

How Credit Unions Can Prosper in a Post Pandemic System



Presented by:

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Things have changed forever due to COVID19. What does that mean for your credit union? This session will show how CUs can adapt and grow their technology and digital depth without the big budgets of the mega banks.



KEY TAKEAWAYS

- » Imagine if your staff and customers were locked down forever.
- » There has been a failure of providers during this crisis, as many either depend too much on digital or too much on physical.
- » Financial firms are no longer stand-alone institutions. You have to work with others.
- » The media creates this fear of big banks, big tech and fintech. It's all false, but don't be complacent
- » Credit Unions are human and community focused, that's a USP.

TAKE ACTION

The following statements are provided for you to reflect on and identify next steps in your development.

- » Build a business that is strategically digital, not tactically digital, based on this pandemic experience.
- » Build processes that balance digital and physical for omniaccess.
- » Identify your institution's strengths and weaknesses and find partners to deliver services to cover the areas where you are poor.
- » Use regulation to your advantage and build a business that is 100% secure, resilient and stable, but cool too.
- » Build humanity and community into a digital relationship.

