



### Task-based Activity Cover Sheet

**Task Title:** 10 Reasons to be Libro

<b>Learner Name:</b>	
<b>Date Started:</b>	<b>Date Completed:</b>
<b>Successful Completion:</b> Yes <input type="checkbox"/> No <input type="checkbox"/>	
<b>Goal Path:</b> Employment <input type="checkbox"/> Apprenticeship <input type="checkbox"/> Secondary School <input type="checkbox"/> Post-Secondary <input type="checkbox"/> Independence <input checked="" type="checkbox"/>	
<b>Task Description:</b> Learners will learn about Libro and what services they provide.	
<b>Competency:</b> A: Find and Use Information	<b>Task Group(s):</b> A2: Interpret documents
<b>Level Indicators:</b> A2.1: Interpret very simple documents to locate specific details.	
<b>Performance Descriptors:</b> see chart on last page	
<b>Materials Required:</b> <ul style="list-style-type: none"><li>• Pencil or pen</li></ul>	



**Task Title: 10 Reasons to be Libro**

Credit Unions and Banks compete for customers. Credit Unions are different from Banks because customers at Credit Unions are Owners. All financial institutions offer their customers benefits. Look at "10 Reasons to be Libro".

**Learner Information and Tasks:**

**Task 1:** Who does Libro share their profits with?

**Task 2:** Who are financial coaches?

**Task 3:** How long has Libro been a part of the community of southwestern Ontario?

**Task 4:** How much money did Libro invest in the community in 2014?

**Task 5:** What is the Owner satisfaction rating for Libro?

# 10 Reasons to be Libro



## 1. Coaching:

Libro staff are financial Coaches who want to help you achieve financial freedom. We help you save, borrow smart, and reach your financial goals.

## 2. You're not just a number:

We tailor our advice to your life. You're an important Libro Owner, no matter what your account balance is.

## 3. Profit sharing:

You're not just a customer, at Libro you're an Owner. We share our profits with our Owners and the community.

## 4. All the products you need:

Chequing, savings, loans, investments, credit cards, insurance, farm and business accounts and more. Just ask.

## 5. We're local:

Libro has been part of your community for over 70 years, with a corporate office in London. Our staff (many who have been here for 20+ years) live, work and play here too. We understand southwestern Ontario because we're part of it.

## 6. Access:

27 branches, convenient hours, an extended hours call centre, and access to our senior managers and Board. Whenever you want to talk to us, we're accessible.

## 7. Technology:

We don't replace personal service with technology, but we have that too. Free mobile, online and telephone banking, access to over 2,400 ATMs across Canada (and more in the US and internationally) and everything else you need to know at [libro.ca](http://libro.ca).

## 8. Community investment:

Libro is focused on growing prosperity in southwestern Ontario through a number of initiatives such as sponsorships, scholarships and our annual granting program. In 2014 over \$1.2 million was invested through these programs.

## 9. Great deals:

Libro's rates are competitive. Ask about discounts too!

## 10. Owner satisfaction:

Owners rated us 4.7 out of 5 in 2013 for Owner satisfaction. 95,000 Owners can't be wrong.



**Task Title: 10 Reasons to be Libro**

**Answer Key**

**Task 1:** Who does Libro share their profits with?

**A: owners and the community**

**Task 2:** Who are financial coaches?

**A: Libro staff**

**Task 3:** How long has Libro been a part of the community of southwestern Ontario?

**A: over 70 years**

**Task 4:** How much money did Libro invest in the community in 2014?

**A: over 1.2 million**

**Task 5:** What is the Owner satisfaction rating for Libro?

**A: 4.7 out of 5**



**Task Title: 10 Reasons to be Libro**

<b>Performance Descriptors</b>		<b>Needs Work</b>	<b>Completes task with support from practitioner</b>	<b>Completes task independently</b>
A2.1	<ul style="list-style-type: none"><li>scans to locate specific details</li></ul>			

**This task:** was successfully completed  needs to be tried again

<b>Learner Comments</b>

\_\_\_\_\_  
**Instructor (print)**

\_\_\_\_\_  
**Learner Signature**