

A METHOD TO MANAGE MISSION CREEP IN CREDIT UNIONS NAVIGATING RAPID DEVELOPMENT

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Abstract

The senior administrators of credit unions in rapidly developing regions should actively manage the evolution of their mission. Doing so requires a minimal effort that will bring a more systematic understanding of their membership, and afford them financial success while remaining faithful to their foundational charisma. The objective of the study is to discuss the method to manage mission creep in credit unions.

Key Words: mission creep, credit unions,