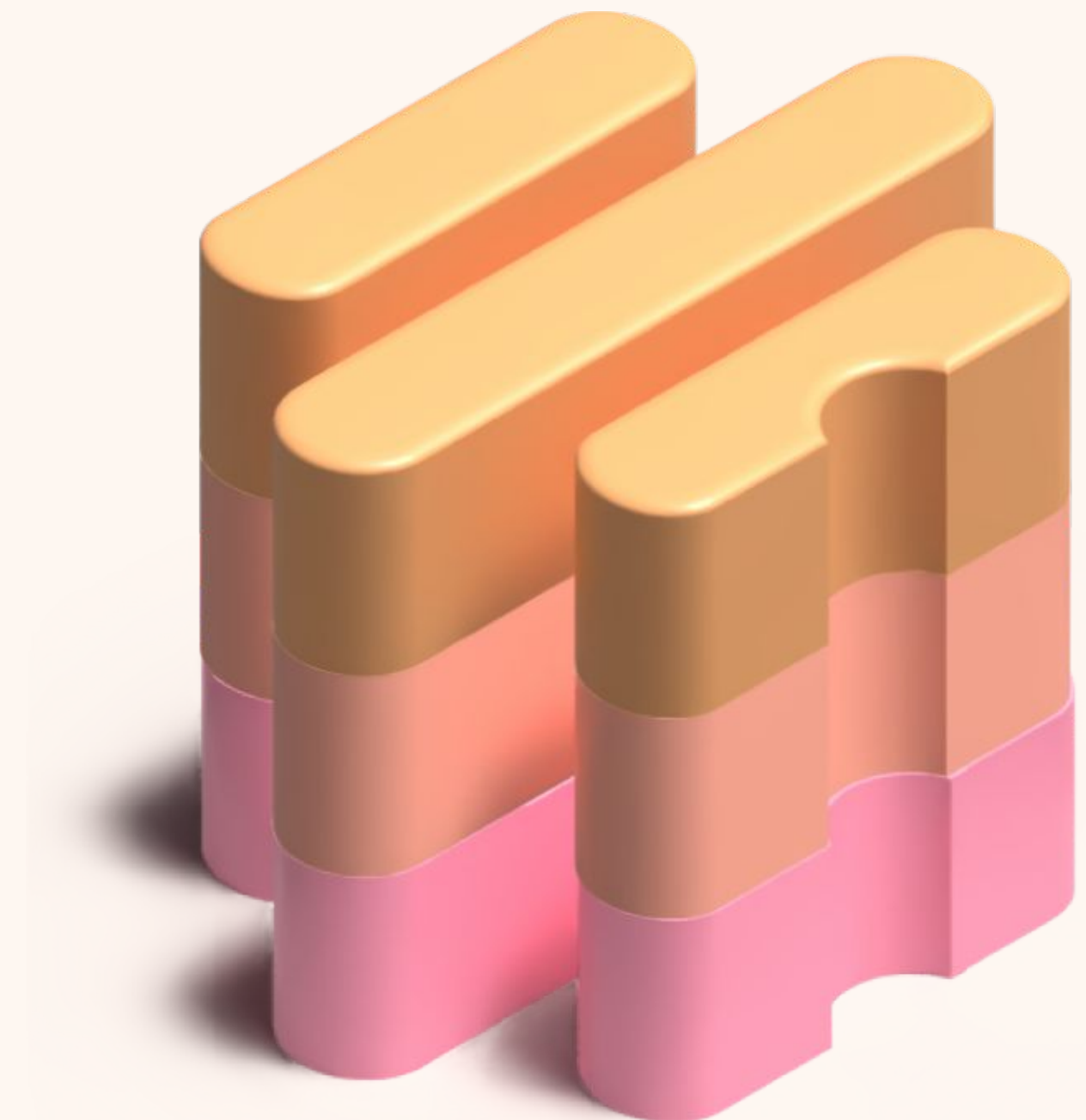




# Curious Minds Create Opportunities

Joshua Steinberg

Director, Strategy & Business Development @ Hive

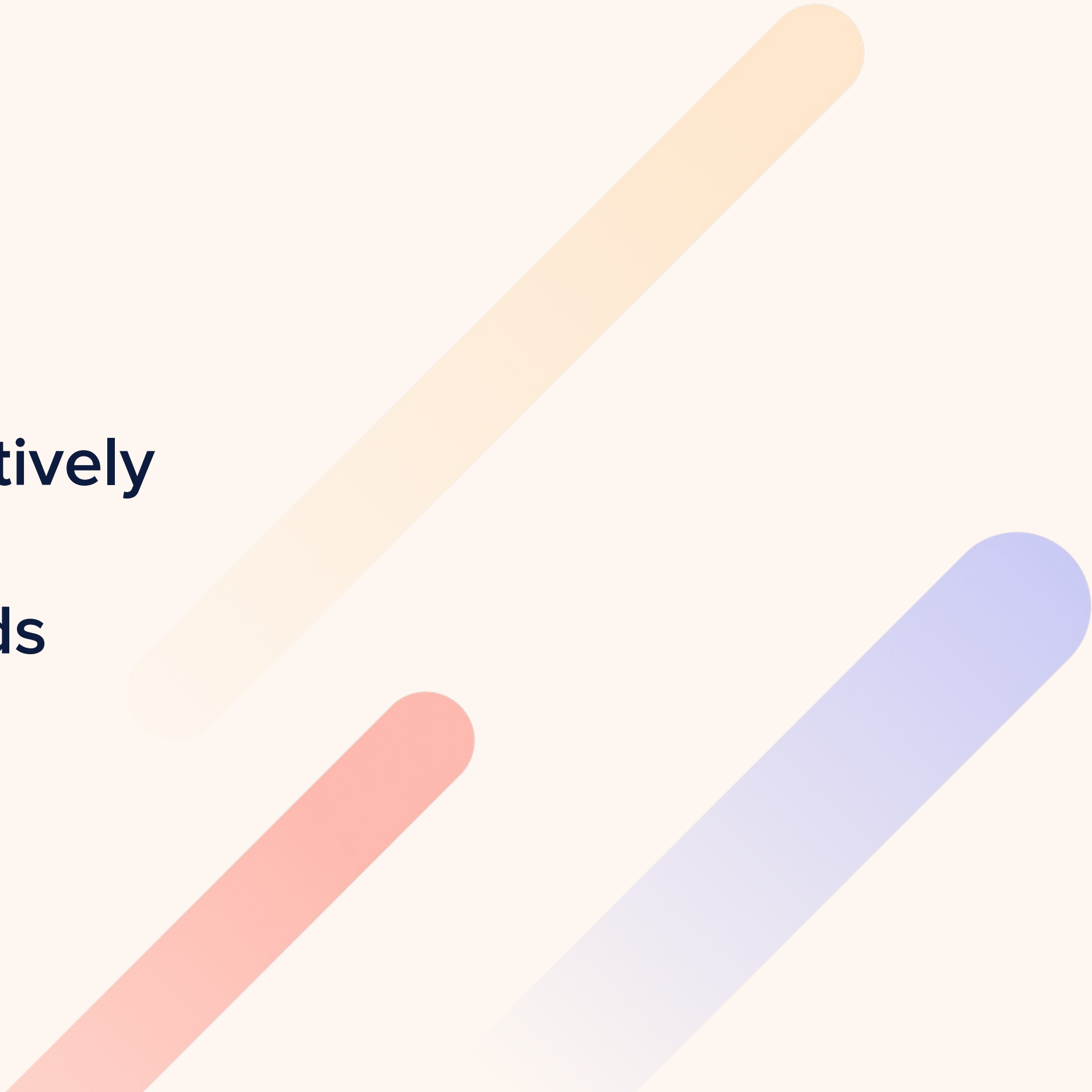


# Joshua Steinberg

*Director, Strategy & Business Development*



# Agenda

- 01** Using Curiosity as a Compass
  - 02** Curiosity Helps us Sell and Market More Effectively
  - 03** Credit Union Movement: Built by Curious Minds
  - 04** Practical Tools to Manifest your Curiosity
- 



