



Certified Trainers Praise MAP

“Jeanne was a phenomenal coach and was dedicated to my success in the program. The Boot Camp helped me to be a more effective coach and facilitator.” – Jana Cinnamon, General Mills FCU

“The information on advocacy concepts received during MAP Certification is invaluable. I also found the Master Trainer’s demos of the modules, clear communications, and immediate feedback on my training presentations to be particularly helpful. The Boot Camp experience helped me to grow and gave me an understanding of Member Advocacy as a culture.” – Collette Giarratano, Dutch Point CU

“The ability to actually prepare and present segments of the MAP training modules and receive immediate reinforcement was very helpful to me. I valued being able to enhance my presentation skills and training techniques during Boot Camp. Our staff will really benefit from the skill practice techniques used in MAP and learning how to start an advocacy conversation with members. I so appreciate these Advocacy skills – our credit union has needed this!” – Michelle Thorne, American United Family of CUs



Amy Ryther and Judy Drinkard (shown with Strategic Solutions’ President Jeanne Murphy) were the first Certified MAP Trainers in 2006.

“Seeing the MAP program in action, practicing delivering it, and having Jeanne walk us through areas we got stuck in during Boot Camp was really helpful. I really valued learning how to develop an attitude of ‘being of service’ as a trainer and how to keep training fun so I don’t sound like I’m lecturing.” – Amy Ryther, Anoka County FCU



Jana Cinnamon and Collette Giarratano are two of the most recent MAP Boot Camp Graduates.

“While very intense, the MAP Boot Camp gave me life changing points of view. My staff will really benefit from learning how to ask discovery and confirming questions. I particularly value the advocate style of this program.” – Judy Drinkard, Financial Builders FCU

“Training staff to think and slowly pulling the trainer out of the picture is genius! The modeling and processes used during Boot Camp mirror the MAP curriculum, making the certification very effective. I strongly felt that the way MAP builds on previous knowledge is one of the program’s main benefits; I feel even more so now.” – Missy Mound, General Mills FCU