

11:30 – 3:30

Lunch / Introductions

Filene's State of the Industry

Jean Chatzky

Break

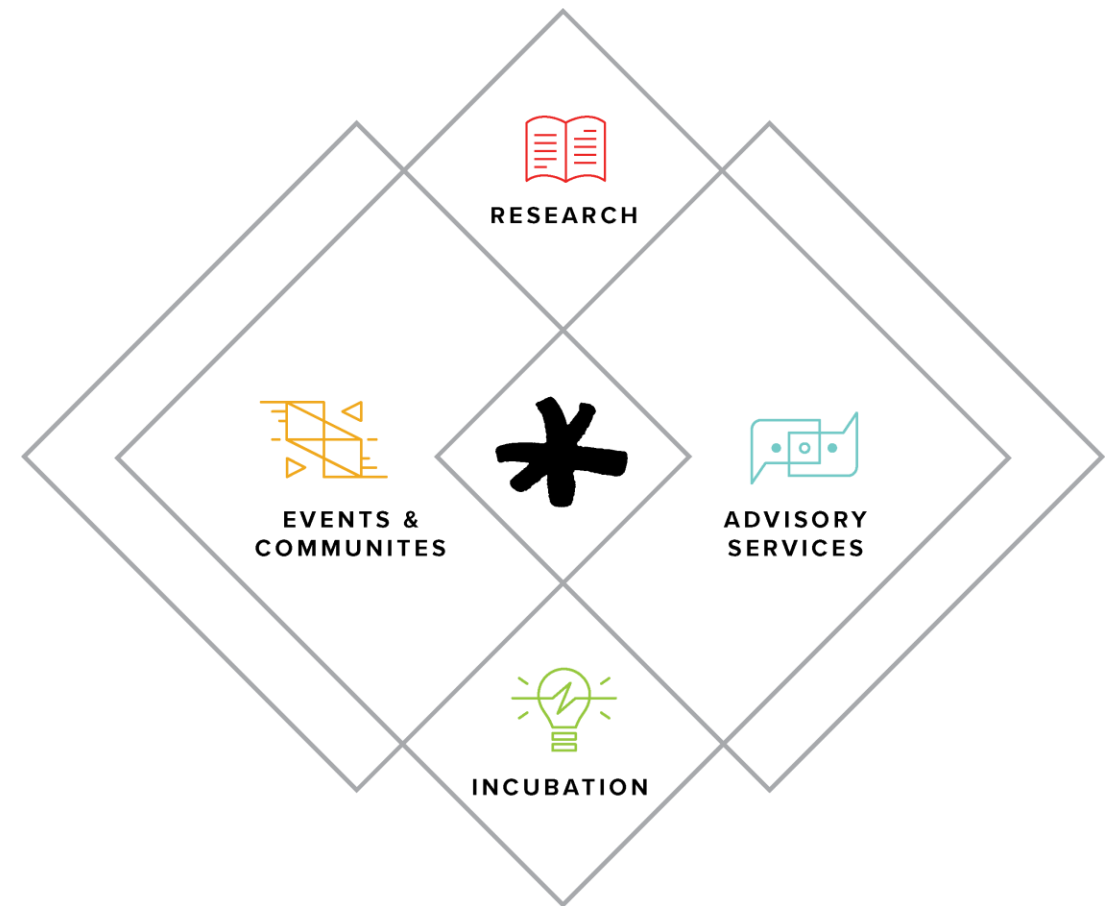
Panel Discussions



HOW WE WORK

FILENE RESEARCH INSTITUTE strengthens organizations and the people they serve through innovative research and incubation.

We conduct research, pilot and test new ideas, build dynamic communities, and offer proven and sustainable solutions that create meaningful impact for credit unions and drive positive change for credit union members.

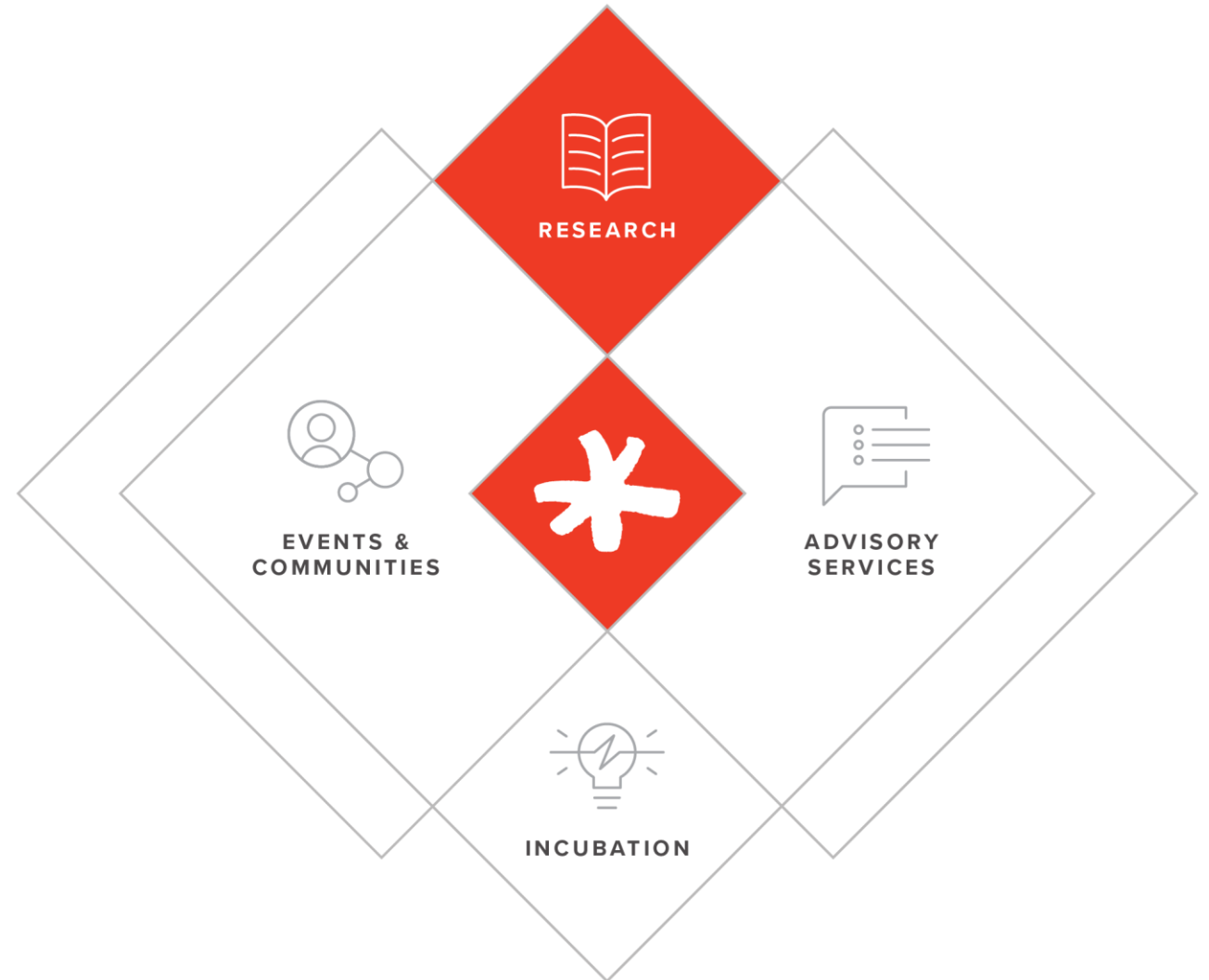


ABOUT FILENE

Impact of Our Work

INCREASING LEARNING AND TRANSFORMING
YOUR ORGANIZATION:

- ◆ 6 Centers of Excellence
- ◆ Online guides, tools, resources
- ◆ 25,000+ downloads in 2024



6 Active Centers of Excellence



Community Social Impact



The Credit Union
of the Future



Leadership, Strategy
& Governance



The Next Generation of
Member Growth



Design for Digital



Member Well-Being

Coming Soon!



CENTER FOR

ALL THINGS PAYMENTS

Payments are central to daily finances and a key link between consumers and financial services. Rapid innovations, changing behaviors, and rising risks make understanding payments trends vital for credit unions to drive growth, enhance member experience, stay competitive, and ensure long-term sustainability.

Launching January 2026

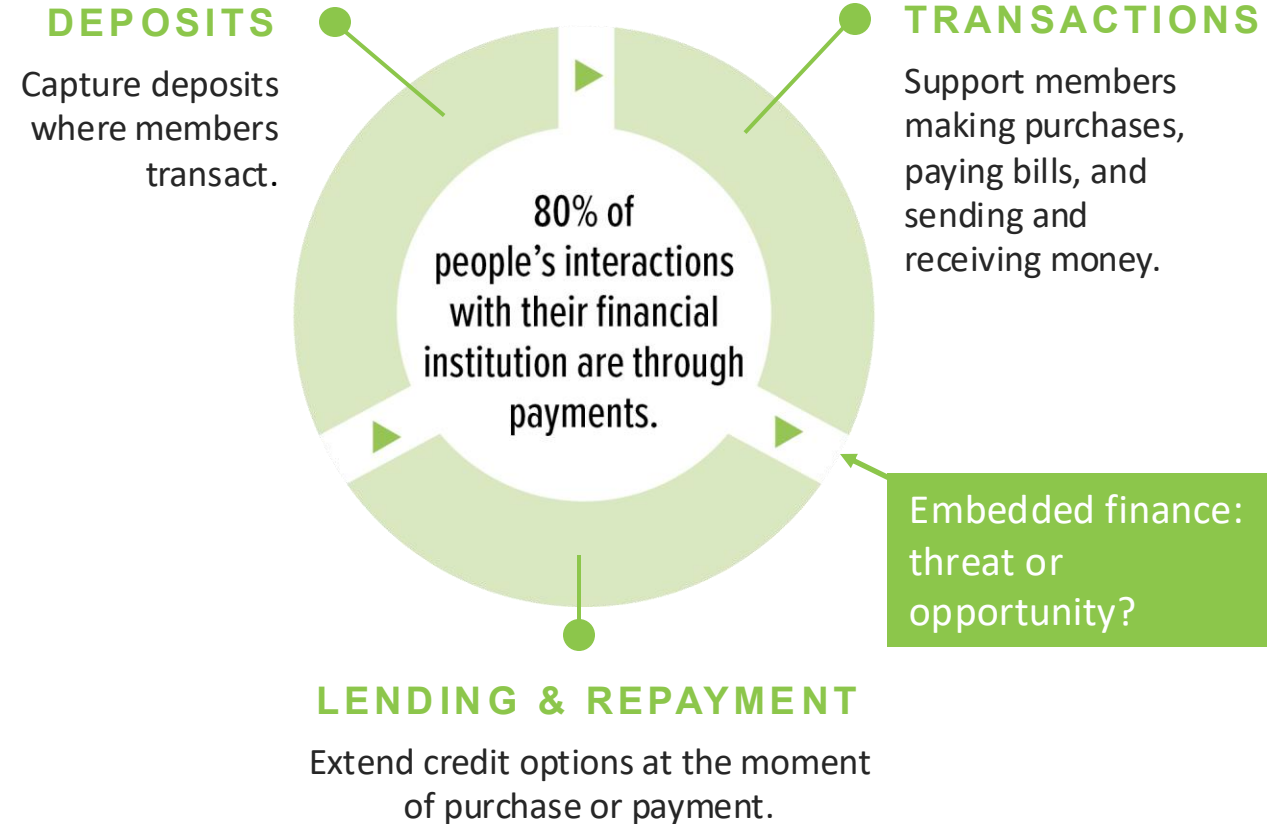
FACING THE EVOLUTION OF PAYMENTS

Managing money and its movement sit at the heart of consumers' everyday financial activities across the credit union suite of offerings

“

Payments is a huge moneymaker and a huge touchpoint. It's one of the only things that our members interact with on an everyday basis.

