

Scaling Impact, Not Budget

Transcript of a conversation with Bjorn Larson, Director of Financial Well-being, BCU. [Watch the video here.](#)

It's definitely been a journey for this program. It used to be viewed, I would say, as we were BCU the credit union, and we've got this little program over here that does some financial wellbeing stuff. They do some events, they have some content. And over my last two years at BCU, it's really grown to become a major part of what we do. People know who we are now. They know Life. Money. You.® They're bought into the program.

One way we addressed that is by decentralizing the program and having many people across BCU living this out, both if they're in a branch talking about it, if they're meeting with a member to open a product, talking about it, call center, talking about it, leadership at events, making sure that financial wellbeing is a part of everything that we say.

But we don't just desire for that to be our marketing pitch. We're not trying to just say it and not do it. We're trying to have it really live out across what we're doing. So that's my job is to make sure – or one of my jobs – is to make sure that that is done well throughout the organization, and that as we even create new products and services, we're doing them out of that lens.

So that's where the digital space and digital tools and the assessment is a very important focus for us because it is the most scalable, it can reach the most people. We get a lot of really helpful information out of that, that serves all different audiences: company partners, our own programming, influences products, services; all different types of things that we might do in the future to help foster that growth.