



# **INNOVATION WITHIN A COMPLEX FINANCIAL SERVICES MARKET**

**Diana Dykstra, President/CEO  
California and Nevada Credit Union Leagues**

# OUR COMMONALITY

- **SACCO**

- Empowering people living in Africa

- **California**

- Helping credit unions so they can change peoples lives.



# IMPACT

System	Numbers	Members	Percent of Population	Assets
USA	5,800	112M	35%	\$ 1.4T
California	328	11.5M	29%	\$186B
SACCO's	21,040	19.5M	4%	\$ 8.4B



# DEFINITIONS

## ○ **Innovation**

- Change – Alteration – Transformation

## ○ **Complex**

- Consisting of many different AND connected parts


## ○ **Imagination**

- Form new ideas making knowledge applicable in solving problems

## ○ **Collaboration**

- Working together to create something that can't be done individually by using our collective expertise





*“Competition has been shown to be useful up to a certain point and no further, but cooperation, which is the thing we must strive for today, begins where competition leaves off.”*

*- Franklin D. Roosevelt*

# COLLABORATION IN THE U.S.

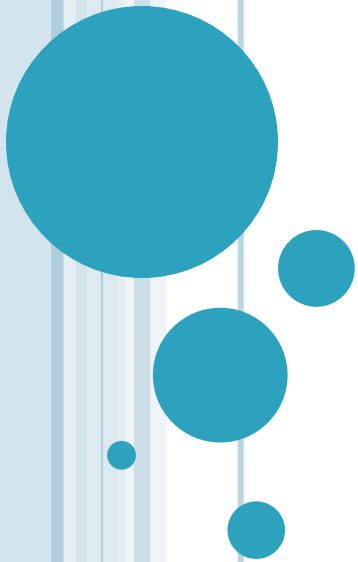
- ATM Networks
- Shared Branches
- Lending Products



**We are noble institutions  
that are DIFFERENT in  
the way we make a  
DIFFERENCE.**



# THE DISRUPTORS

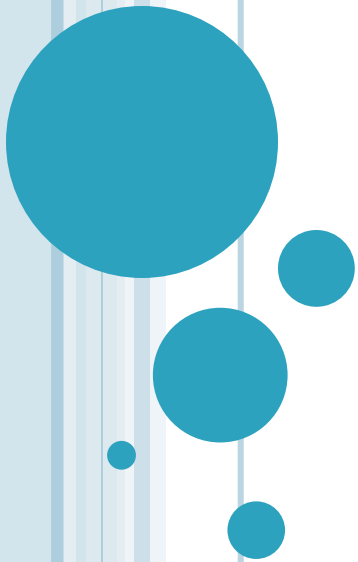






**TAXI  
HOTEL  
PHONE  
LENDER**

# PROBLEMS



COMPANY'S FAIL TO CREATE  
THE FUTURE NOT BECAUSE  
THEY FAIL TO PREDICT IT...

**...BUT BECAUSE THEY FAIL  
TO IMAGINE IT!**



## ○ **Innovation is NOT**

- Rare
- An Invention
- Not always about technology

## ○ **What it IS**

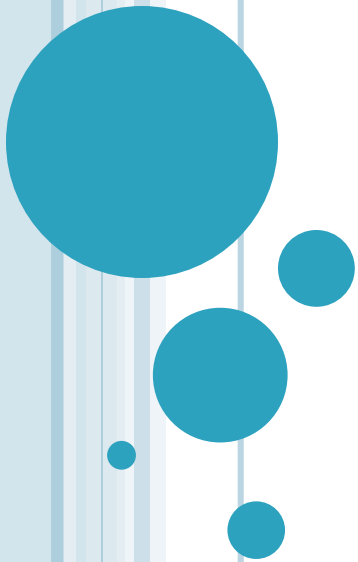
- Ability to create
- Transform
- Change or make new arrangement
- Alternations

## ○ **Challenges**

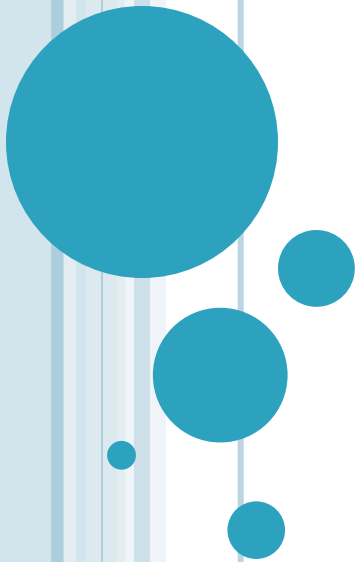
- Cost
- Quality
- Speed



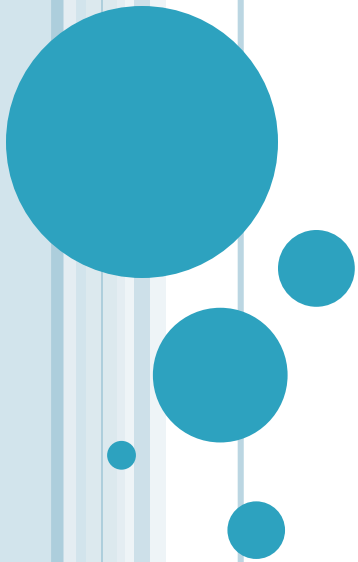
# OPPORTUNITIES OUT OF CHALLENGES



# DOING WELL BY DOING GOOD



**BREAK THE RULES**

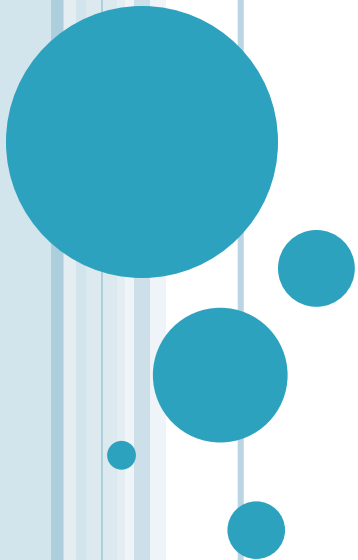


**THOSE AFRAID TO  
RISK FAILURE  
SELDOM SUCCEED**





**CAPACITY  
FUTURE FOCUSED  
STRATEGY  
ADAPTABILITY**



**THANK YOU**