VP, \$3B CREDIT UNION



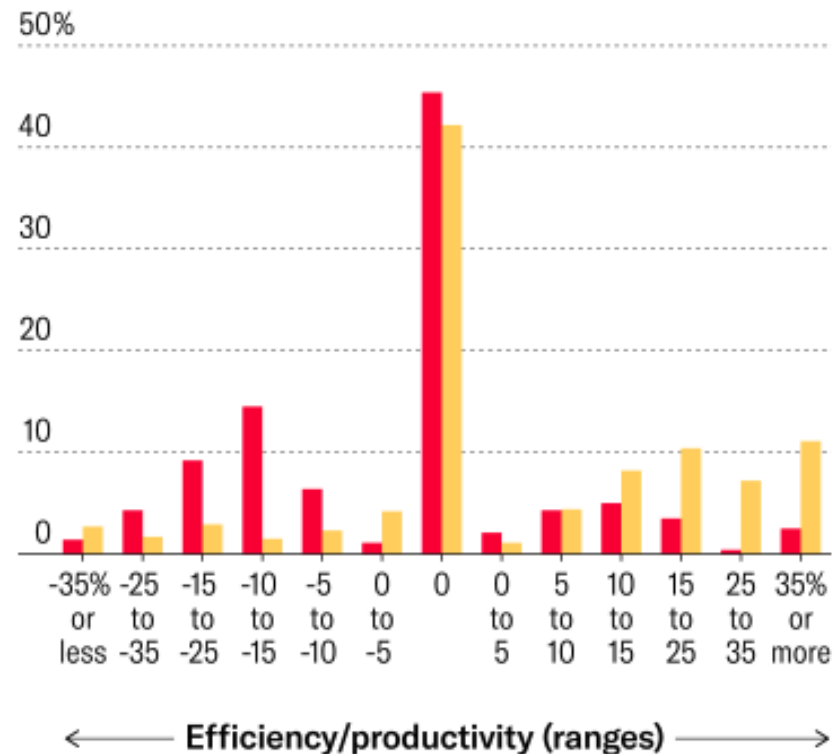
FIVE STRATEGIC ISSUES FOR CREDIT UNIONS

Building	Building the workplace of the future
Leveraging	Leveraging technology advances
Attracting and retaining	Attracting and retaining great people
Growing	Growing member relationships and delivering value
Delivering	Delivering Value

#5 – BUILDING THE WORKPLACE OF THE FUTURE

- Remote work is normal: about 28% of paid full days are worked from home
- Nationally, 29% of full-time employees work in a hybrid arrangement, and 13% work fully from home
- But there's a vast perception gap:
 - **82% of individual employees** say they are as efficient or more efficient working from home
 - Only **20% of managers** say employees are more productive when they work from home
- Culture is the critical lynchpin for workplace transformation

Percent of respondents



■ Individual employees

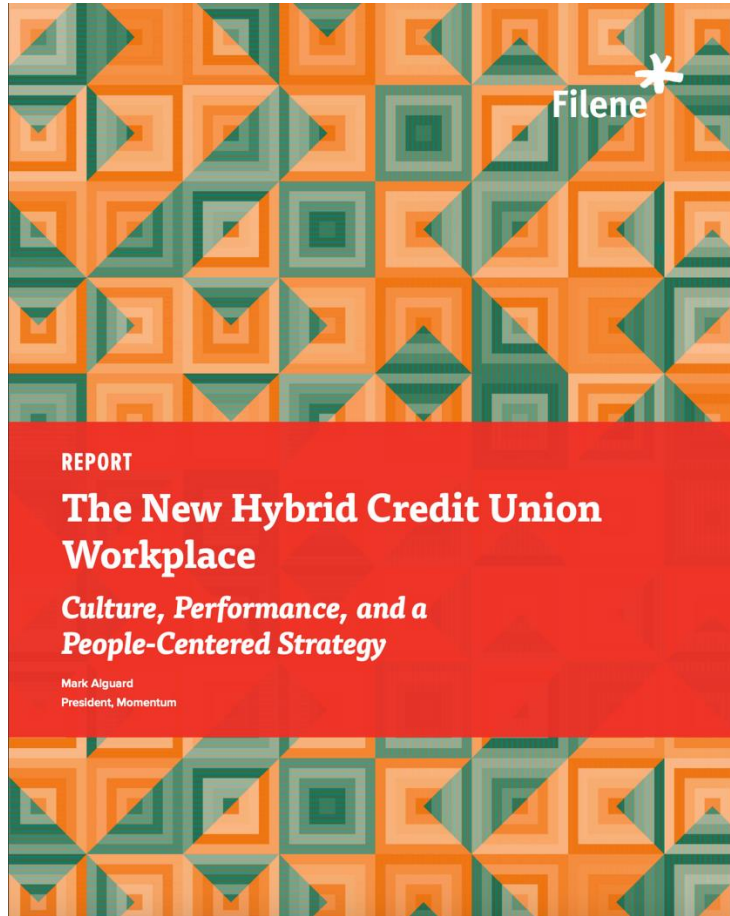
How much less/more efficient are you working from home than on business premises

■ Managers

How much less/more productive are employees who work from home at least one day per week?

Sources: Filene research report #430, #560; Barrero, Bloom, and Davis, "Why Working from Home Will Stick" (2021). (Most recent results from July 2024, see here: www.wfhresearch.com.)

WORKPLACE VS. WORKSPACE



CREDIT UNION IMPLICATIONS

CORPORATE OFFICES NEED TO FIND (NEW) PURPOSE

Repurpose your buildings to support organizational goals.

- Create a **flexible space** that suits a variety of purposes.
- Provide **space** to allow for social collaboration and for individual, cognitive work.
- Think about ways you can **offer employees more control** over their workspaces.



FIVE STRATEGIC ISSUES FOR CREDIT UNIONS

Building	Building the workplace of the future
Leveraging	Leveraging technology advances
Attracting and retaining	Attracting and retaining great people
Growing	Growing member relationships and delivering value
Delivering	Delivering Value

#4 – LEVERAGING TECH ADVANCES

- 73% of American firms have already adopted AI in at least some areas of their business
- Start-up fintechs are no longer seen as a major threat by credit union leaders, but trust is a concern
- Credit unions and system partners are building new fintech-focused investment funds

Which best matches your experience with identifying external service providers for implementing technical solutions?

It's hard to find providers who are willing to work with us, although we do trust them.

7%

It's easy to find willing service providers but hard to assess whether they are a good and trusted source.

70%

It's easy to find willing external service providers who we also trust to do what we need.

14%

SYSTEM PARTNERS



WHOLLY OWNED CUSOs



Source: Filene research report @606, #621, #624; PWC, Cornerstone Advisors

OUR FOCUS

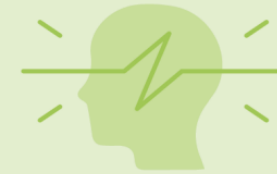


PURPOSE

Help credit unions adapt and grow by creating an efficient testing platform for emerging solutions and getting answers to the questions that matter most.

TARGET OUTCOMES

Faster identification and adoption of proven solutions that...



...fuel credit union **growth** and...



...deepen credit union **impact** in communities.

TESTING HISTORY

17 Solutions | 81 Testers

Year 3

MEMBERSHIP & PRODUCT GROWTH



Credit Card Comparison Platform



Rewards for Savings and Account Openings



Influencer Marketing to Reach Gen Z

OPERATIONAL EFFICIENCY



Automating Fraud Dispute Resolution

MEMBER ENGAGEMENT



Retirement Planning & Education

SECURITY & FRAUD PROTECTION



Biometric Member Authentication

Year 2

ARTIFICIAL INTELLIGENCE



AI-driven Behavioral Banking



AI to Deepen Indirect Member Relationships



GenAI to Improve Member Interactions

PAYMENTS & DEPOSITS



Debt Repayment Round-up Tool



Activating the Payment Moment

LOOKING PAST THE HORIZON



Auto and Home Loan Tech Exploration



Primary Member Research for Product Design

Year 1

DIGITAL ENGAGEMENT



Financial Well-Being as an Engagement Strategy



Digital Engagement for Indirect Members

EXPLORING NEW OPPORTUNITIES



Exploring Member Interest in CU Subscriptions



Exploratory Research to Guide Branch Design

POTENTIAL AREAS OF FOCUS



and



SMART GROWTH

Gives credit unions the tools, tech, and strategy to grow effectively, sustainably, and at scale

- Cybersecurity & Fraud Prevention
- Digital Transformation & Automation
- Personalization & Data-Driven Insights
- Payment Technology
- RegTech & Compliance Solutions

PEOPLE HELPING PEOPLE

Helps credit unions continue their mission of **serving communities** with innovative, people-first solutions

- Financial Access & Inclusion
- Affordable Housing & Homeownership
- Financial Resilience & Crisis Support
- Youth & Family Financial Empowerment
- Sustainable & Equitable Lending

SAMPLE TOPICS

FIVE STRATEGIC ISSUES FOR CREDIT UNIONS

Building	Building the workplace of the future
Leveraging	Leveraging technology advances
Attracting and retaining	Attracting and retaining great people
Growing	Growing member relationships and delivering value
Delivering	Delivering Value

#3 – ATTRACTING AND RETAINING GREAT PEOPLE

- Rethink talent attraction
 - Having high-quality applicants matters more than having a large applicant pool
 - Applicants are motivated by transparency
 - Recruiters are representatives of the hiring organization
- Invest in talent retention
 - Revisit benefit offerings
 - Tackle employee burnout
 - Address workplace inequities
- 37% of credit unions in 2023 have a different CEO than they did in 2018

Sources: Filene research reports #434, #453, #479, #501, #530



Crash Course

The goal of Filene's Crash Course is to provide recognition and reward talent, as well as provide credit unions with a tool to take their leadership development to the next level.

- **Provide rewards and recognition** for emerging leaders
- **Build strategic thinking capabilities** to ensure talent is ready for new opportunities.
- Identify and enhance unique skills to bring **diverse perspectives** to your organization.
- **Grow and motivate** the community towards action.



