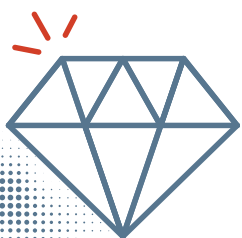


# Sun Community

## | A Strengths Journey

Founded in 1954, Sun Community has been serving those who live, work, worship, or volunteer in the Imperial and Coachella Valley areas of California for over 70 years. But Sun isn't just your average financial institution – they are a credit union, which means they're owned and controlled by their members, not by outside investors.

Their vision is to be the most trusted and respected financial institution in the communities they serve by changing lives through friendly, easy, and extraordinary experiences, options, and solutions. Sun Community engaged with StandOut in 2021 to take the experience of employees to new levels.



**Imperial Valley Chamber  
“Best Business of the Year”**



**Donated over  
\$500,000  
to more than 50  
non-profit partners**



### WHERE IT BEGAN

#### Differentiating the employee experience

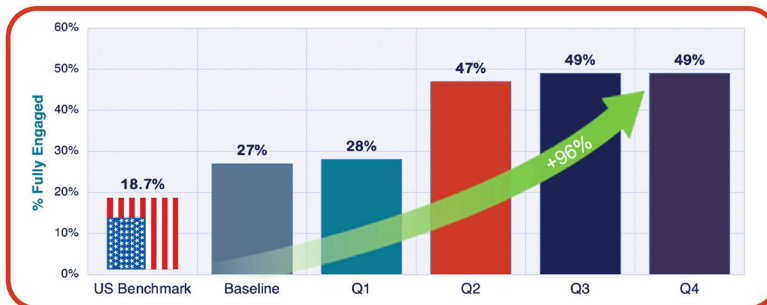
Looking for a way to differentiate from competitors, Sun Community's journey began with a simple question: what is a strength? After sunseting an existing leader development tool, Sun was looking for a new approach to shaping the work experience of their leaders and team members. They engaged with StandOut and began a conversation about what a strengths-based journey would look like, and what that approach could do for their employees.

## WHERE IT IS

### Immediate growth in engagement

Within the first year of deploying StandOut, Sun Community's engagement nearly doubled! Their % Fully Engaged — those employees who are “all in” and fully committed based on the Engagement Pulse metric — grew from 27% to 49% in a single year. Embracing all that StandOut has to offer, Sun has participated in virtual and in-person leader development sessions, including *Coaching Essentials for Team Leaders*, and has obtained several certifications to continue expanding the impact of learning and development across the organization. They also engaged StandOut to deliver a keynote at their annual All Employee event, to further the message how strengths impact their lives, in and outside of work.

### Increase in Engagement



“At Sun Community, people are the heart of our culture. StandOut is helping us ignite our team's passions to build a brighter future.”

**Melvin Wong**

VP Consumer Lending

“Identifying strengths creates an awareness of what is possible when you lean into what makes you feel strong!”

**Jennifer Donatt**

VP People Experience

## WHERE IT'S GOING

### Strengths-based culture

Sun Community has always believed in empowering and inspiring others to discover their full potential and unlock their unique capabilities, so that Sun can “shine as one.” It continues to weave strengths into its culture at every opportunity, from the very beginning of an employee's experience. Team members are encouraged to lean into what makes them unique, embracing this mindset inside and outside of work. StandOut technology sustains learning for employees with regular Check-Ins that keep the focus on how they can use their strengths to bring the best of themselves to work. And StandOut has helped Sun Community revamp its entire performance model, greatly simplifying their performance process and making strengths a central part of how employees thrive and grow.

Sun Community demonstrates a passionate commitment to ensuring that all team members feel seen and heard for their strengths — and firmly believes that this commitment is what sets them apart from the competition. StandOut has become a crucial piece of the puzzle in their employee experience. Together, Sun Community and StandOut are creating a culture in which individuals are asked to develop not by identifying what they lack, but by identifying, sharing, and being recognized for what they bring at their best.



“The StandOut certification gave me a new empowering way to see our Sun Team through a “strength lens” and take actions as a coach and talent manager to guide an individual to discover what it means to “lean on your natural strengths” and be able to make the biggest impact in their life and career.”

**John Lombere**

Talent Development Manager