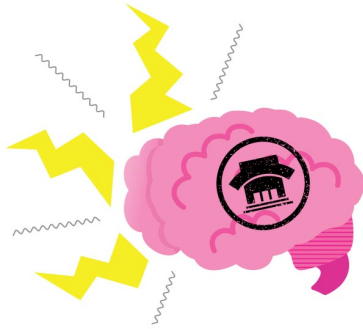


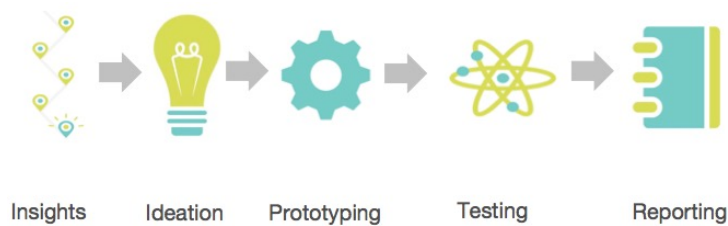
Wisconsin Innovation Group 2017



The Wisconsin Innovation Group (WIG) program's goal is to develop collaborative solutions to the roadblocks Wisconsinites face in their daily financial lives where credit unions can be of help. We will achieve this by applying human centered design practices and as a result, place members' perspective at the center of every decision. This setting will provide a safe space for credit union professionals to work on collaborative efforts with other likeminded individuals from across the State.

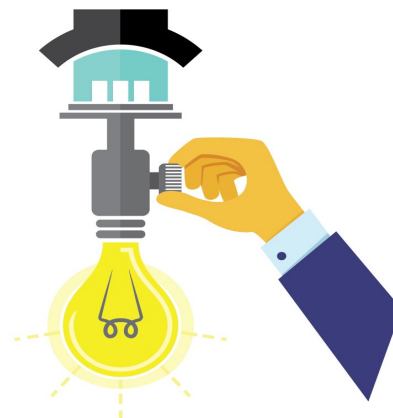


By engaging on this 9-month project, these twenty eager professionals will work in small groups and learn the Filene Method of Innovation (displayed below). These skills will help them to go from observing and identifying problem insights, to the type of innovative solutions that your members can't clearly articulate today, but when they see them, they are going to say, 'This is exactly what I needed.'



As you decide if participating in the Wisconsin Innovation Group' inaugural year is a good strategic fit for your credit union, consider reflecting upon the following five questions. Evaluate how well each statement describes your credit union using the following scale: 1 = Not at all; 2 = To a small extent; 3 = To a moderate extent; 4 = To a great extent; 5 = To a very great extent.

1. We treat innovation as a long-term strategy rather than a short-term fix.
2. We have a deliberate, comprehensive and disciplined approach to innovation.
3. Our innovation projects have helped our organization develop new capabilities that we did not have three years ago.
4. We deliberately stretch and build our people's competencies by their participation in new initiatives.
5. I am satisfied with my level of participation in our innovation initiatives.



QUESTIONS?

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LEARN MORE, NOMINATE SOMEONE, OR APPLY TODAY!

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