

INNOVATION Myth Busters

Myth #1

ALL INNOVATION IS THE SAME.

Innovation Truth #1:

Myth #2

THE MOST SUCCESSFUL BANKING FIRMS IN FUTURE WILL BE GREAT AT PRODUCT DEVELOPMENT.

Innovation Truth #2:

Myth #3

HAPPY, LOYAL CUSTOMERS ARE KEY TO DRIVING OUR BUSINESS GROWTH AND VALUE.

Innovation Truth #3:

Myth #4

USING INDUSTRY STANDARD OR INDUSTRY BEST PRACTICE METRICS ARE KEY TO OUR SUCCESS.

Innovation Truth #4: