



FUN! The Ultimate Differentiator

Matt Purvis, Chief Experience Officer for Northwest Community Credit Union

The genius of the American economy is in its ability to turn nearly everything into a commodity. Commodities, including home loans and checking accounts, are available on every corner—and even on a mobile device near you! Meaningful differentiation is the holy grail of commodity businesses—including financial retail. But what can distinguish your organization from each of its rivals? What will set your brand above all of the wanna bees? And how can you raise the bar so high that your most powerful competitors will be helpless to match your moves?

Could the answer be “fun”? FUN! The Ultimate Differentiator explores the counter-intuitive effect of fun on the bottom line of otherwise serious and sober businesses. The session reviews the powerful impact of fun on staff motivation, engagement and sales. Lively, informative and thought-provoking, FUN! The Ultimate Differentiator challenges us to see our retail operations differently and deliver memorable, emotionally connective experiences that define and differentiate. “It’s fun to have fun but you have to know how.”

FUN! The Ultimate Differentiator participants will:

- Understand the urgency of differentiation strategy in hotly contested markets
- Make the connection between appropriate workplace fun and staff engagement
- Explore the selling power of fun in the financial retail industry



A dynamic, multidisciplinary business leader, Matt Purvis builds charismatic organizations. Creator of Animation Systems™, and Experience Culture Strategies™, Matt is a frequent industry speaker, organizational thought-leader and innovator. Named a top-twenty rising business leader by Oregon Business Magazine, Matt’s career covers wide-ranging territory.

He has managed national political campaigns, worked as a fully licensed securities agent, led Northwest Community Credit Union’s marketing, sales and branch operations as Chief Experience Officer and is the former President & CEO of Burley Design Cooperative, an award-winning, worker-owned sporting goods manufacturer. Fascinated by the intersection of leadership, consumer behavior and motivation, Matt is passionate about the success of local and regional financial services organizations.