

# ***Eagle Net***



**WHERE EAGLES SOAR INC.**

**500192 Grey Road 12**

**Markdale, Ontario. N0C 1H0**

**Tel: 416-347-2469, 905-873-7733**

**Pat Palmer – Principal Leader**

**Judy Johnston – Executive Leader**

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## **COLLABORATION CULTURE**

Teamwork has always been an important characteristic with leaders and in successful organizations from the executive offices to the grassroots employees and various delivery channels. With technology, collaboration can even be more effective and encompass more resources internally and externally. Data collaboration among employees is a competitive necessity today. Where we can still benefit more is inter-organizational collaboration. Outsourcing, co-sourcing or in-sourcing and initiatives that we have all used effectively in this area (if continuously managed for reciprocal value) for some time.

Technology has been a great catalyst in connecting different organizations for mutual benefit. We can see it in various online alliances and agency relationships. Sometimes we have even found collaborations wherein there are unsuspected competitive dynamics. In rural (or bush Australia) areas the cooperative concept can be extremely beneficial in being represented locally. Alberta Treasury Branches in Canada execute an effective strategy with their agency relationships in multiple communities. In fact, syndicated or collaborative agents could flourish in rural communities with innovative models and brand support. Also, there can be significant opportunities in private-public collaborations and there are a few good examples of innovations around in this regard.

Collaborative channels will continue to grow “in the cloud” and at the grassroots. The benefits for the organizations and customers are clear.

## **CUSTOMER ALERTS**

Acquiring e-mail and text addresses with proper authorizations has been a challenge for many FI's large and small. Although many people are on Facebook and Twitter, these social networks do not have the personalization dynamics for targeting timely messages. Many of us deal with multiple FI's – banks, credit unions, mono lines, etc. and at least some have a dedicated strategy and process to build and maintain CIF's including the aforementioned addresses. Others tend to focus on social network marketing.

Personally, I find the select messages from one bank very effective in keeping me informed on opportunities that fit my profile and especially keeping me alert on current and new scams and whether they are electronic or interpersonal when using my cards and other private information. Unfortunately, the majority of my financial suppliers appear to focus primarily on target marketing messages. In fact, none of my FI's have an alert inventory where I can go in and check on what I should review.

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Seniors especially, are vulnerable to a continuous stream of potential risks that can be financially and personally harmful and we in the industry hear about and understand the dangers. These customers are probably willing to give you personal contact approvals if they are approached properly with an explanation of the value you can provide through alerts. There are simple ways to encourage this personalized culture rather than relying on generic networks and messaging.

## **U.S. CUSTOMERS BANK LAUNCHES BANKMOBILE**

There are so many creative initiatives in our industry and it is sometimes hard to keep up with all the announcements. Customers Bank's launch of BankMobile is a Division of Customers Bank, a Federal Reserve regulated and FDIC insured commercial bank based in Wyomissing, Pa.

BankMobile is the first and only bank offering a no fee, purely mobile and tablet banking platform (a need recognized through crowd sourcing) offering chequing, savings, lines of credit and joint accounts plus access to over 55K surcharge-free ATM's, a personal banker and a free financial advisor.

Check it out at [www.bankmobile.com](http://www.bankmobile.com)

## **U.S. FISERV ANNUAL BILLING HOUSEHOLD SURVEY**

Mobile bill payment use is growing rapidly with U.S. consumers – 27 million online households now pay at least one bill from their phone monthly – up 70% over 2013! The survey shows that consumers use multiple channels/payment choices monthly and they prefer to have the options. 65 million U.S. online households have smart phones. Tablets are also a growing channel with 19 million paying at least one bill a month. Consumers demand expedited and emergency payment options (74%) – same day payments. Customers also want "bill pay alerts" on due dates.

## **2015 DIGITAL TRENDS REPORT – CUSTOMER EXPERIENCE**

Econsultancy in partnership with Adobe has published its fourth annual survey covering over 6,000 business professionals' responses. Customer experience (CX) is the centrepiece for survival and competitive differentiation – the imperative going forward. Other key focuses which are subordinate to CX are content marketing, data driven business, personalization, mobile and cross-channel marketing.

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Strategy and culture are the important building blocks together with technology, data and skills. Targeting and personalization are the highest digital-related, priority areas ahead of content optimization.

This report is well worth the read and reflection. Contact Adobe.

## **FAST FUTURE**

CEO, Rohit Talwar, of Fast Future has shared his scenarios for 2015 – 2025:

1. **Human 2.0** – human augmentation will accelerate in the next decade.
2. **National Sovereignty** – by 2025 we will see 20 – 25 country mergers.
3. **Corporate Giants** – 50% of the Fortune 500 in 2025 will come from firms that were not even born in 2014.
4. **Financial Services** – the financial services landscape will be transformed by 2025, through digital currencies, open markets and providers offering crowd based solutions for everything.
5. **Brain Uploading** – by 2025 technology companies will compete to host backups for our brains in the cloud.
6. **Immersivity** – by 2025 technology advances will give rise to new immersive live and virtual leisure experiences.
7. **Mixed Reality Living** – boundaries between virtual and physical worlds by 2025 will have disappeared as we overlay multiple layers of digital sensory augmentation over our physical environment.
8. **Robotics** – by 2025 robots will have entered every aspect of human life.
9. **Artificial Intelligence** – advances will accelerate in the next decade. There will be highly intelligent interfaces with all our devices.
10. **Internet of Life** – the Internet of everything will transform the criminal justice system via sensors in everyday objects.

## **WELLNESS PROGRAMS**

The careers of many of us took place in FI's that had a focus on the well being of employees and their families some of which carry on into retirement. Personally, I applaud RBC Royal Bank, where I spent almost four decades, on their dedication to the well being of employees, as do other banks and credit unions. There are many initiatives within the wellness programs of people-centric organizations ranging from assessments, education events to specific personal, confidential needs.

Although wellness programs generally fall within the Human Resources strategic efforts, CEO's realize the financial and human benefits from being a champion of such a culture. Perhaps some don't publicize enough the efforts they do have in place and are building. The wellness environment should be promoted, as it is a building block in your brand – a dynamic that people empathize with internally and externally.

## **NEW PUBLICATION – “INTERNAL BRANDING”**

Our Leader, Hugh Oddie, has published a new book on Internal Branding in a straightforward workbook format. It is available on Amazon.com

## **THE LAST WORD**

Mentorship:

During the past few weeks I lost two extremely special mentors in my life that influenced my thinking and development over many decades. I wonder how well each of us do in sharing ourselves with others as inspiring mentors? Our careers, community lives and family connections all present opportunities to coach and counsel others in their development and decision-making.

Some corporations even formalize mentoring programs between rising stars and successful leaders. Even more support relationships are nurtured informally through interpersonal outreach for those looking for guidance or those seeing opportunities to collaborate. In many of my talks, I use a story about the chicken and the eagle, which exemplifies what I mean.

A farmer found an eagle killed by power lines so he climbed up to its nest and took the single egg home and put it under a hen to hatch. When it did, the young eagle moved around with the chicks acting like one of them. Then one day an eagle was soaring overhead and saw the peculiar sight. The mature eagle landed scattering the chickens while the young eagle stood there. The adult said, “Why are you acting like a chicken?” “I am a chicken” was the reply. So the adult took the young one to a mirror and said “What do you see?” The eagle look and looked again and said with great joy, “I am an eagle!” Then the adult took it under his wing and taught it to soar to new heights.

Be a mentor whenever you can and help others to reach their full potential as others have done for us.