

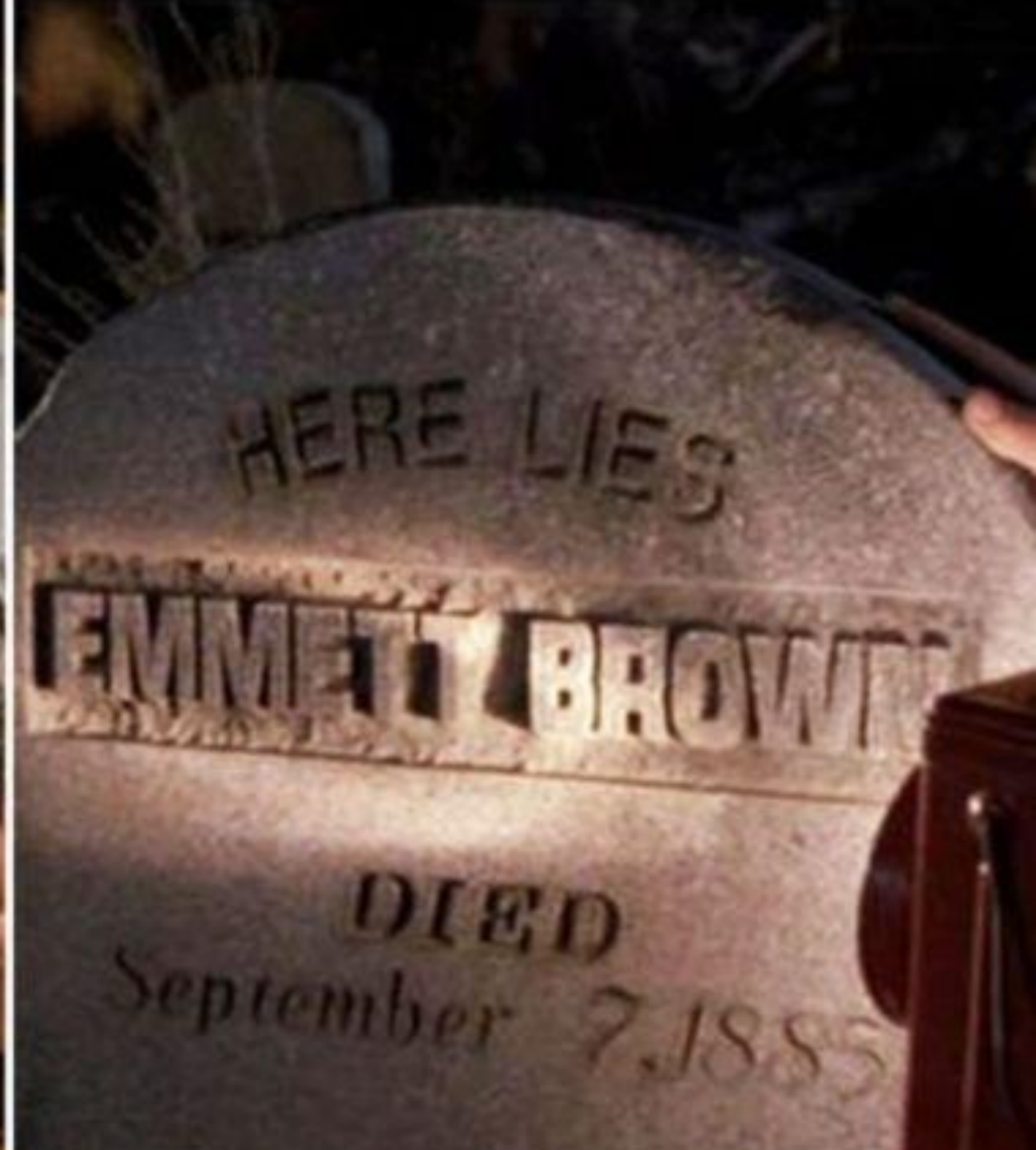
Strategy to Execution: Taking Advantage of the “New Normal”