FRICITION: A MANIFESTO



THE GOAL IS NOT TO ELIMINATE FRICTION IN ITS ENTIRETY, BUT TO AMELIORATE ITS NEGATIVE EFFECTS BY CHANGING THE SYSTEMS THAT CAUSE THEM.

🕒 4 HOUR WORKSHOP

MATERIALS

Filene report #509 for reference, poster paper, markers, post-it notes, and a note-taker to capture learnings from the session.

PARTICIPANTS

A vertical cross-section of representatives from a specific area including senior leadership, middle management, and staff (6-15 individuals).

FOCUS MAKES INNOVATION SUSTAINABLE

Learning is easier
with focus.

To make room for
new ideas,
subtract friction-
causing processes
and tasks and
**reduce cognitive
burden.**



Sources: Filene, *"Friction: A Manifesto"* (2020) and *"Knowledge Sharing: Findings from Two Pilots"* (2018); Wikimedia Commons

DR. RAO'S CAUSES & CURES OF ORGANIZATIONAL FRICTION

- Turn executive hippos (big mouths, little ears) into executive elephants
- Minimize "gunk people" (rule freaks, petty tyrants, cookie lickers)
- Empower "grease people" (navigators, maintainers, caring managers)
- Focus on smoothing hand-offs
- Retire organizational and technical debt
- Limit "collaboration" to two-pizza teams

WHICH HOSPITAL UNIT IS THE SAFEST?

PSYCHOLOGICAL SAFETY

“a shared belief held by members of a team that the team is safe for interpersonal risk-taking” and that “one will not be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes.”

Work unit	Error rate *
Memorial 1	23.68
University 1	17.23
University 3	13.19
Memorial 2	11.02
Memorial 4	8.6
Memorial 5	10.31
University 2	9.37
Memorial 3	2.34

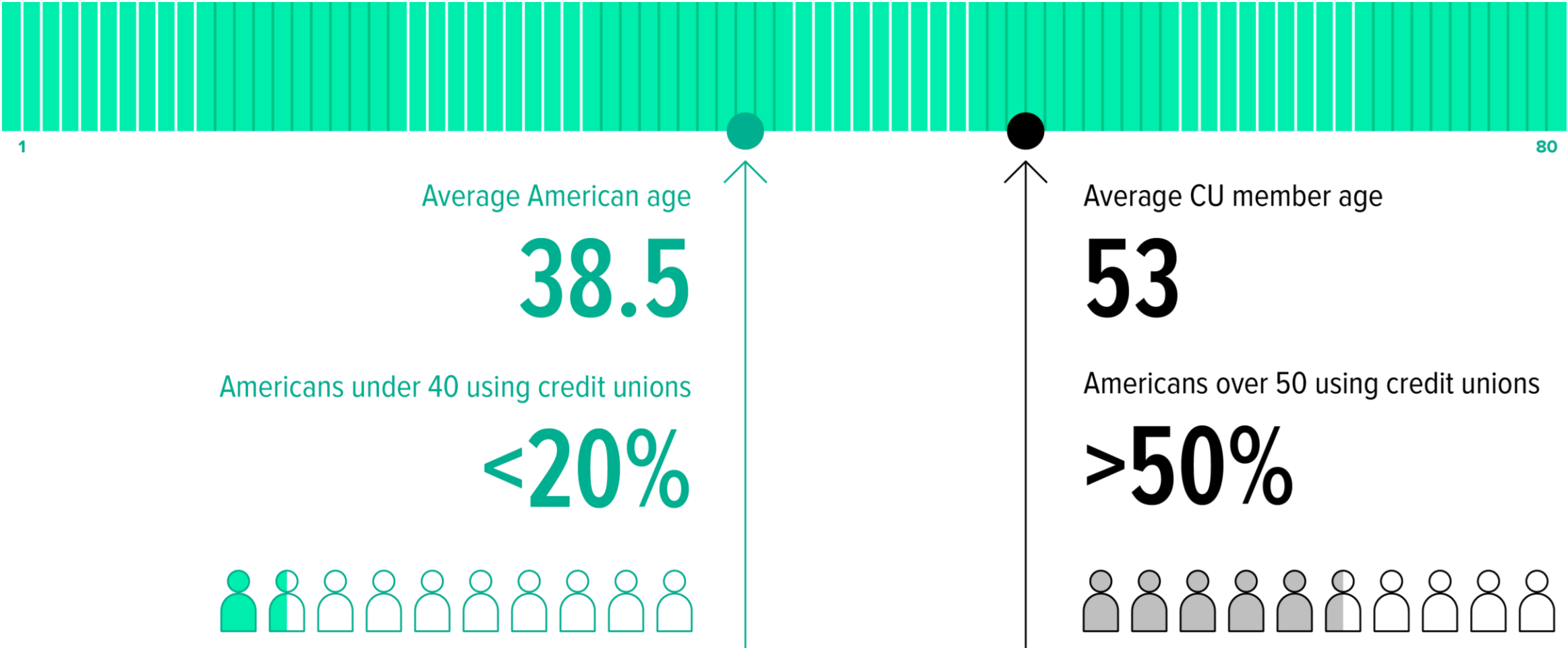
*preventable and potential adverse drug events per 1000 patient-days

Source: Edmondson, “Learning from Mistakes Is Easier Said Than Done”

FIVE STRATEGIC ISSUES FOR CREDIT UNIONS

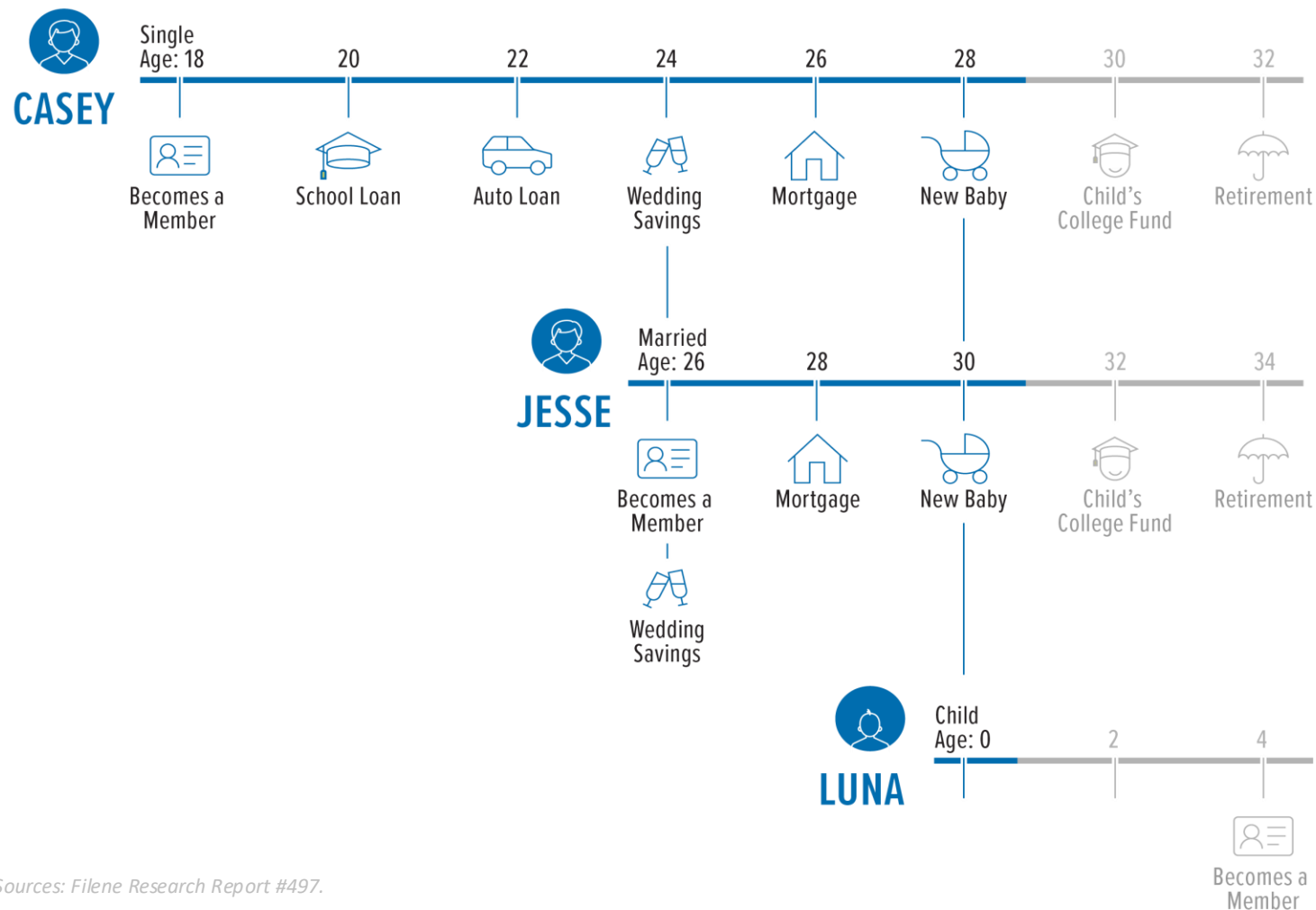
Building	Building the workplace of the future
Leveraging	Leveraging technology advances
Attracting and retaining	Attracting and retaining great people
Growing	Growing member relationships and delivering value
Delivering	Delivering Value

#2 – GROWING MEMBER RELATIONSHIPS



Source: <https://www.zest.ai/insights/future-generation-credit-unions>

TARGETING LIFECYCLE & LIFESTYLE TRANSITIONS



Map out and **choose transitional moments for cultivating reflexive opportunities**: times when members reflect on where they bank and why.

Sources: Filene Research Report #497.

TARGETING LIFECYCLE & LIFESTYLE TRANSITIONS



RESEARCH
BRIEF

For the Long Run:
Leveraging Reflexive Opportunities in Consumption Journeys

AUTHORS



Melissa Archpru Akaka
Associate Professor of Marketing
Daniels College of Business
University of Denver



Hope Jensen Schau
Eller Professor of Marketing
Eller College of Management
University of Arizona

REPORT 497

Sources: Filene Research Report #497.

THE FUTURE OF WORK

Independent work is increasingly common.

- ❖ A third or more of workers do gig work as a primary or complementary source of income.

Independent workers face common challenges.

- ❖ All face income volatility and lack a social safety net.

Credit unions already serve many entrepreneurs, small business owners, and independent workers out of the retail side of the business.

Example of a Two-Tier Independent Workers' Product Suite

Tier One Provides:


- *Business-specific credit card*
- *Mobile invoicing, expense reporting, and receipt capture functions*
- *Cash flow management*
- *Advance-pay benefits*
- *Access to health insurance*

Tier Two Provides:

- *All Tier One features*
- *Access to coworking place*
- *Mobile loan features*
- *Tax planning and quarterly tax auto-pay*
- *Invitations for beta-testing new financial products*

We're here to take care of everyone



Dianna Wilson, CUDE  • 2nd
Chief Experience Officer (CXO) – Strategic Leader Drivin...
6d • Edited • 

 **Connect** ...

My 21-year-old daughter was recently denied a small used auto loan from a credit union, not because of bad credit or even limited history, but because they "couldn't verify her income."

