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First National Bank Hosted Innovation Event for Employees, Providing a Platform to Cultivate Leadership and Address Customer Needs

OMAHA, Neb. April 27, 2015. – First National Bank, a subsidiary of First National of Nebraska, the largest privately owned banking company in the United States, recently hosted a unique event called InnovateFNB, that gave employees from all areas of the bank the opportunity to develop the next big idea for the bank. Over the course of the three days, 60 employees competed in teams of 15 to address real-world customer needs.

“At First National Bank we realize that technology is changing faster than ever, and it is shaping customer expectations as well as our industry,” said Angela Garrett, vice president, Innovation and Enterprise Solutions. “We saw this as an opportunity to harness the thought leadership and talents of our employees to better serve our customers by working and thinking differently.”

First National Bank’s Emerging Technology Group organized the InnovateFNB event. The format was a learning environment where employees learned new methods of design thinking and problem solving that could be applied to their current projects. Employees were challenged to find new ways to help our customers achieve financial well-being with the products and services that First National Bank offers.

Overall, 49 ideas were pitched and participants formed teams to validate the top ideas. The teams presented their ideas to a panel of judges from First National Bank’s Senior Management team. A mobile auto lending solution took top prize, and senior management has committed to incubating the winning idea. Two additional ideas are also being considered for incubation.

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“Beyond the tangible business value as an outcome, we are learning that our innovation events are a platform to cultivate leadership among our employees and bring forth sustainable timely change where and when needed,” Garrett said.

First National Bank hosted a similar event in December 2014 exclusively for its Information Technology division, called InnovateFNIT. Employees who participated commented that they felt more empowered to influence change within our company, and that they learned skill sets they would take back into their day-to-day work lives to improve their contributions and work more collaboratively.

About First National Bank

First National Bank is a subsidiary of First National of Nebraska. First National of Nebraska is the largest privately owned banking company in the United States. First National and its affiliates have \$19 billion in managed assets and 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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