

Global Women's Leadership Network

Connecting Human and Digital

Samantha Paxson

Chief Experience Officer, CO-OP Financial Services



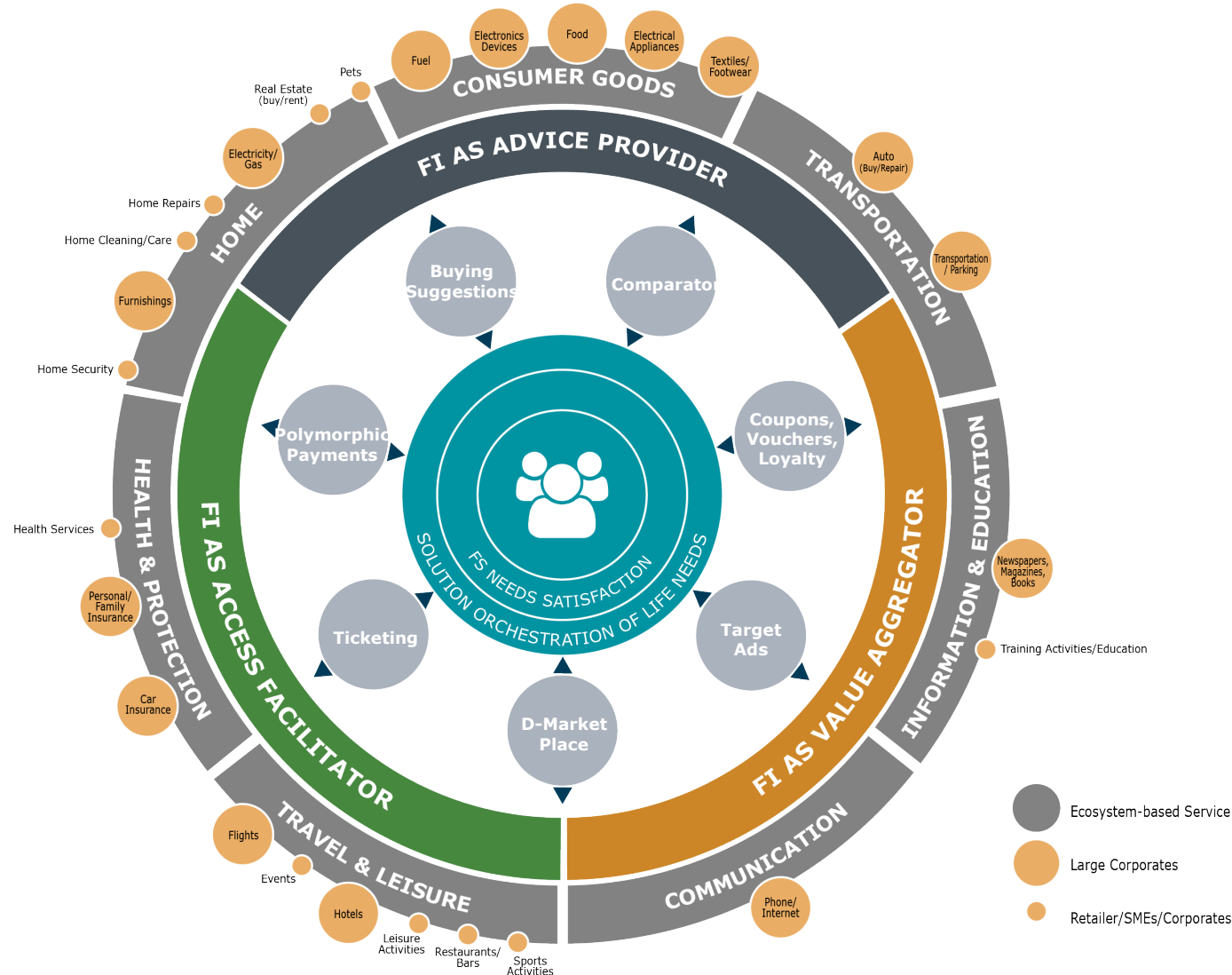
World Council



The World Continues to Change

Near Future for FIs

A 360° Financial Services Experience via a Living, Breathing Ecosystem



Source: Accenture

Path to Digital Transformation

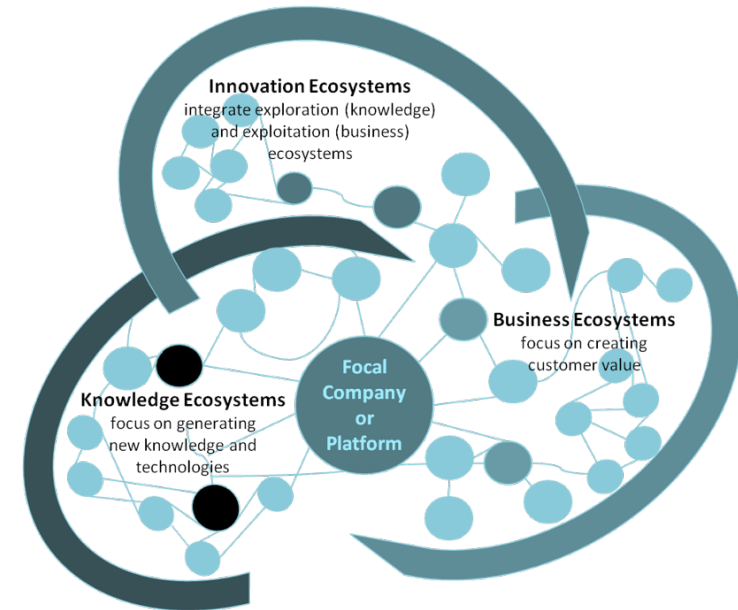
OLD BUSINESS MODEL



“Business models based on traditional linear value chains are not adaptable or efficient enough to respond to the modern digital consumer.”

* World Economic Forum**The Center for Global Enterprise*** McKinsey

NEW BUSINESS MODEL



“An ecosystem is an interconnected set of services through which users can fulfill a variety of needs in one integrated experience.”
