The Philippines 2019

Rachael Reiling
Director of Business Development
Hi, I’m Rachael

- 15 years experience
- 6 years at SPIRE
- Teaches Financial Literacy Education
- Active in the community
- Volunteers abroad
Volunteering Abroad

- Care about giving back
- Human Trafficking Projects
- Kenyan Co-op Visitors 2018
- World Council of Credit Unions partnership
Partners

- The World Council of Credit Unions
- GWLN
- The Asian Confederation of Credit Unions
- The National Association of Training Centers for Co-ops
- The National Capital Region League of Philippine Federation of Credit Cooperative Organizations
- 4 Local Cooperatives
- 3 Business Development Centers
- 4 GLWN Sister Societies
- 1 Indigenous Tribe
- 1 Prison

Driven by Midwestern Values
Goals of the Trip

• Create a strategic growth strategy for a new payment Platform
• Create a “Plug & Play” template for young GWLN Sister Societies to provide structure for meetings and activities
Filipino Culture & Hospitality
Business Culture

• Managing a board of directors
• Women in Leadership
• Seniority Vs. Performance
• Co-op Competition
Regulatory Culture

• Political Challenges
• Banking Regulations
• Deposit Insurance
• Overcoming a Reputation
• Lending Approvals
What They Asked For…

In addition to the Kaya and GWLN strategy projects:

• Teach US banking regulations
• Teach US underwriting considerations and pipeline management
• Youth Financial Literacy
• Branding and Digital Marketing
• Community Outreach and philanthropy
• Membership Growth Strategy
Kaya Strengths and Opportunities

- Shared Branching Capabilities
- ATM Network
- Debit Card
- Online Banking
- Bill Pay
- Interbank Transfer/Mobile Deposit
Final Recommendations - Kaya

- Create a unified front amongst partnering organizations
- Fix Kaya accessibility issues
- Clean up Co-op Sales presentation and approach
- Initiative to bring on more merchants
- Finalize contracts with bill pay accepting vendors
- Make accessible for Droid platforms
- Shorten staff onboarding
- Create revenue projections
- Employee adoption/usage
- Ability to see all accounts on app
- Association marketing to track Kaya production, recognize leading individuals and create promotions
Global Women’s Leadership Network

- Young Sister Societies
- One for each individual Co-op
- Focused on community give back initiatives
- High male participation and support
- Open to community members and business leaders
Perks of the MNCUN Sister Society

- Work with Supervisors/CU to be approved
- Network with other CU leaders
- Bounce challenges off one another
- Professional Development opportunities
- Mentorship/Sponsors
Moving Forward

Once returning, I met with the WCCU to investigate tools and resources available today.
Highlights of the Trip
Have questions? Let’s chat

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