

WHAT COOPERATIVE EMPLOYEES DO

USDA, RBS, CIR 11 Chapter 5 -
What Cooperative Employees Do

Cooperative Employees

*Are the glue that binds
members
to their business!*

Quality Cooperative Employees

- Understand the cooperative
- Know and follow policy
- Are well trained
- Are team players
- Keep supervisors informed
- Maintain assets
- Participate in the community
- Maintain personal appearance

Quality Cooperative Employees

Understand the cooperative!

- Know the cooperative form of business and who the owners are
- Are able to answer questions adequately
- Do not reveal information that could help the competition

Quality Cooperative Employees

Follow cooperative policies and rules!

- Know them well
- Implement them in a fair and equitable manner
- Seek guidance when there might be an exception

Quality Cooperative Employees

Respect all customers/members and treat them fairly!

- Are polite and professional
- Do not offer special treatment for some - that might lead to ill will
- Offer services or products in a sense of “best-value” to all

Quality Cooperative Employees

Are well trained!

- Understand operations, can perform required functions
- Can recommend the right products and services
- Understand the methods the cooperative uses to provide products and services

Quality Cooperative Employees

Communicate well!

- Are articulate
- Keep supervisors and other employees informed of pertinent working issues and problems
- Listen to supervisors, other employees, and members

Quality Cooperative Employees

*Properly maintain
member-owner assets!*

- Facilities
- Equipment
- Inventory

Quality Cooperative Employees

*Often participate in
community activities*

- Service clubs
- Schools
- Youth groups
- Business organizations

Quality Cooperative Employees

Maintain personal appearance!

- Promote a positive, professional image of self and the cooperative