## Using Curiosity as a Compass

- Openness
- Persistence
- Creativity
- Empathy
- Adaptability

Curiosity Helps us Sell and Market More Effectively

# SELLER DEFICIT DISORDER

## A BUYER FOCUS

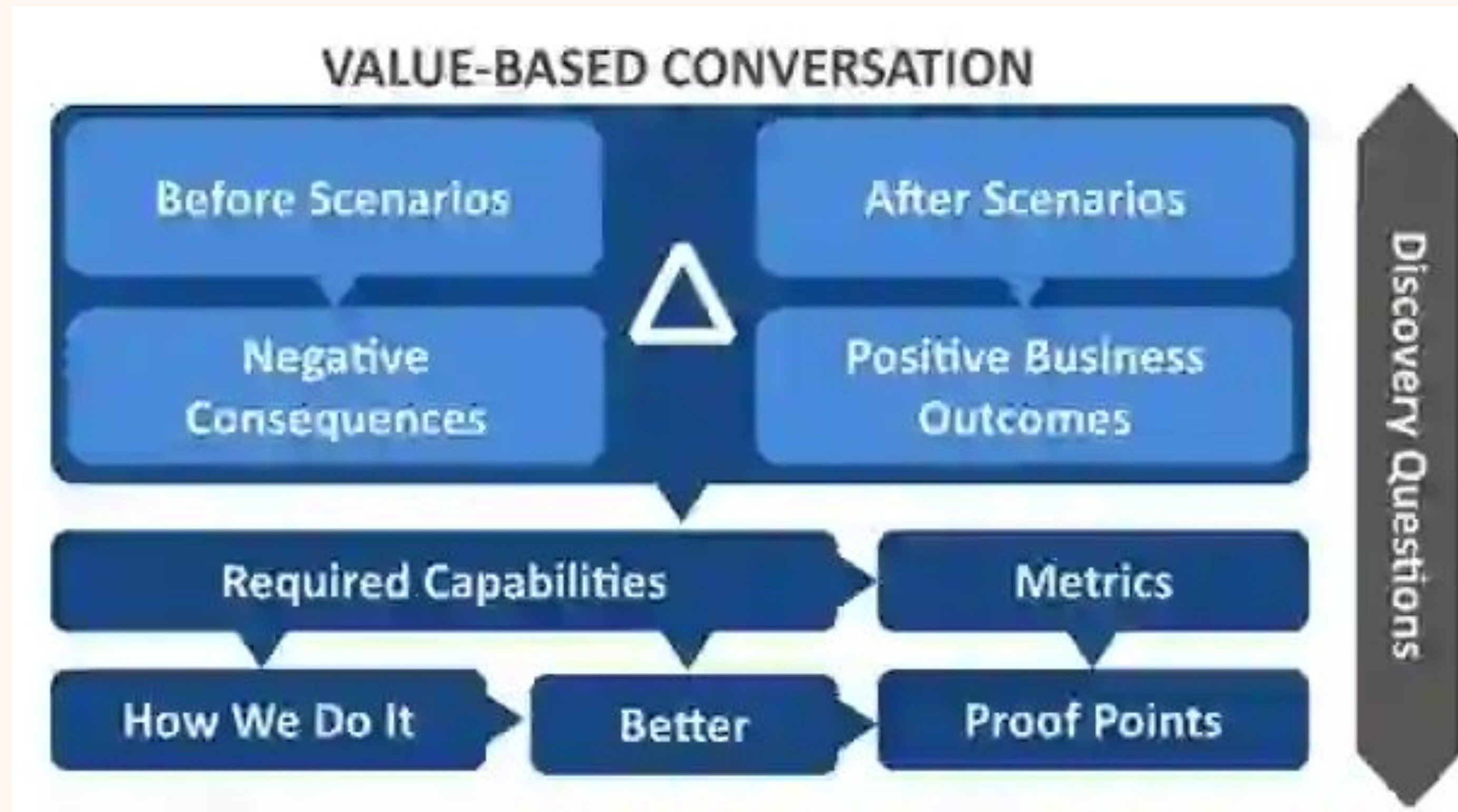
Buyer Focus	Needs	Choices	Risk	Success
Seller Deficit Disorder	You don't know me	You are all the same	Are you sure?	Are you telling the truth?
	YOU DON'T LISTEN!			



