The Bleeding Edge and The Leading Edge: Using Innovation to Move Your Bank Ahead of the Curve

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Fact Finding

• The average American relies on 264 computers a day
• 160 billion emails are sent daily…97% of which are spam
• About 1.8 billion people connect to the Internet…450 million of them speak English
• Amazon sells more e-books than printed books
• There are more than 4 billion cell phones in use. About 3 million cell phones are sold every day.
• Internet purchasing is increasing at a rate of 7 percent per year
• Every 10 seconds there is a cybercrime committed
• In February of 2009, social network usage surpassed e-mail usage for the first time
• More than $1.5 billion will be spent on social network advertising…and that is only 7% of what will be spent on online advertising
What That Means for Markets

59%
Companies who make the first prototype make the first sale

24%
Companies that make that sale and go on to “macrocommercialize” the product

Golder, Shacham, and Mitra, Marketing Science 28(1)
The Rhythm of the Business

- Coke: 3 months
- Qwikster: 3 weeks
Out of High Tech…and Into FI

300,000 signatures in 4 weeks
It took radio 38 years to reach 50 million users, TV took 13 years, and the internet just 4 years. Facebook added 100 million users in 9 months.
Changing the Rules

If we wanted complexity, we were willing to spend the time.

If we wanted ease of use, we accepted that we would have more “stuff.”

Where We Were

Intuitive Usability
Mobile Pay Takes Another Step Forward

Starbucks + Square

Of 4 billion mobile phones in use, 1.2 billion are smartphones. More than one third of mobile users are willing to conduct financial transactions over their device.
Brain Drain

- 76% of full-time workers would leave for the "right" job
- Companies are losing between 20%-50% of staff annually
The I-Generation

Cool word of the day #1:

Bricolage

The ability to synthesize information from a vast array of sources quickly and intuitively to arrive at a conclusion.
When are you ready to leap?

- The I-Pad – a choice and a commitment.
- MCIF – more than a person watching numbers.
- ECM Systems – paperless is expected.
- Bringing together the branch and the digital world is an inevitability – it’s just a question of timing.
Cool word of the day #2:

Liminality

Location, location...

Online and social networking digital integration
Driving Forces

External

Slow and Steady

Maintain and Support

Past/Current

Future

Internal

Adopt and Deploy

Develop Opportunities

Innovative Focus
Leave it to Google to One Up Bing
Social Media

Only 8 out of 100 users wants to receive sale information through social media platforms.

- Experience
- Value
- Narrative
What’s the Strategy?

• What do you think you’re prepared for?
• What are you customers going to expect?
• The core strategic values:
  1. Viability
  2. Scalability
  3. Efficiency
  4. Differentiator