

# TRENDS

The presentation highlights 2017 trends through a storytelling approach, using slides with photos and brief text while relying primarily on voice over narration for delivery.

Leadership utilized this presentation to engage internal and external stakeholders, fostering creativity and innovation.

Halfway through a  
40-50 year transition from  
***paper to digital***




A person with blonde hair, wearing a grey sweater, is seated at a white desk. They are holding a smartphone in their right hand, which displays a financial dashboard with bar charts and a world map. Their left hand is resting on the laptop's trackpad. The laptop screen also shows a similar financial dashboard with various charts and a world map. A tablet is partially visible on the right side of the desk. An open notebook and a white cup are also on the desk. The text "Financial assets are essentially *all digital*" is overlaid on the bottom left of the image.

Financial assets are  
essentially *all digital*



Imagine a world without  
***paper***





password  
1234567

Imagine a world without  
***passwords***

***Internet of Things***  
powering smart  
homes, offices and ***us***





# Artificial intelligence and virtual assistants






Autonomous vehicles



# World of *drones*



# Trends in financial services

A person's hands are shown interacting with digital devices on a wooden desk. One hand holds a smartphone, while the other points towards a laptop. In the foreground, a tablet displays a bar chart. The scene is overlaid with semi-transparent digital icons: a globe, an envelope, a cloud, a lightbulb, and a shopping cart, all connected by faint lines, suggesting a networked digital environment.

# Primacy of the ***digital relationship***





From paper to keyboards  
to *speech*



# Making data smart from ***analytics*** and ***AI***







New competitors  
and ***partners***



New ***business models*** for  
distribution and economics



But... cool technology  
is only cool if people  
find **value** from new  
experiences



Do we still use branches  
20 years from now?