She's a licensed aesthetician with her own business and steady income, most of it coming through Zelle, Venmo, and Cash App. No traditional paystub. She even offered her tax returns. She was still denied because the credit union requires two paystubs, and she couldn't meet that requirement.

This isn't a call out to one credit union. It's a call to action for all of us in the credit union movement to rethink how we define creditworthiness.

If we're truly committed to serving the next generation, we have to recognize that income doesn't always come in the form of a W-2. The gig economy, digital platforms, and self-employment are becoming the new norm.

Credit unions were built to serve people. The world has changed. Our thinking needs to catch up.

THE FUTURE OF WORK

Some of the questions we will answer include:

- What are the barriers preventing credit unions from establishing strong ties with local entrepreneurial ecosystems?
- What strategies can credit unions adopt to bridge the gap between their services and the needs of entrepreneurs, particularly those from underserved backgrounds?
- What impact can collaborative partnerships and ecosystem-building efforts have on both credit unions and the communities they serve?

THE ENTREPRENEURIAL ECOSYSTEMS (EE) INCUBATOR



The EE Incubator is looking to empower credit unions to become effective ecosystem builders, fostering entrepreneurship and economic growth within their communities.

Filene Research
Institute has
launched
a unique solution to
help credit unions
understand,
appeal to,
activate,
and deepen
relationships with
members.

**DATA-DRIVEN
MEMBER INSIGHTS
TO ACCELERATE GROWTH**



MEMBER PULSE

Uncovering the Needs, Attitudes, and
Behaviors of Your Credit Union's Members

CREDIT UNION MEMBERS — NATIONAL SNAPSHOT*

DID YOU KNOW...?

72% of credit union members are not fully satisfied with their financial situation.

57% are looking for at least some help with their financial planning.

56% feel at least somewhat overwhelmed about having to manage their finances.

23% have at least \$250 in uninsured accounts such as Venmo, PayPal, and CashApp.

Among those members looking to open a deposit account or transfer their assets in the next year, **35%** are not sure they will choose a credit union.

MEMBER PULSE CAN HELP WITH THAT.



* Based on Filene's Member Pulse Segmentation Survey, 2023

*"I really do believe that the [Member Pulse] findings could ultimately be **revolutionary** for how credit unions message and position themselves in the market. [...] This could really change how we talk about what we do and really make a bigger impact with our members. By participating you can only add to that knowledge base and really lift the movement potentially."*

RYAN ZILKER

CHIEF STRATEGY & MARKETING OFFICER

SOUND CREDIT UNION

Member Pulse Segments at a Glance

Based on research with 4700+ credit union members from all 50 states and D.C.



HOPEFUL HELP-SEEKERS

- Struggle with finances
- Seeking education & guidance to improve financial situation
- Want a personal, supportive relationship with FI

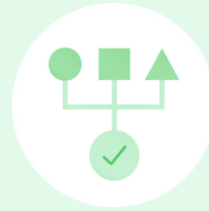
20% MARKET
SHARE



COMFORTABLE COMMUNITY-SEEKERS

- Financially comfortable
- Not necessarily looking for advice or education
- Confident making their own financial decisions
- Value personal connection & in-person service from FI

21% MARKET
SHARE



SOLUTION-ORIENTED SHOPPERS

- Financially secure
- Interested in expert support & innovative solutions
- Willing to shop around for the best products & services to solve their specific problems

23% MARKET
SHARE



PRESSED OPTIMISTS

- Overwhelmed & struggling financially
- Not receptive to advice or education
- Often don't know what they're looking for & feel ambivalent and unsure about their finances

23% MARKET
SHARE



ENTERPRISING EXPERTS

- Highly confident & feel financially secure
- No interest in receiving advice or guidance from others
- Want advanced tools & the best value to optimize their finances for themselves

12% MARKET
SHARE

USE CASE #1

Deposit Product Development

THE PROBLEM

While demographics can offer some insight into member needs, it can also be misleading. Two members in the same age bracket with similar incomes may have very different expectations when it comes to what they want out of a savings product—and so the credit union should design and communicate the value of that product very differently.

How can Member Pulse help align specific product offerings with member needs?

ENTERPRISING EXPERT



JOSEPH

38 years old
\$67,000 income

Enterprising Experts look for advanced tools to optimize their own finances.

A specialized, self-serve product will highly appeal to folks like Joseph who are confident and financially secure. Think top-of-market special money market rates and innovative digital features.

HOPEFUL HELP-SEEKER



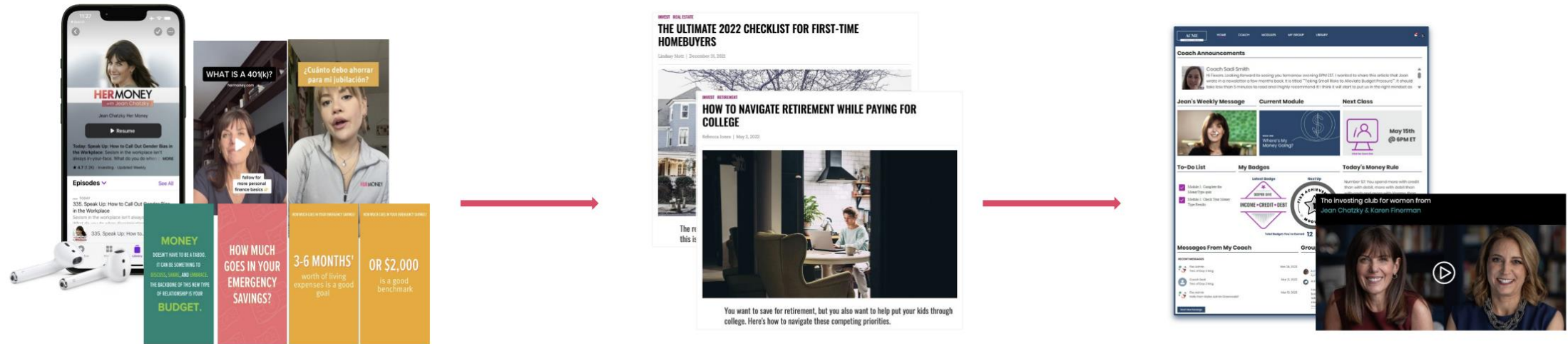
KATIE

37 years old
\$68,000 income

Hopeful Help-Seekers seek guidance to improve their financial situation.

Consider a product that rewards saving regularly and helps someone like Katie save for a significant life event. A term product marketed as a savings solution will resonate well.

CREATING COMMUNITIES THAT CONVERT



START A DIALOGUE

- Meet people where they are (like on social) and create hooks
- Leverage other awareness channels, like podcasts
- A judgement- and jargon-free content strategy

DELIVER EDUCATION

- Know that people come to personal finance with questions and problems
- Curate content around key life events (having a baby, buying a home, etc.)
- Couple content with actionable advice that builds momentum
- Build on multi-channel approach, and target via newsletters

CREATE CHANGE

- Turn information into action with accountability partners (like coaches)
- Create community for connection and support via groups and clubs
- Personalize with 1:1 sessions
- Encourages employee adoption and advocacy via training

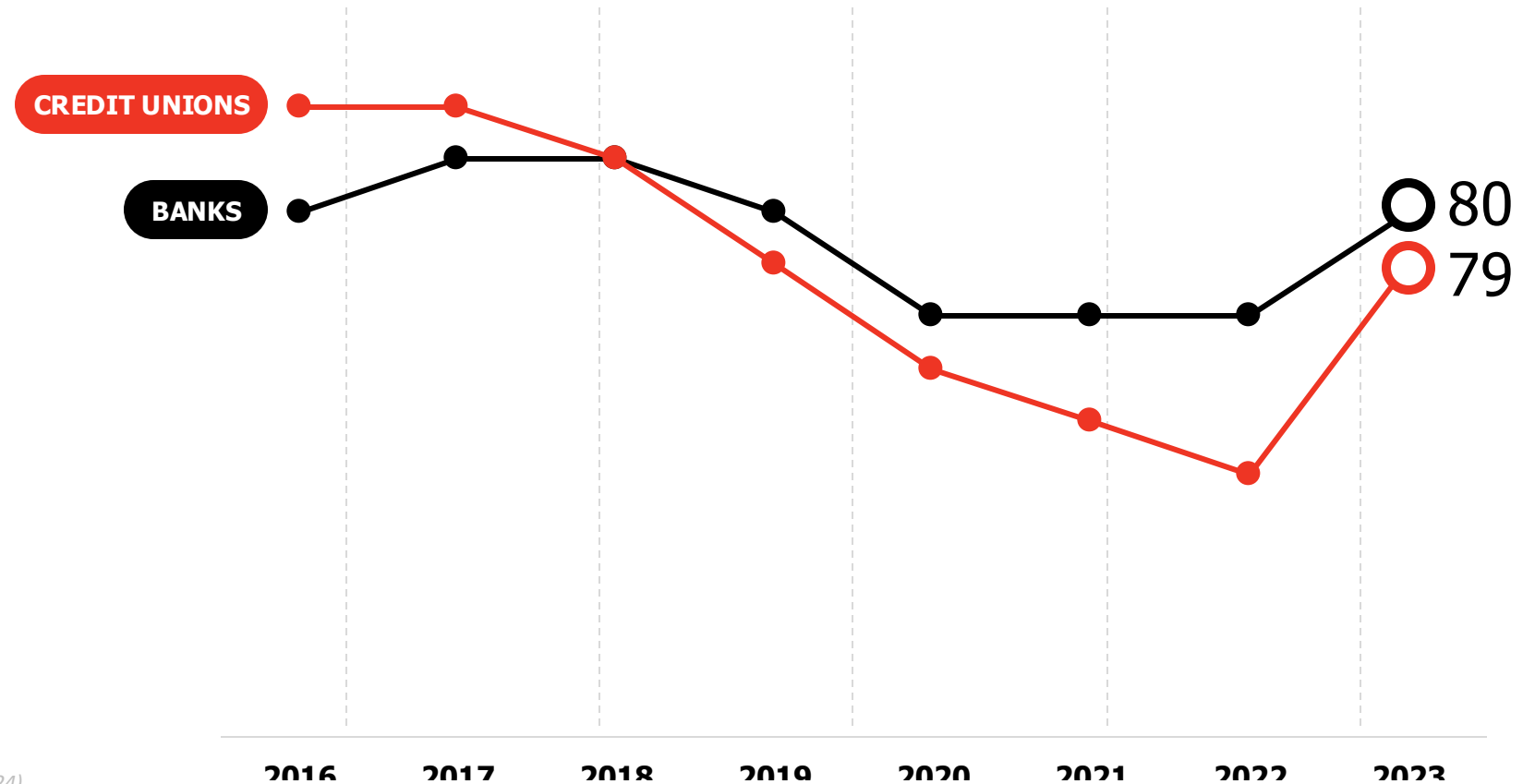
FIVE STRATEGIC ISSUES FOR CREDIT UNIONS

Building	Building the workplace of the future
Leveraging	Leveraging technology advances
Attracting and retaining	Attracting and retaining great people
Growing	Growing member relationships and delivering value
Delivering	Delivering Value

#1 – DELIVERING EXCEPTIONAL MEMBER VALUE

- For the fifth year in a row, credit unions have fallen behind banks on consumer satisfaction.

