

IOWA

INNOVATION

GROUP



*"IIG will go down as one of the best experiences of my career."
- Julia Michalec, IIG Participant*



ELIGIBILITY

Any Iowa credit union employee who has a desire for personal and professional growth.



APPLY NOW

Applications are open until February 3.

[Click Here To Apply](#)



NOMINATE

Do you know somebody who would be a great fit for IIG? [Click here](#) to complete a nomination form.

WHAT IS IIG?

ICUL has partnered with Filene Research Institute to offer the Iowa Innovation Group (IIG) annually since 2013. The program focuses on teaching Iowa credit union leaders an innovation process that will help advance the credit union movement. Participants work in small groups to create new, innovative ideas and concepts that have the potential to be implemented for the benefit of Iowa credit unions.

Participants attend workshops and webinars to work through the innovation process over a period of six months. During that time, they work with team members to identify problems in the credit union industry, come up with solutions, create innovative end products and present them in a showcase at the annual Iowa Credit Union Convention.

WHY YOU SHOULD APPLY

- Collaboration - work with a team you may never have met prior to day one.
 - Communication - learn to make sure your message reaches the audience in its desired form.
 - Innovation - change the way you solve problems with a new perspective.
 - Networking - build connections with some of the future leaders of our movement.
-  **Cost:** This program does not have a cost. It is a part of the Iowa Credit Union League's educational offerings through your credit union's dues-based services.



ICUL

IOWA CREDIT UNION LEAGUE

Questions?



800.860.6180 x3011

Jodi Allen

ICUL Member Services Consultant

jodi.allen@iowacreditunions.com



GROW



INNOVATE



CONNECT

IOWA INNOVATION GROUP PROCESS

➤ IIG Launch Webinar

February 15, 2022 | 10 a.m. - 11:30 a.m.

The IIG Launch Webinar is when innovators first meet each other and their leaders, Erin Coleman (Filene) and Jodi Allen (ICUL). This is also an introduction to the IIG process.

➤ Networking Event (Optional)

February 23, 2022 | 5:00 p.m. - 7:00 p.m. at Smash Park

This networking event is an opportunity to get to know fellow innovators in a non-formal setting.

➤ Immersion

February 24, 2022 | 9:00 a.m. - 4:00 p.m. at the ICUL Office in West Des Moines

The Immersion is when innovators divide into teams and get started with the Filene Method. This involves gathering insights, creating empathy maps, writing problem statements, formulating ideas and much more.

➤ **Mariko Kurobe, Dupaco Community Credit Union:** "I loved being able to interact with my teammates and the other innovators in the group. Everyone was engaged in the conversations and very welcoming to ideas and thoughts that the innovators shared. My favorite part of the Immersion was getting to know my teammates better and working with them on our archetype and problem statements. I could really see and hear the passion that my team has for the topic we were working on."

➤ **Julia Michalec, Metco Credit Union:** "My favorite part of Immersion was getting to know the other members of Innovation and collaborating with my team. I learned how to look at problems through the eyes of our members and how important it is to not create a solution in the process of identifying a problem."

➤ Prototyping Workshop

March 22, 2022 | 9:00 a.m. - 4:00 p.m. at the ICUL office in West Des Moines

The Prototyping Workshop is a time when teams determine which problem to focus on, and they collaborate to develop a potential solution and testing plan.

➤ **Patrick Dodge, DuTrac Community Credit Union:** "The Prototyping Workshop was an awesome opportunity to start breathing life into our project idea. I was blown away by the amount of progress everyone made in just two days! My group really clicked during the breakout sessions; we quickly found that we were operating on the same wavelength and collaborating very effectively as a result. It was revitalizing to break away from the daily routine, challenge ourselves to be creative, and to truly innovate."

➤ **Chelsie Madden, Town & Country Credit Union:** "I thoroughly enjoyed the Prototyping Session. I was able to collaborate with my team on ideas for our product and nail down ideas. We were given group time to share thoughts and suggestions with each other. We were able to work together through Lucid Chart, which is a great interactive tool. It was a rewarding experience to know we are working on a project that could eventually impact all credit unions in Iowa."

➤ **Andrew Quandt, North Star Community Credit Union:** "The Prototyping Session was an amazing experience as it was the first time that our group felt that we made significant strides in the innovation process. With most of the time being spent with our teams, we were really able to focus on our problem and begin developing a product and a testing plan. This session really helped our team get to know each other and build a bond between us."



GROW



INNOVATE



CONNECT

➤ Testing Review Webinar

June 2, 2022 | 9:00 a.m. - 4:00 p.m.

The Testing Review Webinar is an opportunity for each team to review feedback and adjust their next steps accordingly. Will there need to be changes to the prototype? How will final testing be conducted?

➤ **Drew Walswick, North Iowa Community Credit Union:** “My favorite part of the testing review was the focused team time we had to look at the results of our initial survey that we sent out. The engagement from the people that took our survey was reassuring, and helped get us excited for our next stages of testing and research. We were also able to get a clear plan set in place for what each of our goals were for the next couple of weeks, which is always helpful!”

➤ Reporting and Presentations Primer Webinar

July 13, 2022 | 9:00 a.m. - 4:00 p.m.

This webinar is when the innovators share what they’ve learned from testing and make any finishing touches to their prototypes. Teams will also start preparing their concept documents and final presentations to be shared at the Iowa Credit Union Convention.

➤ **Kari Diedrich, 1st Gateway Credit Union:** “The presentation workshop was when our team realized “we’re coming down to the wire”! We have a little over a month to make this happen! Something that started out so long ago is about to become reality. I feel like both panic and excitement set in for our team! I also loved that during this workshop we were able to work on task with no interruptions. We could work independently yet discuss our findings and thoughts together! (which occasionally took us down a new rabbit hole). And of course, we were able to sneak in conversation to get to know each other a little better!”

➤ Team Presentations Practice Webinar

August 4, 2022 | 10:00 a.m. - 11:30 a.m.

Before presenting at the Iowa Credit Union Convention, each IIG team has the opportunity to rehearse with each other in a virtual environment and to make any final changes to their concept documents and presentations.

➤ Presentations at the Iowa Credit Union Convention

August 30, 2022 - Des Moines

Annually, the IIG program is the morning keynote session on the final day of the Iowa Credit Union Convention. This session is IIG’s shining moment - when the teams reveal the ideas and solutions they’ve worked on for the better part of a year.

STILL CURIOUS? KEEP READING

➤ **Matt Brown, Linn Area Credit Union:** “IIG was fun, challenging, full of hard work, and overall an incredible and amazing experience. IIG has helped me grow in my understanding of member communication, and laid a foundation for a framework to make more effective plans and decisions in my day-to-day work life.”

➤ **Michael Rettig-Gacia, Collins Community Credit Union:** “Participating in IIG was an amazing experience. It gives you the tools and knowledge of how to solve a problem around a human-centered design. It was great to collaborate with your team to come up with a unique solution to a problem. There are definitely times when you hit a wall or road block in the process but if you stick with the process you are able to move past those and you end up finding yourself in a whole new place that is amazing. The skills you learn throughout your entire time in IIG will stay with you forever and help you become even better at problem solving.”

➤ **Drew Walswick, North Iowa Credit Union:** “The Iowa Innovation Group pushed me to think outside of the realm that I normally operate in. The process made us all look through the eyes of our members and demanded that we look at situations from different perspectives other than our own. The process was new and exciting and at times made me uncomfortable, but I would do it all again in a heartbeat.”