

GALLUP®



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Date: March 18, 2021

FOR IMMEDIATE RELEASE

## TBA Credit Union Named 2021 Gallup Exceptional Workplace Award Winner

Traverse City, MI — March 18, 2021 — TBA Credit Union has received the 2021 Gallup Exceptional Workplace Award (GEWA). This award recognizes the most engaged workplace cultures in the world.

In a year filled with unprecedented challenges ranging from the COVID-19 pandemic and civil unrest to political polarization, Gallup found that TBA Credit Union has shown exceptional resilience and support for their employee base.

“In 2020, organizational cultures saw historic threats. It took an exceptional amount of resilience for organizations, and their employees, to make it through,” said Jim Harter, Gallup’s chief scientist of workplace management and wellbeing. “The abundance of well-managed and highly inspired teams inside Gallup Exceptional Workplace Award-winning organizations puts them in a particularly strong position to adapt quickly to meet the needs of their customers and patients.”

The GEWA winners’ ratio of engaged employees to actively disengaged employees is 14 times higher than the international average. Worldwide, only 22% of employees are engaged — that is, committed to their work and connected to their workplace — and just 39% of employees in the U.S. workforce are engaged. TBA Credit Union had an engagement level of 75%.

“Being recognized with this award shines a light on our amazing team and the efforts of our leaders to cultivate a culture of opportunity, passion for our mission, and teamwork,” said Human Resource Director, Abby Smith. “This past year has had its challenges, but our team’s commitment to our members and each other never wavered. We found new ways to connect virtually, create moments of joy together, and celebrated our wins. I am so proud of this amazing team!”

“I am thrilled to receive this prestigious award and super excited for our entire team” said President and CEO, Karen Browne. “Our mission is to serve the community and build trusted relationships, and we do that with engaged employees. It’s simply part of our culture!”

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, wellbeing 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 \$250 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.

### **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. Gallup delivers the art and science of what's humanly possible to help leaders and organizations achieve breakthroughs in customer and employee engagement, organizational culture and identity, leadership development, talent-based assessments, entrepreneurship, and wellbeing.

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