

# Austin Alliance Group Brings Leadership Training to Life at NRECA's 2024 Cooperative University

*5 days, 9 workshops, over 150 co-op leaders trained*

AUSTIN, TX, UNITED STATES, January 13, 2025 /EINPresswire.com/ -- At the 2024 Cooperative University ([Co-op U®](#)) in New Orleans, Austin Alliance Group (AAG) delivered 9 action-packed workshops over just 5 days. The sessions welcomed over 150 co-op employees from across the country, equipping them with fresh leadership insights and communication tools to bring into their roles.

During the sessions, AAG's facilitators focused on strategies participants could use when they returned to their co-ops. Tough challenges like keeping teams motivated, handling complex group dynamics, and making critical decisions took center stage. The result was a hands-on learning approach that grounded lessons in actual workplace scenarios.

And with Halloween week in full swing, New Orleans provided an incredible setting. The city's spirited atmosphere—complete with costumed revelers in the French Quarter—helped participants relax, connect, and collaborate. AAG also got into the holiday vibe with plenty of festive tricks and treats during training, keeping the engagement levels high.

Co-op U® itself offers an impressive curriculum of 28 courses, and is designed to serve employees at every career level. Some are brand-new supervisors learning how to hire, develop, and lead team members effectively, while others are seasoned managers refining their leadership styles.



Facilitator leads an engaging discussion during an Austin Alliance Group (AAG) workshop at the 2024 Cooperative University (Co-op U®) in New Orleans, equipping co-op employees with actionable leadership and communication strategies.

The program's flexibility means participants can select the classes that make the most sense for their roles, ensuring each course is immediately relevant to their work. Rather than forcing everyone down a single path, Co-op U® encourages employees to pick and choose what they need, when they need it.

Since 2018, AAG has teamed up with the host of Co-op U®, [NRECA](#), to create courses for the Supervisor and Manager Development Program (SMDP). These programs have proven vital in helping co-ops build stronger leadership, improve communication, and nurture more cohesive teams.



A workshop facilitator explains DiSC personality styles during an Austin Alliance Group (AAG) session at the 2024 Cooperative University (Co-op U®) in New Orleans, helping participants understand communication and leadership dynamics.

Every year, AAG conducts more than 60 sessions for NRECA (both online and in person)—each crafted to meet the distinct challenges of cooperative work. Instead of sticking to theory, AAG offers strategies that leaders really need, from balancing local priorities and organizational goals to encouraging healthy teamwork.

“

We had a lot of fun during Halloween in the French Quarter, mingling with ghosts, and a whole lot of energy into the schedule, keeping the learning lively and the spirits high!”

*Lisa Blanton*

Whether it's making tough decisions, communicating effectively, or shaping a more supportive culture, each session delivers measurable results co-ops can see and feel. Participant feedback routinely highlights the open, interactive atmosphere at Co-op U®, encouraging productive conversation, and the value of applying new strategies immediately.

And the benefits extend far beyond the training. After each workshop, employees return to their co-ops with greater

confidence, stronger leadership abilities, and a clear sense of how to support their teams. This kind of growth goes a long way toward creating stronger organizations equipped for lasting success.

As cooperatives adapt and grow, programs like Co-op U®—backed by the partnership between NRECA and AAG—give employees the skills, mindset, and momentum they need to face the future head-on.

## ABOUT AUSTIN ALLIANCE GROUP

Austin Alliance Group specializes in leadership development, team building, and strategic planning for organizations of all sizes. By focusing on real-world applications and measurable results, AAG helps clients build skilled teams, develop confident leaders, and achieve lasting success.

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Participants collaborate in group activities during a workshop at the 2024 Cooperative University (Co-op U®) in New Orleans, fostering teamwork and practical problem-solving skills.

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