CUSTOMER SATISFACTION IN FINANCIAL SERVICES



Source: Filene, American Customer Satisfaction Index, Finance Study (2024)

MEMBER EXPERIENCE AND SERVICE EXCELLENCE

**FACILITATION GUIDE AND MEETING AGENDA**



From Filene's Center of Excellence for Organizational Entrepreneurship.

Use alongside report #476: *Member Experience and Service Excellence: Part One*.

4 HOUR WORKSHOP

MATERIALS

Flip charts on easels or white boards around the room, dry erase markers, sticky notes, pens, Filene report #476 for reference, and a note-taker to capture learnings from the session.

PARTICIPANTS

Marketing, Membership, Events Management, Business Development/Sales, Product, Community Development, and Member Service teams (6–15 individuals).



Credit Union Team Workshop: Enhancing Member Experience

Credit Union Team Workshop: Enhancing Member Experience

PURPOSE

This is a workshop guide for credit union teams to define the experience they want their brand to deliver to their members.

Use it as a facilitation guide to lead staff through an exercise aimed to:

- **Explore best-in-class examples** of brands or campaigns that have delivered an above-and-beyond customer/member experience.
- **Examine the best-practice strategies** at play in each example.
- **Align the team** on a focused to-do list for enhancing the member experience.

OUTCOMES

- **Clear understanding** by all team members of your brand's experience and impact on those you serve.
- **Clear definition** of how each team's roles and responsibilities shape member experience.
- **New ideas** for ways to engage and elevate member and community experience.
- **Identification** of top three areas of focus for improving current member experience.
- **Team bonding**, collaboration, and inspiration.

1



Dennis Campbell

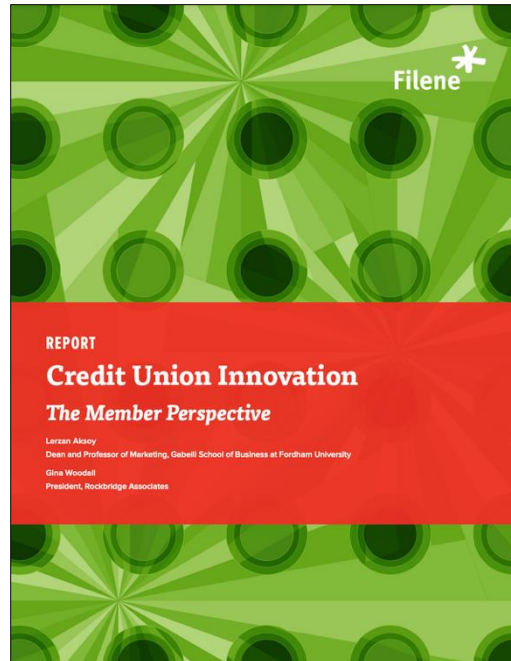
Dwight P. Robinson, Jr. Professor of Business Administration at Harvard Business School

Member Experience and Service Excellence, Part 1: Member Compatibility and Operational Transparency

Member Experience and Service Excellence, Part 2: Do Strategies Focused on Member Experience Impact Credit Union Performance?

Member Experience and Service Excellence, Part 3: Credit Union Leaders Share Strategies, Successes and Challenges

Helping with Research



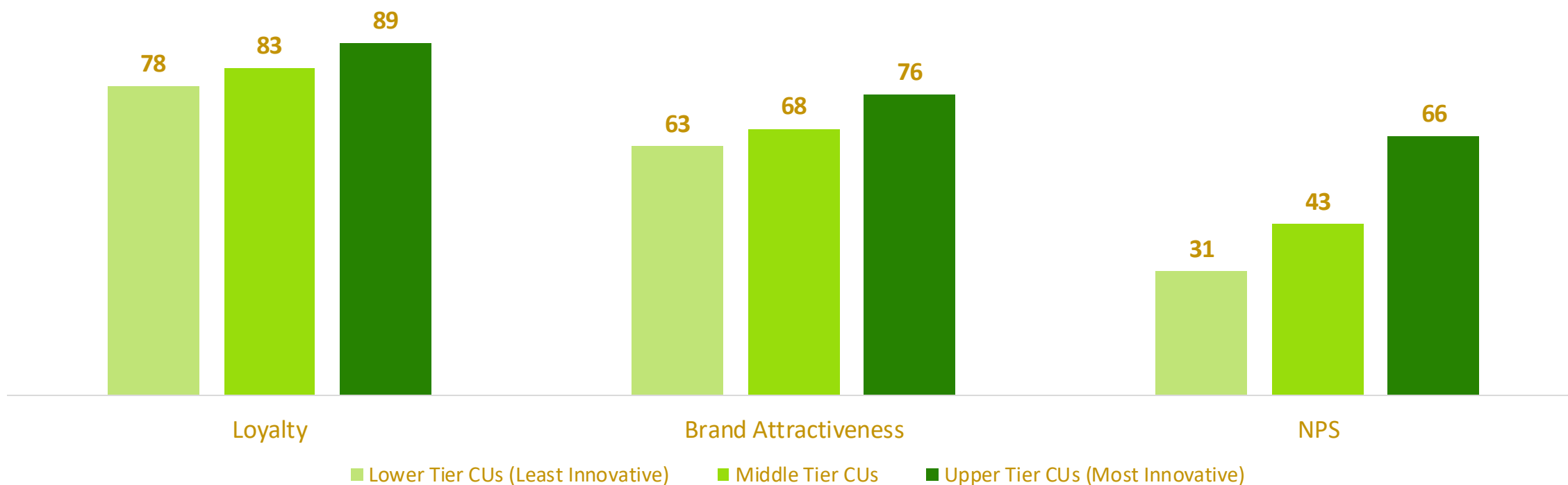
WHY?

The study is designed to:

- Understand credit unions' innovativeness and social innovativeness based on the experiences of members,
- Establish benchmarks for comparison to individual credit union participants,
- Understand the drivers of perceptions of innovativeness, and
- Learn how to increase credit union innovativeness to better serve and retain members.

CREDIT UNION INNOVATION IMPACTS MEMBER LOYALTY

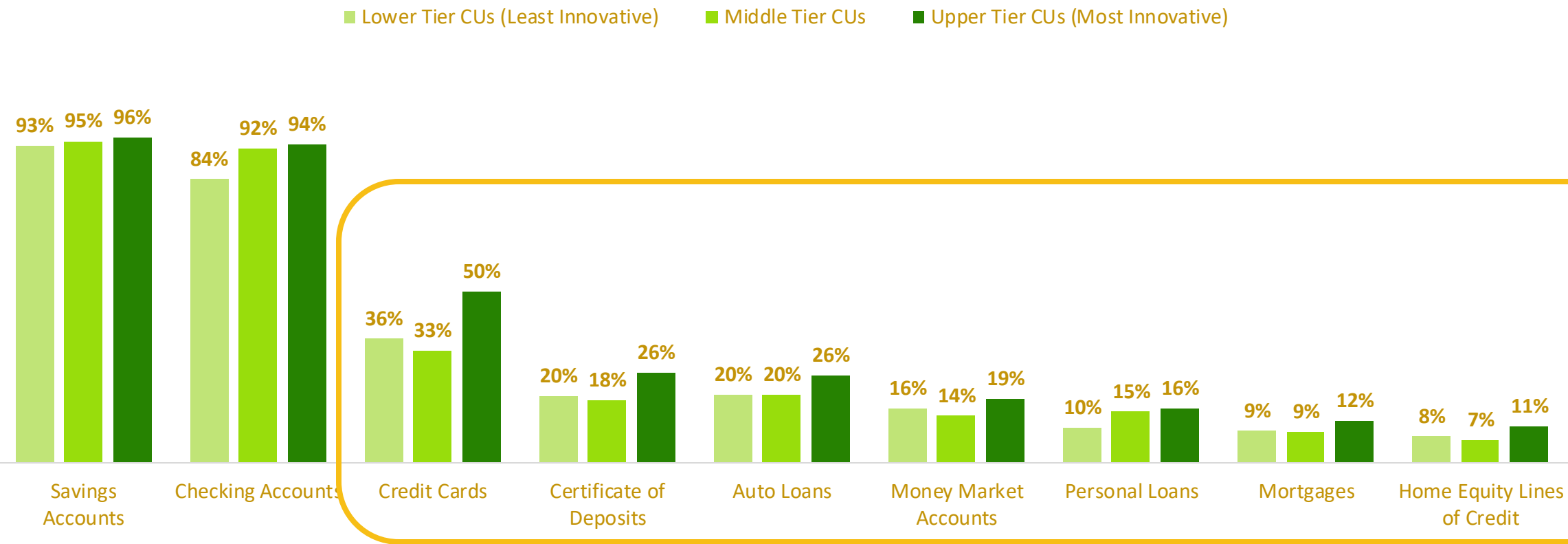
Loyalty, Attractiveness, and NPS by Innovation Tiers



Data Source: 2024 Credit Union Innovation Success (Filene) Study.

