American Innovation Conference 2023 –
Special Session: Credit Union Workshop Agenda

9:30 - 9:40 Welcome

9:40-10:00 - Keynote: Dr. Jeffrey Robinson, Filene Fellow for the Center of Excellence for Innovation and Incubation

Topic - TBD

10:00-10:30 - Credit Union Innovation Success Study – Year 2 Results
Learn how credit unions stack up to top banks and fintechs on customer-perceived innovativeness and social innovativeness, and how credit unions can differentiate themselves and prioritize innovation investments to impact share of wallet. We will uncover trends among younger and high value members to help credit unions attract and retain these critical segments, as well as explore the relationship of a credit union’s perceived trustworthiness and its innovativeness.

10:30-10:45: BREAK

10:45-11:30 - Roundtable Discussions

Beyond Technology: Caring Is Innovation
The Credit Union Innovation Success Index showed us that a key differentiator for innovative credit unions was caring for their members. But what does care look like? Join us for an open discussion around what care looks like for both in-person and online interactions. What does care look like across different channels? How can you use technology to show care, and not distance your members? With care comes trust and loyalty—but first it’s important to understand what it means to care, both in branches and online.

Cultivating Innovation: Organizational Culture and External Partnerships
Innovation rarely occurs in a vacuum. Join us for a discussion and share your best practices for cultivating innovation—both internally at your organization and with external partners. When thinking about innovation strategy, how do you decide when it’s best to innovate in-house or when it’s best to partner with a third-party? How do you choose a partner that is committed to innovation? And what does it mean to build a culture of innovation across your organization?