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FOR IMMEDIATE RELEASE

TBA Credit Union Receives the 2023 Gallup Exceptional Workplace Award

TRAVERSE CITY, Mich. – TBA Credit Union has received the 2023 Gallup Exceptional Workplace Award (GEWA). This award recognizes the most engaged workplace cultures in the world. This is the third consecutive year TBA Credit Union has been named a GEWA winner.

“We started the journey with Gallup to solidify that we have an engaged team. The tools, training, and insight they provide have helped our culture go from good to great,” said Karen Browne, CEO of TBA Credit Union. “I am honored and humbled to receive this award for three consecutive years and to be part of an outstanding team.”

“Gallup’s 2023 GEWA winners proved that even during some of the most challenging times, strong cultures are resilient and find new ways to get work done and meet customer needs. These organizations continued to make employee engagement a central cultural priority as part of their business strategy, and they maintained record levels of employee engagement while achieving or exceeding their business goals,” said Jim Harter, Gallup’s chief scientist of workplace management and wellbeing.

GEWA winners’ ratio of engaged employees to actively disengaged employees is 16 times higher than the international average. Worldwide, only 21% of employees are engaged — that is, committed to their work and connected to their workplace — and just 32% of employees in the U.S. workforce are engaged. Seventy-two percent of employees at winning GEWA organizations are engaged.

“We strive to create a culture of engagement at the credit union, one where our team can thrive,” said Abby Smith, TBA Credit Union’s Human Resources Director. “We are thrilled to have been recognized by Gallup again this year. “

Gallup’s meta-analysis on team engagement and performance is the most comprehensive workplace study ever conducted, with data on more than 2 million employees in 276 organizations across 54 industries and 96 countries. Highly engaged organizations significantly outperform their peers in important business outcomes, including customer ratings, profitability, productivity, turnover, safety incidents, shrinkage, absenteeism, quality, well-being, and organizational citizenship.

For a complete list of GEWA winners and more about the selection process, visit the winners’ page.

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About TBA Credit Union

A \$340 million (assets) credit union, TBA Credit Union provides financial services to over 18,000 members across the State of Michigan. In addition to two branches and a call center located in Traverse City, TBA Credit Union members have access to over 30,000 surcharge-free ATMs nationwide through the CO-OP Network and over 250 Xtend Shared Branching locations.

For more information about TBA Credit Union, visit tbacu.com or call 231.946.7090.

About Gallup

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 80 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organization in the world.

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