

i³ Theory of Change

If i³ can provide the right people with the right tools and the right connections, we can improve consumers' lives through credit unions and develop the next generation of credit union leaders.

i³ Vision

Transform consumer finance through credit unions.

Objectives

Create products, services, processes, and business models that:

- Are tested in the marketplace,
- Help credit unions,
- Help consumers,
- Can be scaled to maximize impact.

Make i³ers even better by:

- Enhancing and developing innovation competency,
- Improving ability to seek insights, ideate, test, and iterate,
- Building collaboration, critical thinking, and presentation skills,
- Developing a focus on DO,
- Establishing ambitious career trajectories.

Make credit unions even better by:

- Failing, so they don't have to,
- Creating market-ready innovations,
- Thinking differently,
- Talking less and doing more,
- Questioning everything,
- Solving pressing problems,
- Encouraging others to create with us,
- Serving as an innovation sandbox,
- Developing leaders of the future.