MORE INNOVATIVE CREDIT UNIONS SELL MORE PRODUCTS AND SERVICES TO MEMBERS

Usage of Financial Products and Services by Innovation Tiers

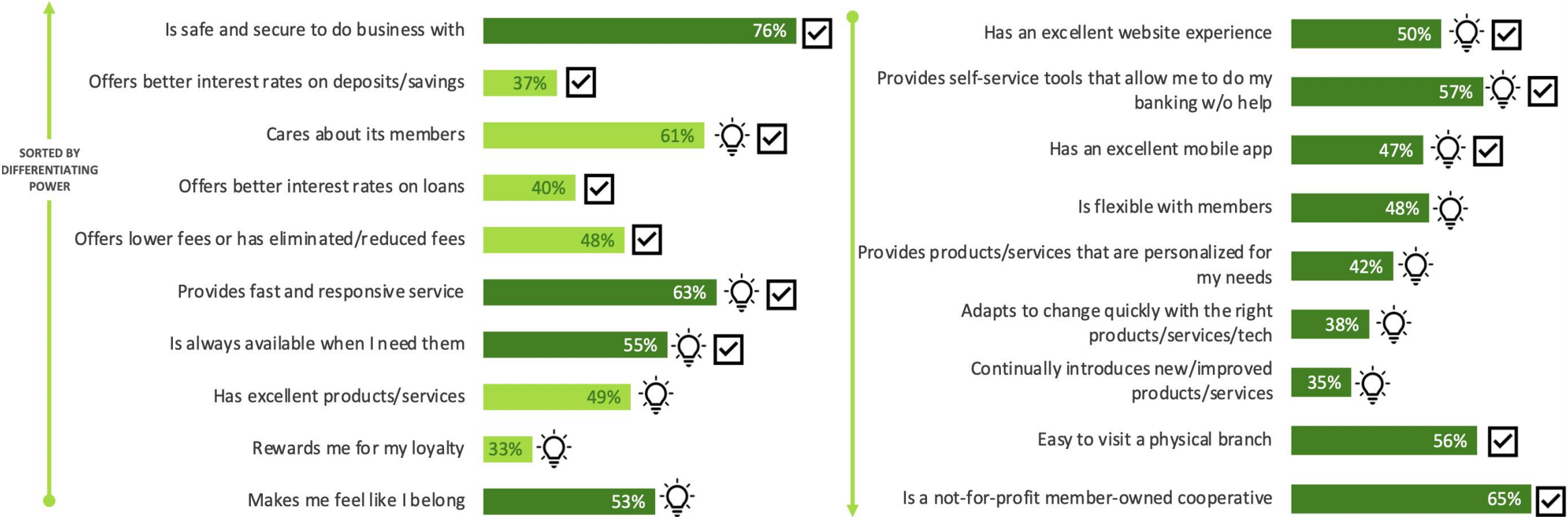


Data Source: 2024 Credit Union Innovation Success (Filene) Study

CREDIT UNION PERFORMANCE ON INNOVATION DRIVERS

Reasons for Innovativeness

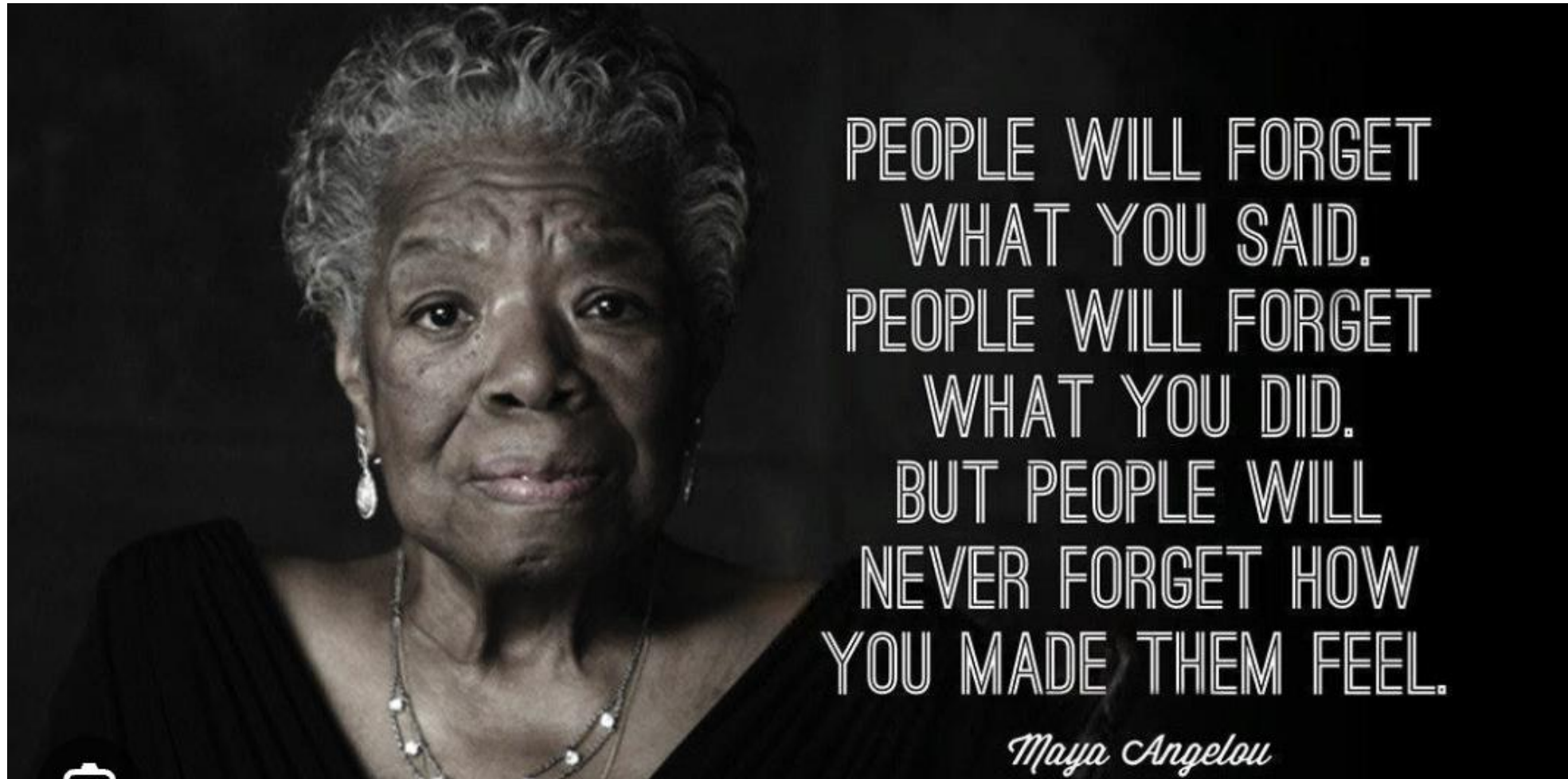
% describes credit union “very well”
(2023 Filene Credit Union Innovation Success Study)



Data Source: 2023 Filene Credit Union Innovation Success Study.
Lighter colored bars refer to items that should be the greatest priority for improvement based on a combination of high differentiating power and room for growth.

💡 disruptor ✓ table stakes 💡✓ disruptor and table stakes.

Reflexive Opportunities



FIVE STRATEGIC ISSUES FOR CREDIT UNIONS

Building	Building the workplace of the future
Leveraging	Leveraging technology advances
Attracting and retaining	Attracting and retaining great people
Growing	Growing member relationships and delivering value
Delivering	Delivering Value



**Are we on the
right track?**

If you were in charge
of Filene,
what would you focus on?



Turn the Ship Around

“Those at the top have all the authority and none of the information. Those at the bottom have all the information and none of the authority. Not until those without information relinquish their control can an organization run better, smoother and faster and reach its maximum potential.” – Captain David Marquet

