



THE TRINIDAD BUILDING & LOAN ASSOCIATION
Thrift and Home Ownership

TBLA TRIBUNE

OUR MONTHLY NEWSLETTER TO KEEP
YOU UPDATED AND INFORMED

“PUT YOUR HOUSE IN ORDER”

Board of Directors:

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TBLA Committees:

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- Credit

Executive Management:

Secretary/CEO

Nigel Matthew

Senior Manager

Garth Sobers

In most instances an organization is usually compelled to change for its long-term survival brought about by an external intervention. In this respect The Trinidad Building & Loan Association (TBLA) is no different, as the economic environment changes, management and staff must revisit the way they conduct business.

For many years the buzz in the financial environment was on how to better serve customers and solidify customer relationship. The demand of consumers today coupled with changes in the economic environment is demanding that businesses “*put their house in order*”. Companies have responded by developing the framework for the establishment of policies and procedures for the prudent management of the organization.

For long-standing organizations such as TBLA the biggest challenge would be **cultural change**. For transformation to be effective, **culture change is going to be highly out of line to what existed in the past**. From the very outset the organization must free itself from the existing culture and conceive a plan of action that starts to liberate the organization from its past.

Culture changes will be difficult to achieve if the organization insist on maintaining the status quo consistent with the past. Remember, an organization's old

culture is designed to protect itself, not to bring about its own demise. Inevitable, this is not always the case as maintaining an out of line culture may and can hinder an organization from remaining competitive.

Some organizations fall into the trap of letting the existing culture dictate the terms and conditions regarding how the change will be carried out. Instead of drawing up a course of action that is deliberately foreign to the existing culture, they're prone to adopt a strategy that is too compatible. The organization's ingrained way of operating is allowed to determine the “legitimate” methods for changing the culture. This makes no more sense than trying to win a war while letting the enemy design your battle plans. So why does it happen? It happens because culture wields great power over what people consider permissible and appropriate. The embedded beliefs, values, and behavior patterns carry tremendous voltage. The culture sends its current into every corner of the organization, influencing virtually everything. If care is not taken past behaviours will permeate the game plan for change like a lot of bad wiring, and will short-circuit the chance **for success**.

The style, technique, and overall strategy for changing

TBLA's culture must be alien to the status quo.

Take your instruction from tomorrow – that's where you'll find the answer you need. Tomorrow the consumer is saying “**I expect and demand excellence in the level of service you provide and I want products to satisfy my needs**”. A quick scan of the future tells us, for example, that the organization's very survival depends on speed. Competitive advantage will come from being faster than the competitor. Our systems of operation must reflect that and must be quickly responsive to change. **TBLA must be prepared for the future**, pulling off major culture change will require adjustments to the organization business practices. Once we embark on this change the willingness to hit hard, go fast and follow through is necessary. We are now expected as a financial organization to raise the bar; provide a higher level of professionalism and accountability.

This new level forces the organization to pay very close attention to its existing way of doing business and make the necessary changes to put TBLA's house in order.

Striving For Excellence
TBLA Employee Corner

TBLA takes this opportunity to welcome its new staff members:

- Garth Sobers (*Senior Manager*)
- Allyson Alexander (*Internal Auditor*)
- Carol Huggins-Lewis (*Executive Assistant*)
- Petrina Copeland –James (*Marketing Administrator*)
- Charmaine Richardson (*Mortgage & Investment Officer*)
- Jenelle Guerra (*Customer Service Assistant*)
- Reshma Ruben (*Cashier*)
- Vishnu Pooran (*Carpark Attendant/Handyman*)

**Employee for the
 Month of October 07**



Kalowtie Arjoon

Ms Arjoon is employed with the association 9 years and presently holds the positions as HR/Payroll officer.

TBLA ADVICE CORNER

SET MEANINGFUL GOALS, PUT A PLAN IN PLACE AND FINANCIAL SUCCESS WILL NOT AVOID YOU

The most important secret for getting a grip on your finances is to figure out what your specific financial goals are and what you need to do to achieve them. The will to win is useless without the will to prepare. If you lack a plan to achieve your goals, success will avoid you. TBLA flagship product, Subscription Shares will allow you to save for a particular future goal, whether your goal is down payment for a house, car, vacation, medical, education or whatever investment objective you have, Subscription Shares is the vehicle to achieve your goal. Kindly call or come in to discuss your goal with one of our Mortgage & Investment Representative to find out more about this high yielding dividend interest bearing account.

The Family Indemnity Plan



TBLA has now introduced the Family Indemnity Plan (FIP). This plan is designed to provide financial assistance to families in the case of the untimely death of a loved one. The FIP provides cash benefits to cover funeral costs and other expenses that may occur.

For more information please call or visit the Association's Office.

TBLA Products & Services

- Savings Account
- Fixed Deposit Accounts
- Subscription Shares
- Share / Deposit Loan
- Equity Mortgage Loan
- Home Acquisition Loans
- Land Loans
- Bridge Finance
- Commercial Loans

History Snapshot

The Trinidad Building and Loan Association (TBLA) was established since 1891 to provide mortgage financing for home ownership and credit facilities for its members. TBLA also promotes wealth creation for its members through a variety of saving and investment products at attractive rates. As the longest standing Building Society in Trinidad and Tobago TBLA takes pride in meeting its customer needs. This commitment is enshrined in our Vision and Mission Statement.

Vision Statement :

To be a strong, dynamic organization providing easy access to home mortgage financing, maintaining and enhancing our customer service, thereby ensuring customer loyalty.

Mission Statement:

To enable you to own, renovate or improve your existing property by providing easy access to mortgage financing.