



CEO INSTITUTE: *FINTECH*

eCornell Course: March 2023

In-Person: April 17-20, 2023
Cornell SC Johnson College of Business
Roosevelt Island, New York, NY



DISCOVER SMART FINTECH STRATEGIES TO STRENGTHEN YOUR CU

Challenges and disruptions caused by fintech are here to stay; how your credit union responds and adapts will determine its future relevancy and strength.

CUES is pleased to offer CEO Institute: *FinTech*, created to help credit unions embrace and use innovative technology to their advantage.

Learn from our partners at eCornell and the Cornell SC Johnson College of Business and:

- Deepen your understanding of advanced fintech concepts
- Learn to apply these concepts to your CU's operations
- Explore the competitive landscape
- Connect fintech to your CU's mission

CEO Institute: *FinTech* participants will benefit from a unique mix of blended learning, combining in-person courses, self-paced learning, and an online class. Be sure to send your CEO and c-suite executives.



WHY ATTEND?

CEO Institute: *FinTech* offers a deep dive into the current fintech landscape; get set to:

- Learn what fintech is—and what it's not
- Explore key disruptions that have led to the current fintech industry environment
- Apply principles of disruption to challenges facing your organization
- Explore the key players in the fintech ecosystem
- Perform a Porter's Five Forces analysis to evaluate impact on your own organization's offerings
- Complete a competitive market analysis on your organization to evaluate risks and opportunities
- Learn to think clearly and strategically about competing with other financial institutions and user-experience platforms
- Leave with an understanding of artificial intelligence, machine learning, blockchain, cryptocurrencies and member analytics

See the curriculum at content.cues.org/ceo-fintech.





THE PROGRAM

CEO Institute: *FinTech* offers a three-part blended learning approach, helping you delve deep and gain a thorough understanding of fintech.

1. Set the Foundation.

Ahead of the in-person class, attendees will complete the online eCornell course, *FinTech Disruptions*, so we can hit the ground running once we're in New York.

2. Learn Alongside Your Colleagues.

Gather at Cornell Tech, where we'll learn directly from expert faculty, explore advanced concepts, and network with colleagues.

3. Continue the Journey

During this two-hour, faculty-led online class, we'll recap the course, review your action plans, and answer any questions the group has. watch content.cues.org/ceo-fintech for updates.



Fintech has officially reached mass adoption in the U.S. The percentage of U.S. consumers using fintech grew to 88% in 2021, surpassing the percentage using video-streaming services (78%) and social media (72%).

CEO Institute: *FinTech* was created with credit union executives in mind. **Board members, check out Governance Leadership Institute II**, which focuses on fintech for directors. Learn more at cues.org/GLI2.

ABOUT OUR PARTNERS: IVY LEAGUE CURRICULUM, TOP-RANKED FACULTY



JOHNSON
Cornell University™

Cornell SC Johnson College of Business

Cornell Tech offers a revolutionary model for graduate education fusing technology with business and creative thinking. Cornell Tech brings together like-minded faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary ideas grounded in significant needs that will reinvent the way we live.



eCornell

eCornell is Cornell University's online learning platform, which provides online professional and executive development to students around the world. eCornell courses are all developed by Cornell University faculty, and often include practical insights from other industry experts.



This institute meets the following standards:

- Earn up to 24.5 CPE Credits
- Program Level: Overview
- Delivery Method: Group-Live
- Field of Study: Business Management & Organization
- Prerequisites: None

The Credit Union Executives Society (CUES) is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, through its website linked above.

New tech, including the rapid rise of digital currency and regulatory changes, all point to a speedy and unpredictable future for fintech and financial institutions.

Don't miss the unsurpassed opportunity to join your CEO and executive colleagues in exploring advanced concepts of fintech and how to apply them to your credit union's future.

CEO Institute: *FinTech* is a stand-alone offering; attendance at CEO Institute I, II, or III is not a prerequisite.

Seats are already going fast! Don't wait, register now at content.cues.org/ceo-fintech.

