



Squirrels and Shiny Objects. Stop Chasing, and Make Innovation Work

Ryan Foss, Managing Director of Innovation at Filene Research Institute

As an industry we've started to accept that we'll always be at least one step behind our largest bank competitors when it comes to technology and innovation. The minute we see them with something shinier and newer than we have, we're like a squirrel who just heard a nut hit the ground on the other side of the forest. Distracted and nervous and chasing something we might not be able to catch.

This session will help shift the focus toward what we can accomplish, not just what we think we need to. And also offer practical advice to conceptualize methods of attracting new members who value technology and convenience. We'll offer up a small but actionable and practical checklist to help credit unions excel in today's digital environment.



Ryan Foss is the Managing Director of Innovation at Filene Research Institute. Ryan is responsible for developing, planning and managing Filene's innovation initiatives within the credit union system. His main priorities are managing the Incubator, a testing laboratory for consumer-friendly products and services, and leading Filene's prestigious i3 group.

When not at Filene, you can find him hanging with his wife, two boys, or at the cabin in northern Minnesota. Ryan is a mountain climber, trail runner, ultra-marathoner, ocean rower, sailor and wanna be adventurer. He's constantly trying to make his life epic and getting his kids to dream BIG.