



East Coast Credit Union Celebrates Prestigious Recognition as Winner of Canada's Most Admired Corporate Cultures

Dartmouth, November 24, 2023 — East Coast Credit Union is thrilled to announce its recent recognition as one of the winners of Canada's Most Admired Corporate Cultures. This national program recognizes best-in-class Canadian organizations for fostering high performance corporate cultures that help sustain a competitive advantage.

"The 2023 Canada's Most Admired award recipients exemplify how culture drives performance, especially in the face of economic uncertainty and other recruitment and retention challenges," says Marty Parker, President and CEO of Waterstone Human Capital and Chair of the Canada's Most Admired™ program. "This year's winners are leveraging culture to drive growth and success and in today's highly competitive talent market through the acquisition, retention, and optimization of high-performance leaders, teams, and corporate cultures. This year's winning leaders and organizations actively craft culture in alignment with their purpose and values every day, and help drive culture as competitive advantage," says Parker. "On behalf of Waterstone Human Capital and our partners, we look forward to celebrating this year's winners and the impact culture is having on their success."



Winning this award underscores East Coast Credit Union's commitment to fostering an inclusive, innovative, and inspiring workplace environment. This award recognizes organizations that have demonstrated an outstanding commitment to corporate culture, emphasizing values such as leadership, engagement, and transparency. It recognizes not only a strong corporate culture but also looks at how culture has aided the organization to drive success.

CEO, Ken Shea, commented on the achievement:

"At East Coast Credit Union, we recognize that our exceptional team and vibrant culture are the driving forces behind our success. We believe that a positive corporate culture is the foundation for growth, innovation, and long-term success. Winning Canada's Most Admired Corporate Cultures is a testament to the dedication and collaborative spirit of our amazing team. This award is a recognition of the incredible efforts put forth by every member of the East Coast Credit Union team and our collective commitment to building a welcoming, inclusive, and collaborative culture."

VP of Human Resources, Layla Khalil, shared her perspective:

"This award demonstrates our commitment to fostering a culture of inclusivity, growth, and continuous learning, which has always been at the forefront of our initiatives at East Coast Credit Union. It reflects the dedication of our entire organization to create an environment where every employee feels inspired, empowered, and motivated to share their passion and make meaningful impact each and every day. Our culture of belonging and caring also extends to the communities where we live and work. Our countless volunteer hours, community support and impact initiatives, and social responsibility are an important component of our culture that we are very proud of."

This award aligns with East Coast Credit Union's ongoing efforts to create a workplace where employees are not just part of a team but an integral part of a thriving cooperative corporate culture. We understand that a company built on trust, transparency, and collaboration empowers our whole organization. East Coast Credit Union takes pride in the collaborative culture we are shaping together. We are honored to be acknowledged among Canada's Most Admired Corporate Cultures and will continue with our "People First" philosophy in all aspects of our operations.



About East Coast Credit Union:

East Coast Credit Union is a dynamic, full-service financial co-operative using a member-first approach to partner with individual and business members to achieve financial success. Our success comes from the 250+ employees who are committed to bringing our vision, values, and strategy of building stronger futures and improving the financial potential of every person and community we impact to life. East Coast Credit Union serves more than 43,600 members from a service network reaching from Cape Breton to Halifax. We are proud to be locally-owned by our members and to support a broad range of community initiatives through donations, community investments, targeted grants, and employee volunteerism.

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About Waterstone Human Capital

At Waterstone, we inspire organizations to build high performance teams and cultures. We are a leading cultural talent management professional services firm working with entrepreneurial- minded, high-growth organizations that see culture as their single greatest asset. We support organizations in unleashing the power of their corporate culture to drive growth and performance through: our best-in-class executive search and recruitment practice; and the Waterstone Culture Institute, a proven resource for organizations looking for culture transformation, culture measurement and advisory, leadership assessment, and leadership and team development services. Waterstone is also the founder of the Canada's Most Admired Awards programs. These national programs annually recognize best-in-class Canadian organizations, CEOs, and Chief People and Culture Officers for fostering cultures that enhance performance and help sustain a competitive advantage.

For more information, please visit waterstonehc.com or canadasmostadmired.com

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