Please Welcome

HERMONEY

Filene *

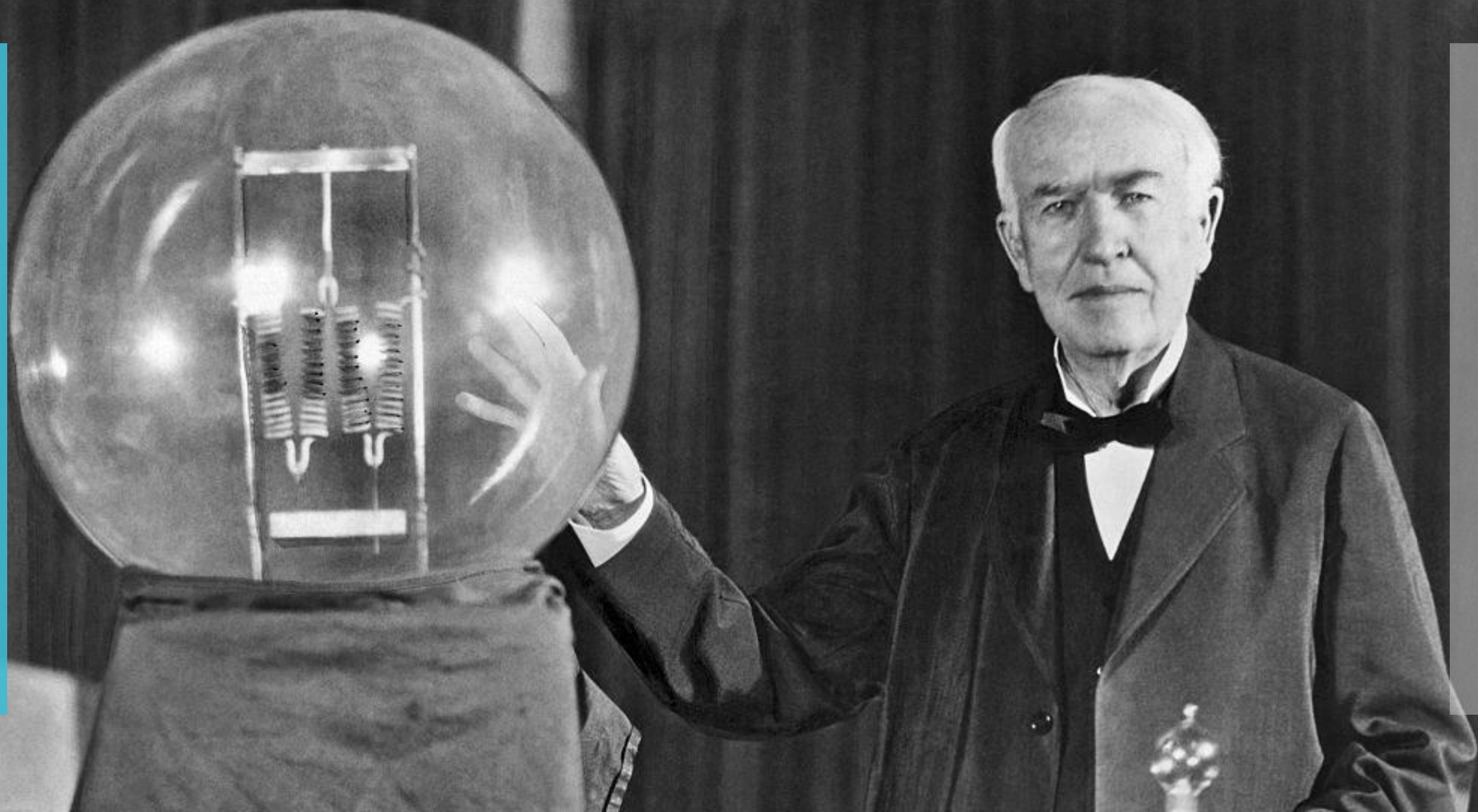


Financial Wellness For All

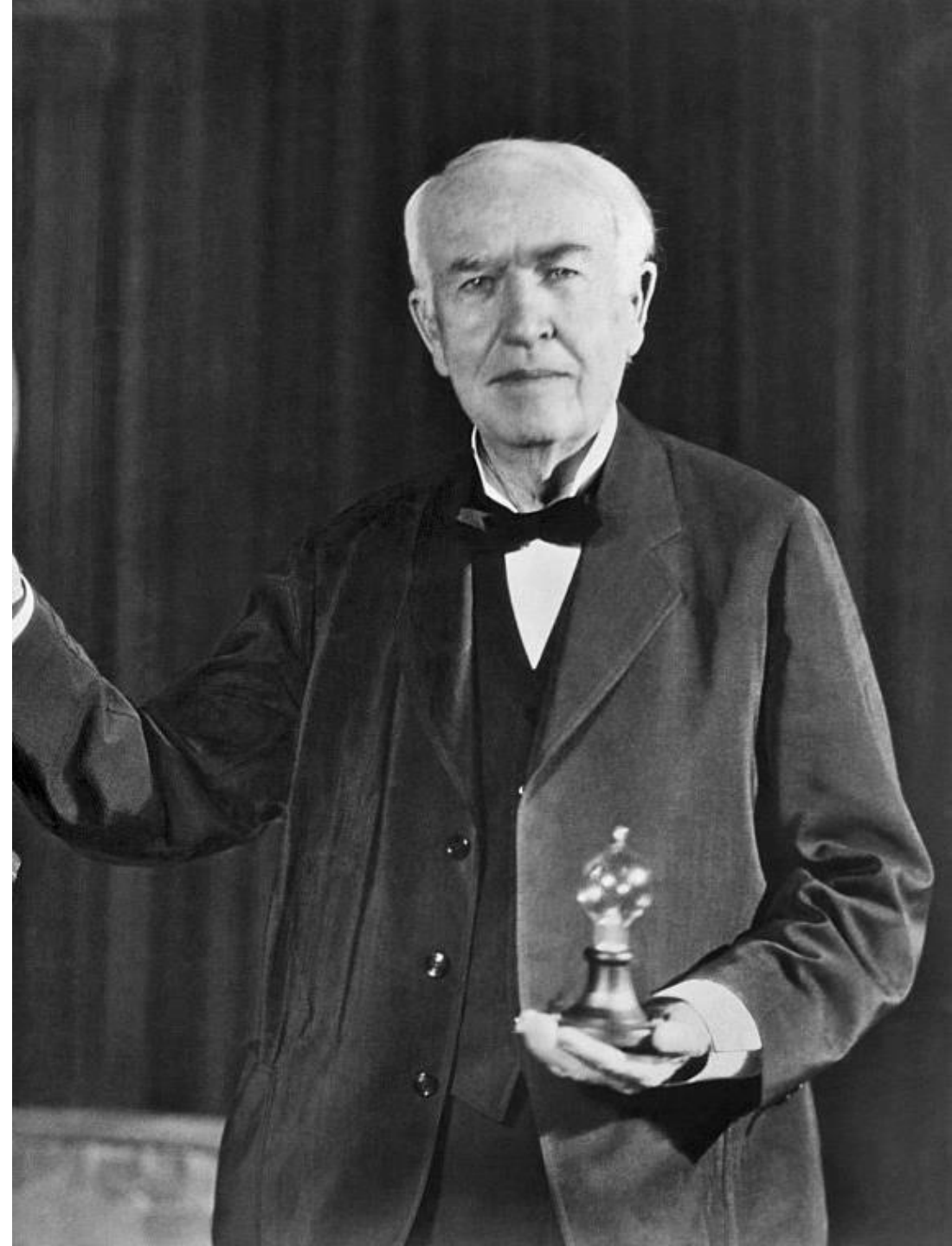
Filene Roadshow
July 25, 2025

Jean
Chatzky

HERMONEY

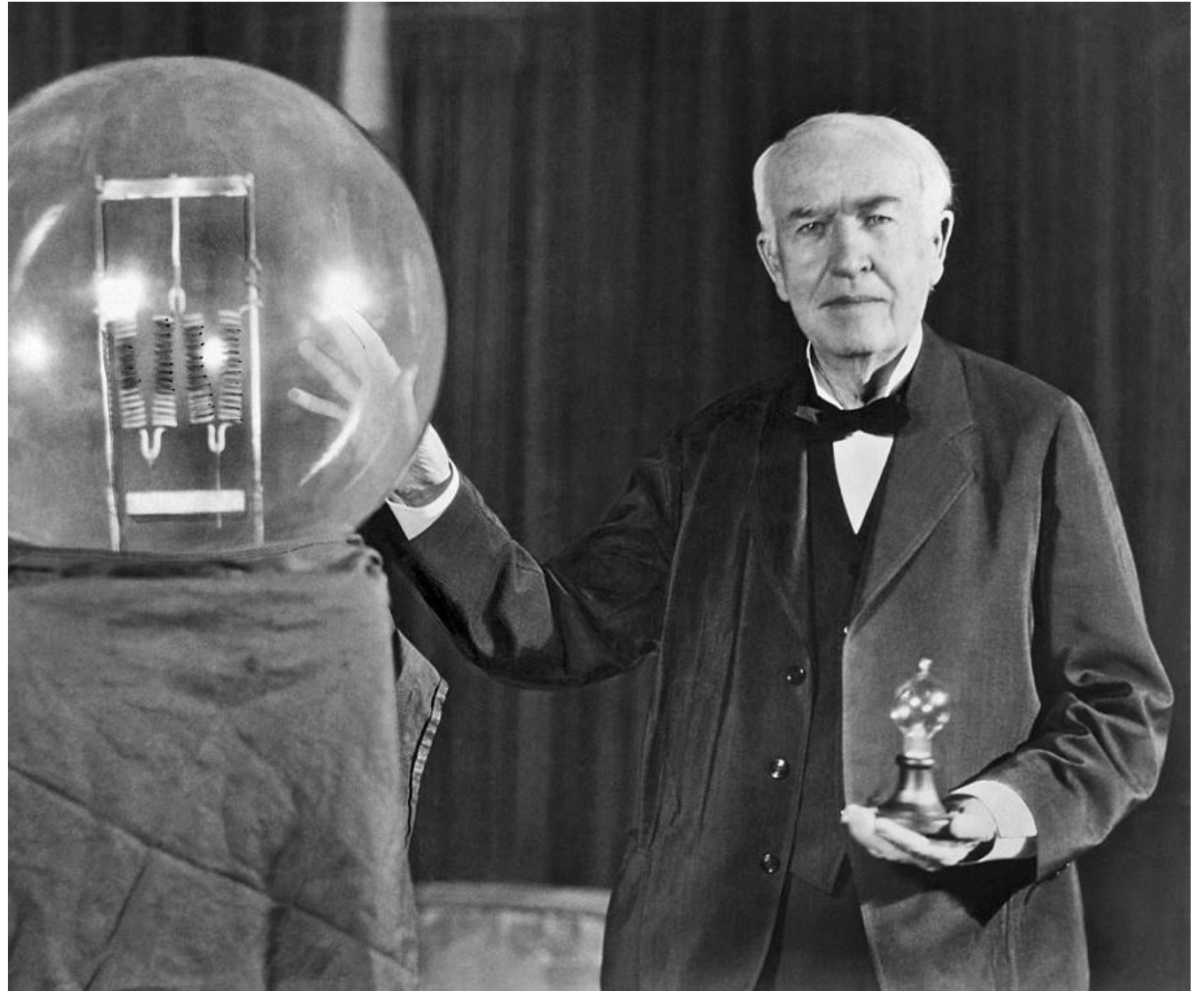


A PROLIFIC INVENTOR



“I have not failed
hundreds of times.
I have succeeded in
proving that those
hundreds of ways
will not work.”

-Thomas Edison



Resilience:
noun, /rə'zilyəns/

1. The ability to recover from or adjust easily to misfortune or to change
2. A skill you can learn



Financial Education



Financial Literacy

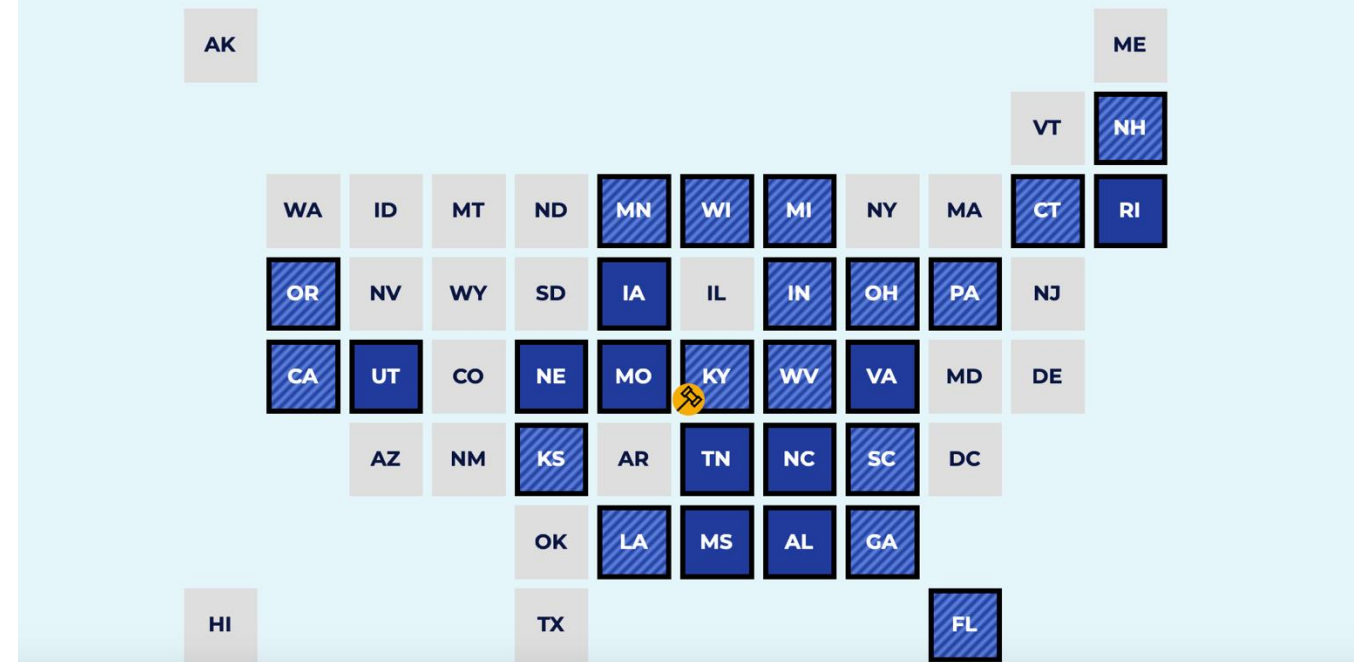


Financial Wellness

The Financial Continuum

Personal Finance Requirement for High School Graduation

Currently, there are 27 Guarantee States:
10 fully implemented, 17 in progress



“ P-FIN” The Personal Finance Index

- Designed to “measure to knowledge and understanding that enable sound financial decision making among US adults.”
- 28 questions, 3500 surveyed, 4 racial/ethnic groups, 5 generations

Results:

- <50% answers correct, year after year
- <35% correct on “risk”
- Younger, women, Black, Hispanic fared worse than the averages

Jeopardy!

Sept 12, 2022



Jeopardy!

Sept 12, 2022



Low vs High Financial Literacy

6x more likely to have trouble making ends meet

3x more likely to be debt constrained

3x more likely to be unable to cope with a \$2,000 shock

4x more likely to spend 10 hours weekly on money matters

Elements of Denial in Low Financial Literacy

- 75% say they have a budget
- 25% follows one
- 80% say they have an emergency cushion
- < 50% say they could cover 6 months of expenses in an emergency

Elements of Wellbeing

- Physical
- Mental
- Social
- Financial

Financial Wellness:
noun /fi-**nan**-shuhl wel-
nus/

1. The state of being in which you can meet your current and future financial obligations
2. Feeling secure in your financial choices, able to enjoy life

How Do Americans Define Financial Wellness?

