

# DIGITAL CREDIT UNION



## SITUATION

Digital Federal Credit Union (DCU) is a not-for-profit financial cooperative owned by and operated for its more than 500,000 members nationwide. The DCU Board of Directors engages thought leaders twice annually to speak to the Directors about relevant topics and drive thought-provoking conversation. A DCU Board Member discovered Geniecast while in search of speakers for the Board's fall conference and meeting.

## CHALLENGE

For this conference, the DCU sought provocative speakers who would help their Board think outside the box about today's financial climate. Specifically, they were looking for Blockchain and Person-to-Person (P2P) economy expertise. Their goal was to find someone to meet with the Board in person, but they knew the standard booking process would be too complicated to schedule someone in a timely fashion.

## SOLUTION

When DCU Board Secretary Steve Eddleston contacted Geniecast with the request, they promptly delivered a set of programs for the Board to review. Geniecast recommended these programs based on a review of the Board's needs. The Board convened, reviewed the options, and selected these two programs: "Blockchain For Boards - What You Need To Know And Do" by Simon Taylor, blockchain expert; and "Sharing Economy & Blockchain" by Lisa Gansky, sharing economy expert. Key aspects of the Geniecast proposal that resonated with the Board included the efficiency and convenience of the two-way video engagement as well as the hyper-relevance of the program content.

## RESULT

The Directors were universally delighted at the quality of the Genies, and the fact that they were right on topic. The Genies got the Board thinking outside the box by presenting practical, actionable considerations as well as some "let's dream a bit about what could happen" scenarios. In Geniecast, DCU found a solution that efficiently helped raise their education and elevate their thinking with no loss of quality due to the fact that the speakers weren't in the room.