-McKinsey

Getting People and Technology Aligned to Modernize and Improve Services

“Transformation and upgrading of enterprises is like stretching the body, where periodic pains are unavoidable.”

-Thomas Chua

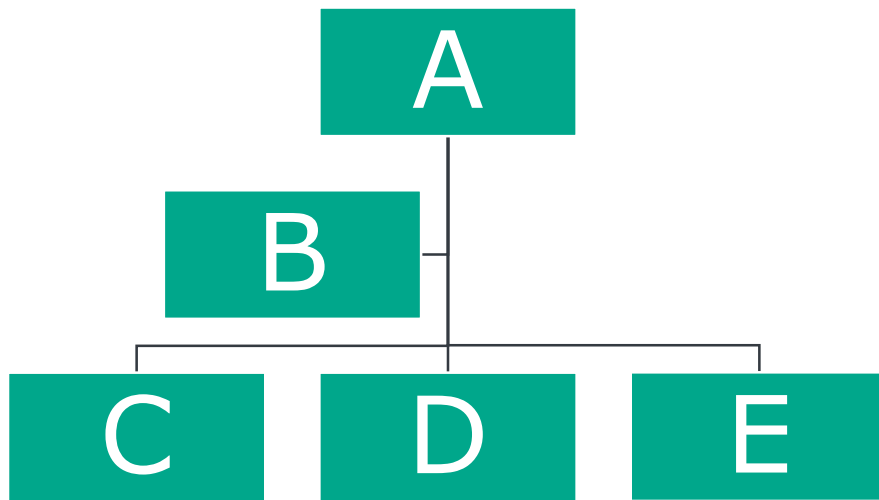


The background of the image is a collage of several overlapping photographs of diverse individuals. These include a woman with long dark hair and a smile in the top left, a man in a suit and tie in the top center, a man with a beard in the top right, a man in a suit in the bottom left, a woman with long brown hair in the center, and a man with a beard in the bottom right. The text is superimposed over the central part of this collage.