- Feeling comfortable with your financial situation 61%
- Having the means to take care of your family and others 53%
- Not worrying about money or debts 51%
- Feeling protected from unexpected events 51%
- A good understanding of your finances 48%
- Being able to afford the lifestyle you want 46%
- Not feeling held back by money 39%
- Knowing you won't run out of money in retirement 36%



The Impact Of Consumer Debt

54% of adults always under stress

48% not sleeping

40% higher anxiety

34% clinical depression



Buy Now, Pay Later



Buy Now, Pay Later

2024 Holiday Usage up 9%

\$18 billion in BNPL transactions over the season

\$1 billion on Cyber Monday

67% of Parents using BNPL to finance holiday shopping

25% using to buy groceries

2 in 5 users have missed a payment

Users 2x as likely to have other debt delinquencies

Moving

Baby

Wedding

New Job

Divorce

Illness

New
House

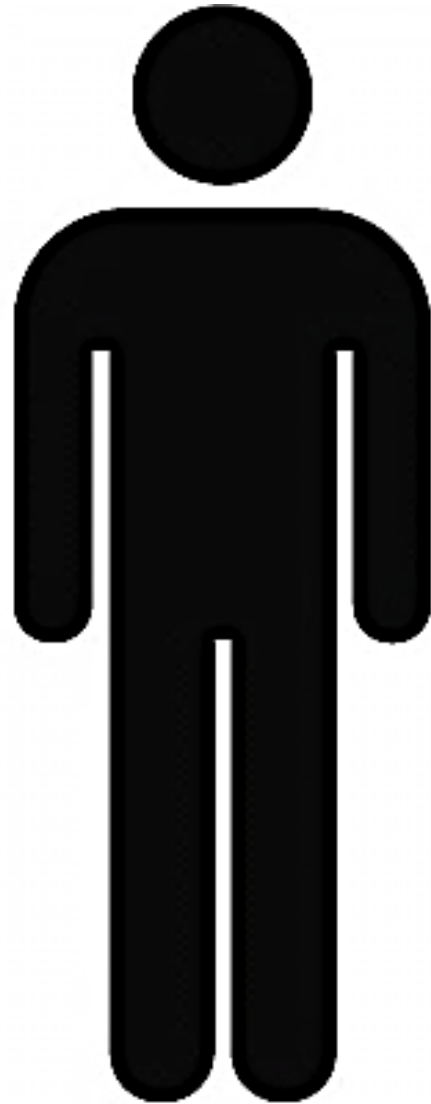
Death

Promotion

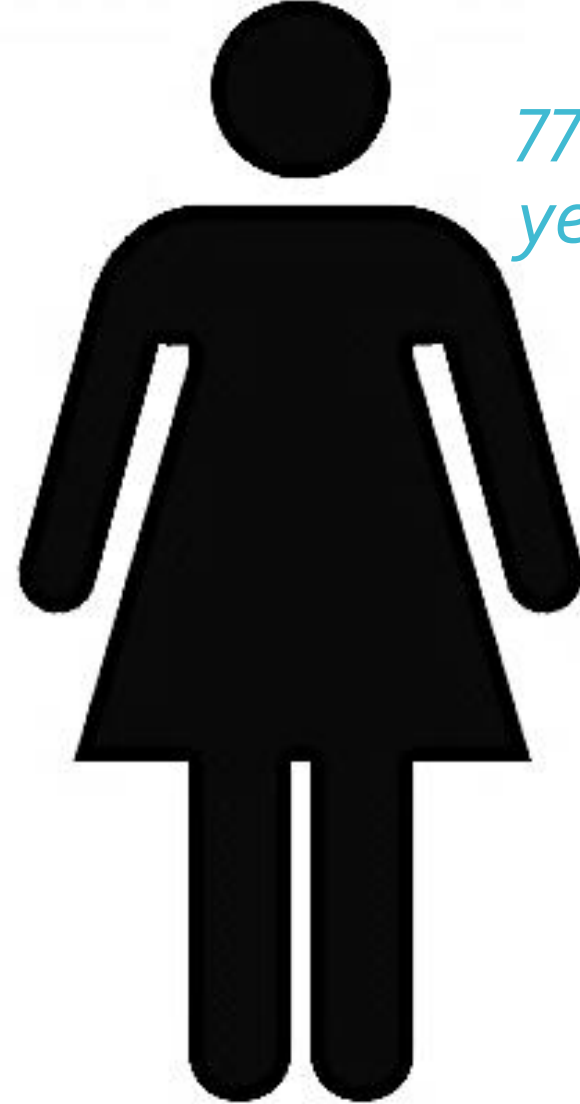
Caregiving

Four Stressful Life Events/Year

Average Life Expectancy



*70 to 76
years*



*77 to 81
years*

The Longer You're Going To Live



- Average 65-year-old will live until about age 84.
- 25% will pass age 90.
- 10% will pass age 95.
- Americans age 100+: Up 2,200% since 1950.

TIME

SPECIAL
HEALTH
DOUBLE
E

HIS
BABY
COULD
HAVE
BEEN
42
YEARS
OLD

patches From the
Frontiers of Longevity

TIME

SPECIAL
HEALTH
DOUBLE
E

HIS
BABY
COULD
HAVE
BEEN
42
YEARS
OLD

patches From the
Frontiers of Longevity

TIME

SPECIAL
HEALTH
DOUBLE
E

HIS
BABY
COULD
HAVE
BEEN
42
YEARS
OLD

patches From the
Frontiers of Longevity

“If you are not offering financial wellness you are dead in five years.” – Duke University Common Cents Behavioral Finance Lab

Stress Differentiators Among Women



6-month emergency savings cushion



Saving at least 10% of income routinely



Having a plan



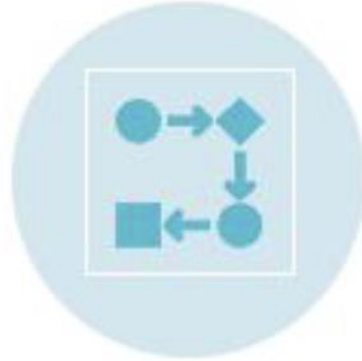
Deal







1 PERSONALIZATION:
FOLLOW THE MONEY



2. MOTIVATION: QUICK
WINS LEAD TO HABIT
FORMATION



3. ACCOUNTABILITY:
HELPS HABITS STICK



Hey Mom



Hey Mom



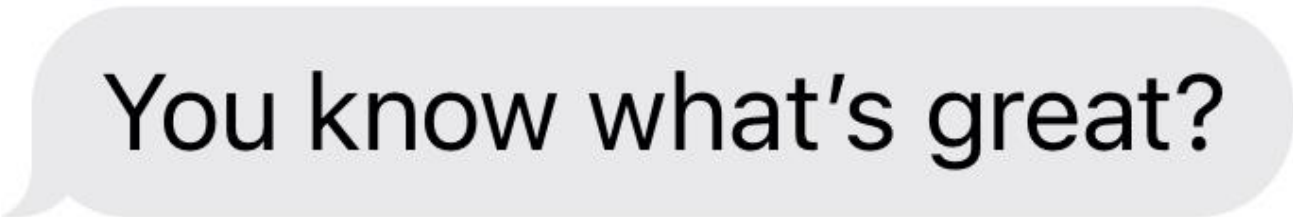
Hey



Hey Mom



Hey



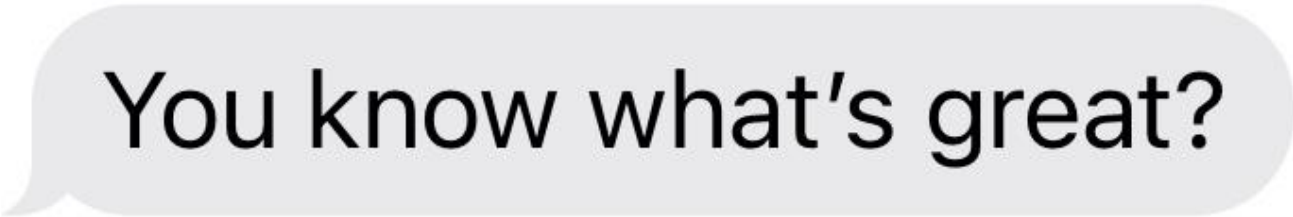
You know what's great?



Hey Mom



Hey



You know what's great?



What?

Hey Mom

Hey

You know what's great?

What?

Getting paid.

You know what sucks?

Hey Mom

Hey

You know what's great?

What?

Getting paid.

You know what sucks?

What?

Hey Mom

Hey

You know what's great?

What?

Getting paid.

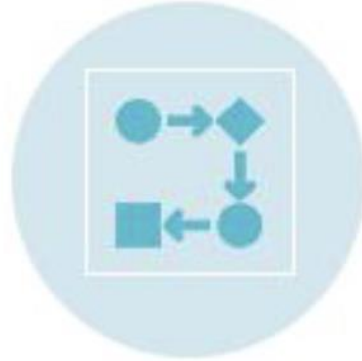
You know what sucks?

What?

Taxes.



1 PERSONALIZATION:
FOLLOW THE MONEY



2. MOTIVATION: QUICK
WINS LEAD TO HABIT
FORMATION



3. ACCOUNTABILITY:
HELPS HABITS STICK



Money =
Irrationality



Divvy It Up?



Behavioral Finance:
noun, /bə'hāvyərəl/,
/ˌekə'nämiks, ˌēkə'nämiks/

1. The study of psychology as it relates to the economic decision-making processes of individuals and institutions
2. The study of why smart people do stupid things with money



tren

Age Before Saving



HERMONEY

Money Rule #11:

If You Can't See It
And You Can't
Touch It, You Won't
Spend It

A FINHEALTH CUSO BY
CREDIT UNIONS FOR CREDIT
UNIONS

THE PROBLEM

Literacy/Not
Behavior



Misaligned to CU
Growth Goals



Low
Interaction



WHAT CREDIT UNIONS NEED



Behavior
Activation



Revenue
Growth



Cross-solution/
Operation
Integration



CREDIT UNION
OWNED

PERSONALIZED
EXPERIENCE

RIGHT PRODUCT,
RIGHT TIME

DATA DRIVEN

MEMBER
RELATIONSHIP





My Mother
Elaine



OUR PANEL



**MARK
ALGUARD**

President + Director of
Client Strategy

Momentum



**ALEXEY
KRASNORIADTSEV**

CEO + Co-Founder

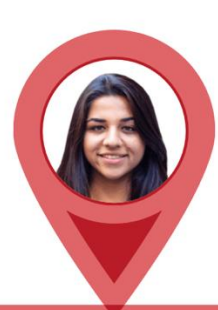
*BankingON Inc. +
Boucoup*



**CORRIN
MAIER**

VP Lending Solutions

TruStage



**SHANTHI
SHANMUGAM**

CEO + Founder

Casap



**ERIC
STRADLEY**

President

Caribou



THANK YOU!!

filene.org | 608.661.3740

Joel Hartzler

joelh@filene.org