

What **if**

What if you had everything you needed to *lead* your credit union?

**“Progress is the constant replacing
of the best there is with something
still better!”**

Edward A. Filene

As a credit union leader, the weight of key strategic decisions rests squarely on your shoulders. It's up to you to choose the right products, services, and operational innovations that will help meet your member needs and your credit union succeed.

What if you and your staff had access to a place with the tools, research, and ideas that help you make those decisions easier? Imagine how much faster you could create strategy, and how much more effective your choices would be for your credit union and its members.

The Filene Research Institute was created to be that place. It is an organization where top credit union minds collaborate on timely issues and innovate new products and services for the entire credit union industry.

Visit www.filene.org for more information.

“When you’re trying to create things that are new, you have to be prepared to be on the edge of risk.”

Michael Eisner

What **if**

What if you could help *transform* the credit union movement?

As a member of Filene, you are part of an organization of forward-thinking leaders. There is strength in numbers, and the ever-increasing supporters of the Filene Research Institute are becoming a powerful force of change in the credit union marketplace. You can benefit from our collaborative work with access to:

- **Ideas:** *Enjoy access to Institute research reports upon publication and online, Web-exclusive podcasts of author interviews and innovation findings and Web access to our entire library 24/7 at www.filene.org.*
- **Talent:** *Take advantage of opportunities to meet with researchers, policy analysts, and other industry leaders at research workshops, education sessions and other national events. Receive invitations to special member events at national industry meetings and colloquia at leading universities. Blog with Filene researchers, members, and staff.*
- **Possibilities:** *Ultimately, Filene research and innovation equips your credit union with tools to build a better tomorrow for consumers.*

Visit www.filene.org for more information.

“If at first the idea is not absurd then there is no hope for it”

Albert Einstein

What **if**



What if *time* wasn't a factor in making decisions?

Time is a paradox for credit union leaders. You need to act quickly to keep pace with a perpetually-changing marketplace. The paradox is that quality decision-making requires time for reflection and careful analysis.

Filene's core research products give you the analytical depth you need to make strategic moves with confidence.

Our basic research, strategic studies and innovation findings delve into the challenges facing credit unions, including:

- *Public Policy*
- *Governance*
- *Consumer Behavior*
- *Young Adults*
- *Management and Organizational Development*
- *Low to Moderate Income Households*

Visit www.filene.org for more information.

“Every organization needs one core competence – *Innovation*.”

Peter Drucker

What **if**

What if you were part of a *cooperative effort* to innovate?

For all those that believe there is no “I” in team, we beg to differ. Filene i³ is a diverse group of credit union minds brought together to add three “I”s to the team – **Ideas, Innovation, and Implementation**. It’s what makes us a “**Think & Do**” tank; we don’t just create pie-in-the-sky ideas, we actually make sure they work in real-world applications.

The team members that make up i³ hold top management positions from credit unions across North America. As *entrepreneurs*, they bring diverse experience and perspectives to i³.

Together, their goal is to evaluate and implement new product, service, and business related ideas for credit unions. Ultimately, i³ provides a forum for cooperation, collaboration, and innovation.

Visit www.filene.org for more information.