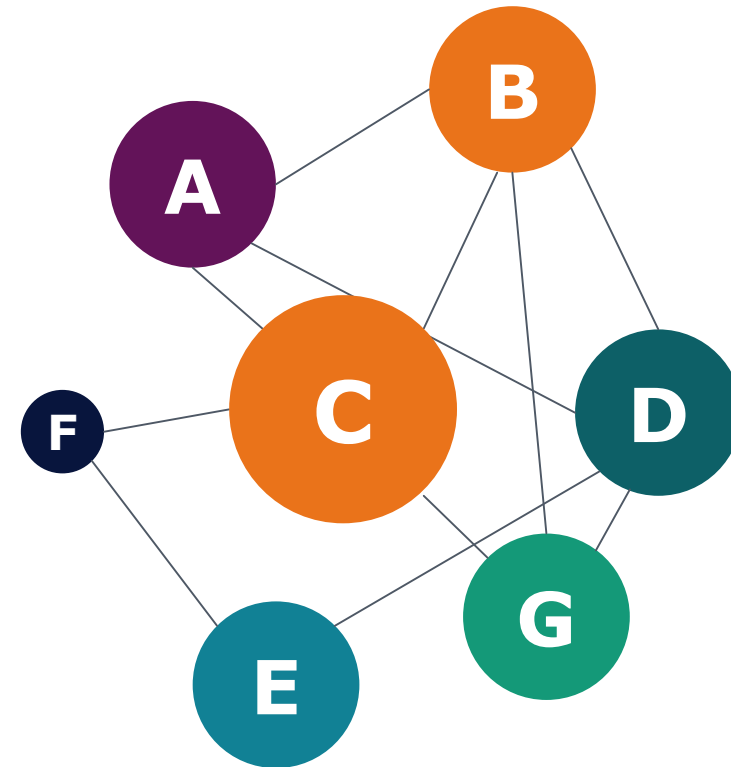
**Digital Is...
Human First**

Digital Demands “Networks of Teams”

Old Model



New Model



Digital Transformation...

Requires: "...the nearly instant, free, and flawless ability to connect people, devices, and physical objectives anywhere."

**By 2025, 20 Billion devices will be connected,
nearly 3X the world's population**







A woman with short dark hair and glasses is looking upwards and to the left. A hand is holding a smartphone in the foreground, with blue light trails emanating from the screen. The background is dark with bokeh lights and a blue light trail.

**Embrace Traits Once
Seen as Detrimental
to Strong Leadership**

Management Theorist Henri Fayol



“

For almost 100 years, management has been associated with five basic functions: **Planning, Organizing, Staffing, Directing and Controlling**

Henri Fayol

Waterfall to Algorithmic Model Requires Leadership That is BIONIC



A photograph of a modern glass-walled building with the word "Google" on it. In the foreground, there is a paved area with many colorful bicycles parked in a rack. To the right, there is a red diamond-shaped sign with a black arrow pointing right. The scene is outdoors with some trees and a clear sky.

Google

**World Class Companies Already
Recognize this New Model**

Google PROJECT OXYGEN

Desirable Managers' Behaviors

Being a nurturing, good coach

Having empathy and being supportive of colleagues.

Communicating and listening well

Being a good critical thinker and problem solver.

Possessing insights into others.

Being able to make connections across complex ideas.

Google PROJECT ARISTOTLE

Attributes of Most Inventive/Productive Teams
(Human-First Skills)

Equality

Empathy

Generosity

Emotional Intelligence

Curiosity about teammates' ideas

Emotional Safety

A silhouette of a woman with her hair in a bun, standing with her arms crossed and looking out a large window at a city skyline. The scene is backlit by a warm, orange glow from the sun, creating a contemplative atmosphere. The text is overlaid on the right side of the image.

Human Based Leadership is Innately Feminine

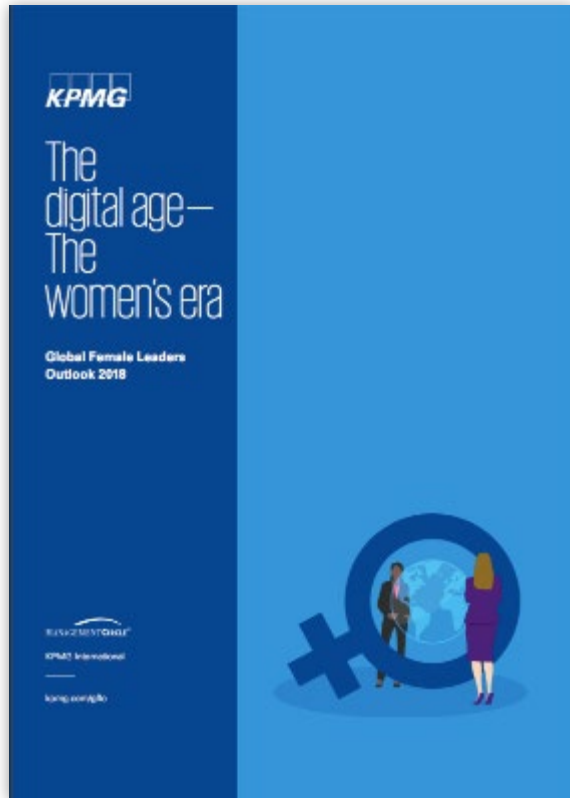
When is Female Leadership an Advantage?



