



**For Immediate Release**

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**After the Tribe has spoken, who will be the Sole Survivor? – One Credit Union’s  
Fun New Twist on Product Knowledge Training.**

**Warner Robins GA (April 3, 2008)** – Fans of CBS’ *Survivor*, or anyone with a television for that matter, know that the point of the show is to Outwit, Outplay and Outlast fellow castaways. For Robins Federal Credit Union, employees have recently had to do much of the same to become the employee who is the Sole Survivor of Product and Services Island. We’ve all been in those training classes where you need toothpicks to keep your eyes open. Who said Learning can’t be fun? Robins Federal’s Training Department has sought out to do just that by presenting a training class on Product Knowledge with a Survivor twist that would entertain employees while giving them the necessary tools to succeed. On Product and Services Island, employees at Robins Federal got to Outwit, Outplay, and Outlearn in a battle for Sole Survivor.

Upon arrival at Product and Services Island employees, found themselves not in a normal classroom setting with desks and a boring PowerPoint presentation, but rather at a tropical island full of palm trees and other décor befitting Survivor Castaways. Employees were divided into tribes (teams) of 4-5 people. Tribes competed in Reward and Immunity Challenges based on the products and services that were discussed in lessons preceding the challenges. Members of tribes that did not win immunity selected an item called an office artifact (various office supplies) from the elimination box. The employee that chose the “banished” artifact became a member of the Tribal Council that monitored later tasks. Lessons and challenges continued until only the final three contestants remained. These three employees were quizzed by their peers, the Tribal Council, on various topics of the Tribal Council’s choosing. Based on the answers given, the Tribal Council then voted for the Sole Survivor. Sole Survivors from each class were awarded a trophy and eternal bragging rights.

Robins Federal believes that it is the responsibility of every employee to have a working knowledge of the products and services offered. The ultimate objective for this class was to ensure that every single employee, whether frontline or support department, would be able to confidently answer member questions about any product and service that is available. Kim Elkins, Training Manager for Robins Federal said, "Our goal while creating this class was to provide training about our products and services in a way that it had never been presented before. We made it interactive and participatory so that employees could gain maximum retention of the material." She stated, "The most important thing was that at the end of the day each participant left class with at least a bit of knowledge that they didn't have when they entered the classroom that morning."

So far, results show that the class has been a major success. Employees were given a written evaluation at the end of each class to assess their retention of the information learned in class. They were also given a survey to complete about the class that asked a range of questions about the class itself and the material covered.

**A Note to the Editor:** Robins Federal Credit Union is a not-for-profit cooperative financial service provider with fifteen branches throughout Georgia. Robins Federal currently provides financial services to over 129,000 members and assets exceeding \$999 million.

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Caption for Picture: Robins Federal employees on Product and Services Island.



Caption for Photo: Tribe members compete in Immunity Challenges.



Photo Caption: Logo that was created and used for Product Knowledge Training Class.

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