November 4, 2020



2020



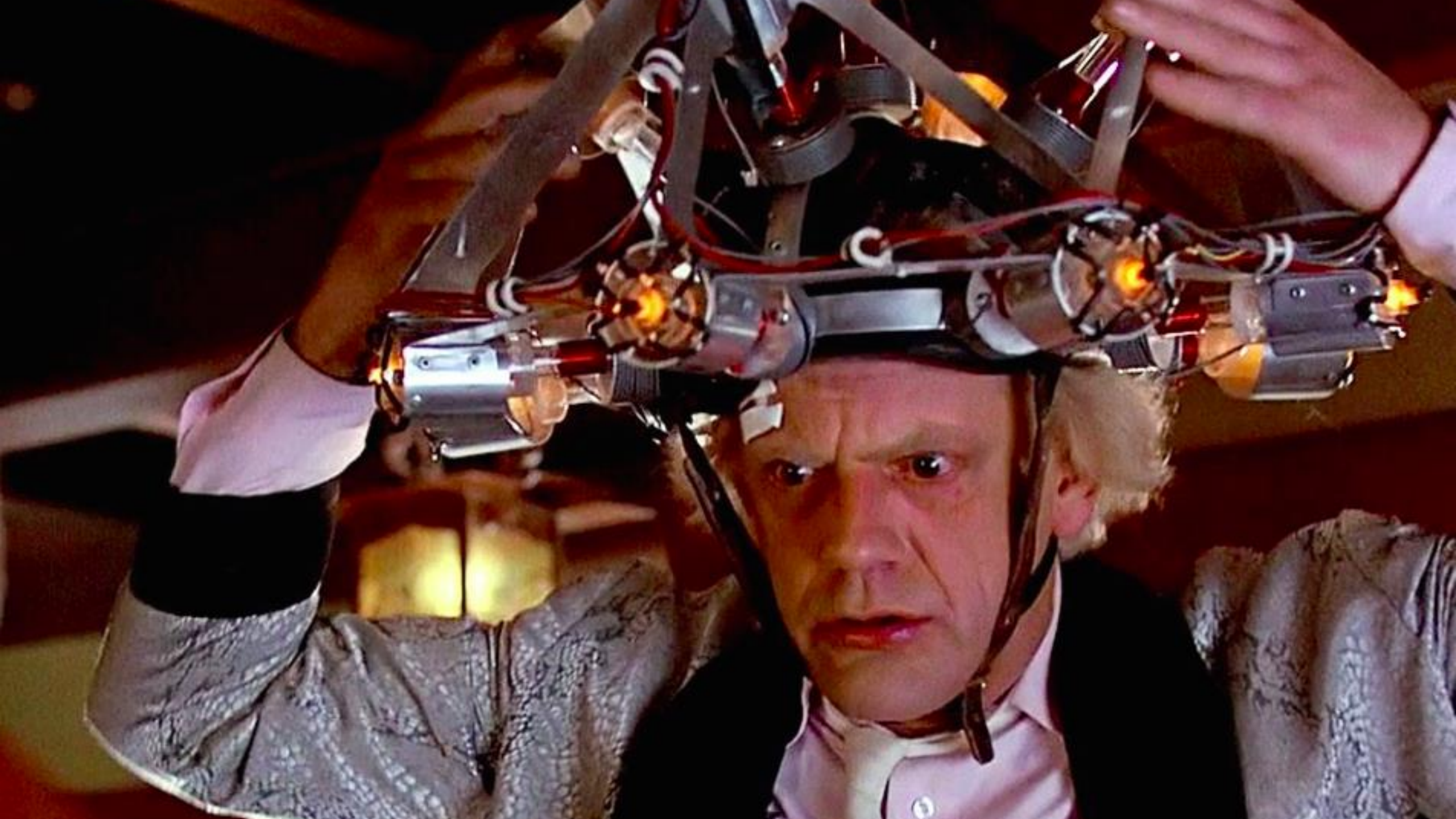




2020 gave us a glimpse

Into how critical **DIGITAL** has become





LESSONS FOR THE NEXT NORMAL



EVALUATE BRANCHES

What is the purpose?

Should you build the next one?

What would those \$'s do for digital?

 IN THE NEXT NORMAL



SHIFT CULTURE

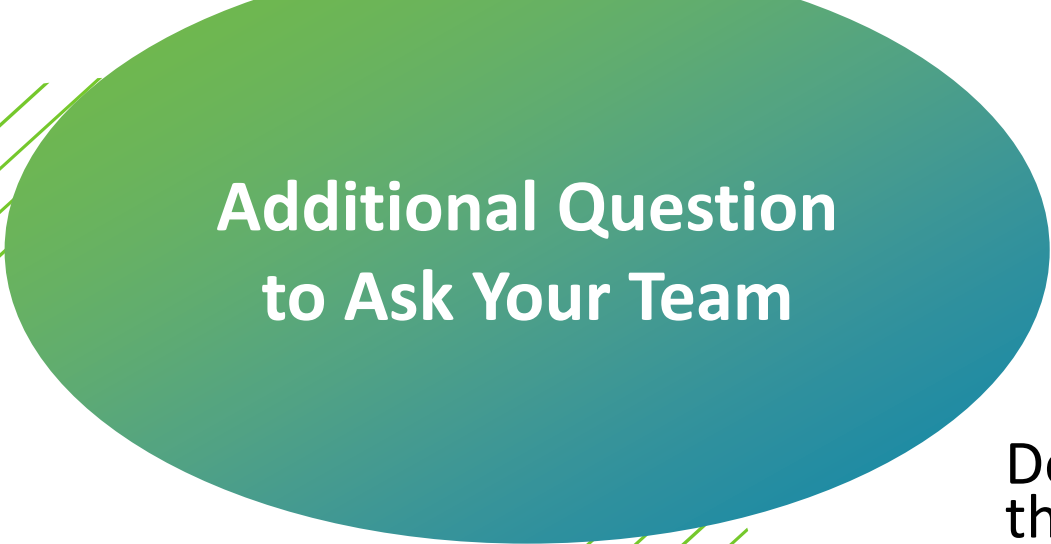
Do you embrace failure?

How collaborative are you?

How does your customer use digital?

 IN THE NEXT NORMAL

Appendix



Additional Question
to Ask Your Team



**BELIEVE
EXPERIENCE is
the BRAND**

Do you still believe “service” is the difference?

What digital experiences are your account holders valuing?

Who in your organization is monitoring and evaluating your brand?



IN THE NEXT NORMAL

Ask every employee
**TO REEXAMINE YOUR
BUSINESS AND CLIENT
INTERACTIONS THROUGH
THE MINDSET OF
A 3x6 INCH SCREEN**

DIGITAL IS
BANKING

Thank you!

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Thank you to Will Furrer, Q2 Chief Strategy and Marketing Officer, for his original story idea for *Bank To the Future* movie analogy for this presentation