Corine Post, Associate Professor
of Management, Lehigh University



"The Women's Era" Is Now



Women Leaders Are



Digitally oriented and comfortable with **new technologies**



Making confident, **data-based decisions**



Customer-centric, with a strong belief in **networking & cooperation**



“The Women’s Era” Is Now

“

Mobile phones are most powerful in the hands of the poorest women.

[They] give women the power to build an entire new life.

Women are not only using their mobile phones to access services and opportunities. They’re using them to change social norms and **challenge the power structures that perpetuate gender inequality.**



Shivani Siroya

WIRED

**GIVE PEOPLE SOME (MICRO) CREDIT –
AND TRANSFORM THEIR LIVES**



Ginni Rometty



Harvard
Business
Review



MANAGING ORGANIZATIONS

“Don’t Try to Protect the Past”

by Adi Ignatius

FROM THE JULY-AUGUST 2017 ISSUE

Mary Callahan Erdoes

AMERICAN BANKER.

**JPMorgan Chase’s
Mary Callahan Erdoes:
The Most Powerful
Woman in Finance**



Superhuman Results

“

We believe that when we combine data and deep learning with our human talent, we can produce **superhuman** results.

Mary Callahan Erdoes
JPMorgan-Chase





Creating the Perfect Business Culture (to me)



Exclusive to Inclusive

Directive to Intrapreneurial

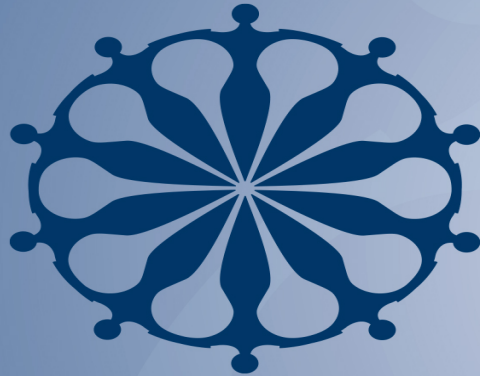
Waterfall to Viral

Human-First is Genderless



HUMAN UP!





Global Women's Leadership Network

**2019 World Credit Union Conference
GWLN Forum**

**Cheryl Middleton Jones
Chief People Officer, CO-OP Financial Services**



World Council

For Our Discussion

- 1 | Why “stretch” is important
- 2 | Role of Culture in Digital Age
- 3 | Leading successfully in the digital age

My Journey, My “Stretch”



Life in Singapore



Empathy is the Cornerstone of Emotional Intelligence

em·pa·thy /'empəTHē/

noun

the ability to understand and share the feelings of another

Through Empathy, I Learned.....



How to Build
Cross Cultural Relationships



How to Lead
Virtual Teams

I Also Learned To....



Learn from Failure



Always Say Yes



Be Determined to
Succeed

Role of Culture in Digital Age

Digital is about human networks

Culture is the characteristics and knowledge of a particular group of people, or networks

Skills needed for these people networks include:

- Relational skills that create connectivity; skills of empathy, coaching, feedback – ability to have conversations that matter
- Critical thinking skills that apply to both to how we manage the business and the people
- Not just skills, but new mindsets that enable us to “stretch” into new way of thinking and working together





Role of Culture in the Digital Age

Start with STRENGTHS!

Credit Union strengths

- Cooperative mission
- Value of the member

How Can We Leverage These Strengths and Build Agile Organizations for the Digital Age?



Teach Everyone Skills Required

- Empathy
- Coaching
- Feedback
- Critical thinking



Coach Teams to Have Collective EQ

Leading Successfully in the Digital Age



Empathy

Leadership

Critical thinking

Communication

Relational and social skills

Agility

Successful teaming skills

To Close

“

Becoming a leader is synonymous with becoming yourself. It is precisely that simple and it is also that difficult.

Warren Bennis

“

Perfection is not attainable, but if we chase perfection we can catch excellence.

Vince Lombardi

QUESTIONS?