## The Credit Union Movement: Built by Curious Minds

- Listen first
- Teach patiently
- Empower communities

# Practical Tools to Manifest your Curiosity



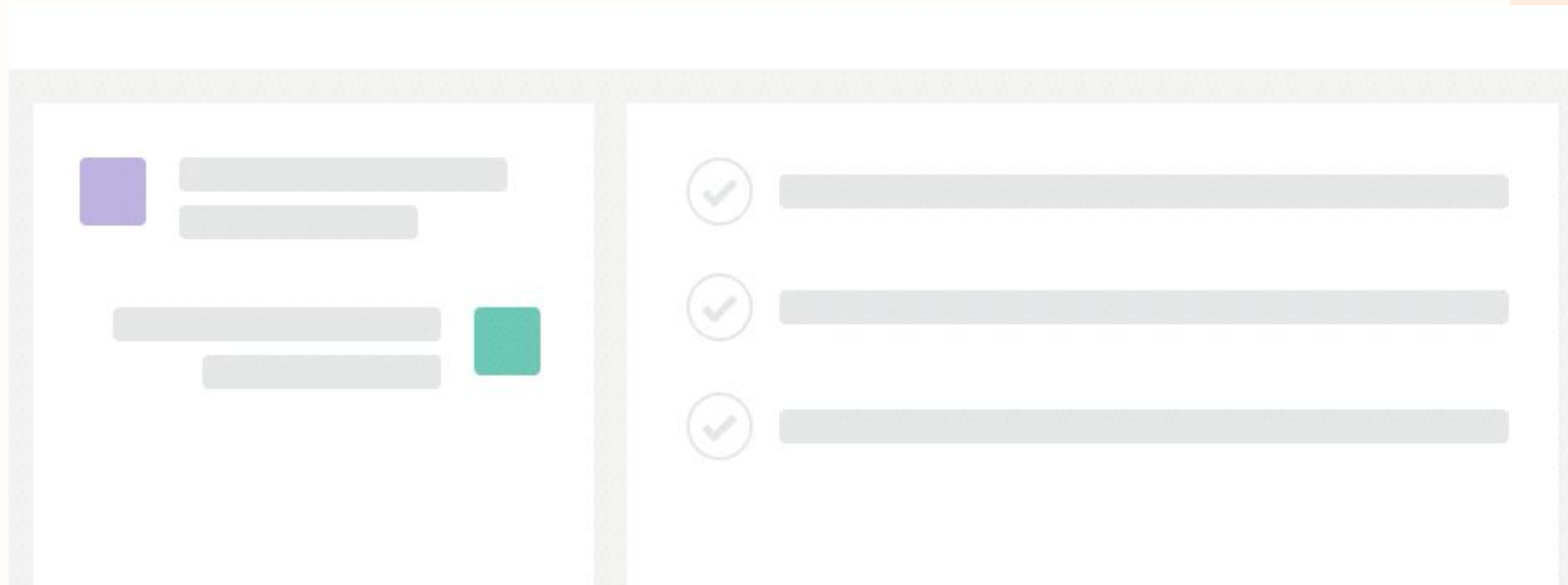
How vs why

Hive's mission:  
Help teams move faster

Ease of use

Community-led

Low price





## **Interested in Hive?**

Email me at [joshua.steinberg@hive.com](mailto:joshua.steinberg@hive.com)

## **Interested in working with Exclamation to help bring your team onto Hive?**

Email Ben at [bbauer@exclamationcuso.com](mailto:bbauer@exclamationcuso.com)

## **Webinar - Stay Tuned!**

Credit Union Marketing in the fall..