

Your World is Changing



Change is Constant...

The pace of change within the financial services industry has been a constant theme over the past 20 years...so embrace it.

Change....the '80's

- While the 1980's brought in the first wave of change, i.e. regulatory changes that allowed banks to own dealers, the rise of the discount broker, greater selection of products to the mass market such as options and mutual funds and of course the early wave of technology. The engine behind this growth, the unseen hand, however, was the greatest consumer group of all time, the baby boomers;

Change....90's

- In the 1990's technology was a massive agent for change as firms within the financial services industry competed for the consumer's attention. Firms could distinguish themselves from their competition by investing in technology to deliver 'added value' to their customers via various online offerings.
- Legislation generally led to further deregulation within the industry. All of these being driven by a growing, affluent group called the baby boomers. They were embracing technology; they were educating themselves on financial services and as such demanded more



Change is Here...

- In the past 20 years we have seen the pace of change continue but not in necessarily in the same upward trend;
- We have move from 'de-regulation' to greater regulation....all in response to various financial crises and a fast, complex market place which was open to almost everyone;
- Technology is a utility and becoming less of a differentiator. All firms, bank owned or independent offer their customers web access or an online offering. Outside of look and feel this playing field is now level.
- Technology has made information available to anyone. Where once we relied on the 'experts' to help us and guide us we can now access the greatest resource library in the world via the internet. We are all experts...



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So what can you do..

How does your firm remain competitive

How do you grow your business during challenging times

How does your firm add value to your clients

How do you lead

How do you ensure its success



Leadership

- Managing change is about leadership...
- Are you ready to lead?

