



Hosted by
 **BARCLAYS**

FUTURE @ BANKING

2019 Conference

Celebrating diversity in FinTech

How to attract and retain the best talent for the 4th Industrial Revolution

Summary

Concept

The *FutureBanking* Conference is an event to celebrate diversity in FinTech. We aim to identify basic steps we can take to start levelling out cultural diversity issues, by looking further afield than the traditional narrow base to showcase talent and explore the challenges. Helping to safeguard the future of the industry.

Value Created for Company, Clients, and Colleagues

The Conference will showcase a commitment to diversity and inclusion “D&I” through thought leadership, increasing Firms’ appeal to underrepresented customers, clients and colleagues. By connecting Clients, Entrepreneurs, and Colleagues of all backgrounds, we will create opportunities to scale businesses, enhance skills, and provide meaningful employment opportunities for people in our local communities.

Timeline



What next?

- We are looking for Banks, FinTech firms, and Consulting firms to partner as event sponsors.
- Sponsors will receive keynote slots and the opportunity to sit on panels/facilitate workshops sessions.
- Exhibition space will also be available on the day to showcase products and services to the attendees.
- HR and D&I teams will also be encouraged to showcase their commitment to attracting and retaining diverse talent.

The *Future of finance*

i The future financial ecosystem faces two major challenges:

1. The *FinTech revolution*: startups are disrupting the existing business models of large financial corporations, which are less integrated with technology.
2. The *age of diversity* and Government legislation to ensure businesses are inclusive.



Research shows that diverse workforces are more likely to have financial returns above the industry median
Deloitte modelled the relationship between D&I and business performance, and identified an ‘uplift’ of 80% when both conditions were high.

“Diverse teams alter the behavior of a group’s social majority in ways that lead to improved and more accurate group thinking – They focus more on facts, process facts more carefully and are more innovative.”

Journal of Personality and Social Psychology



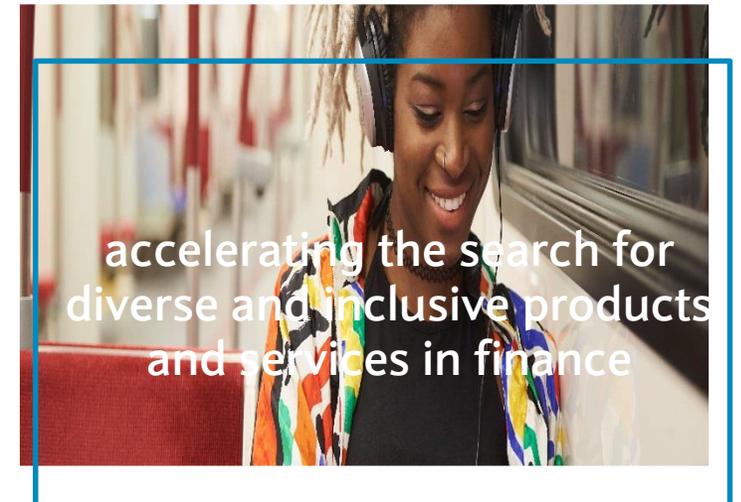
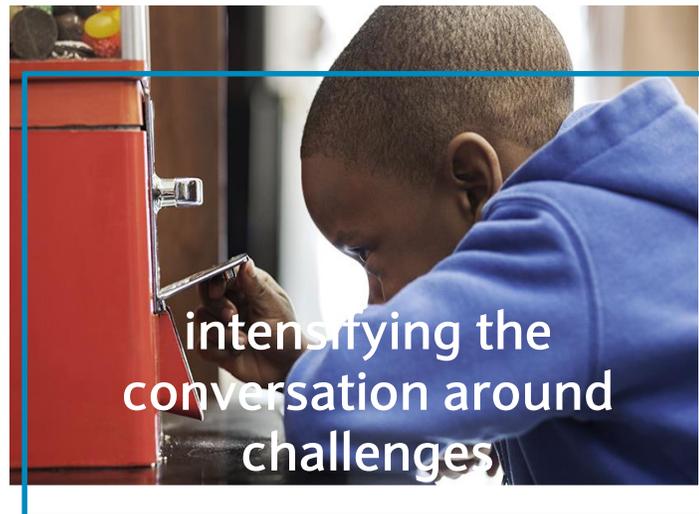
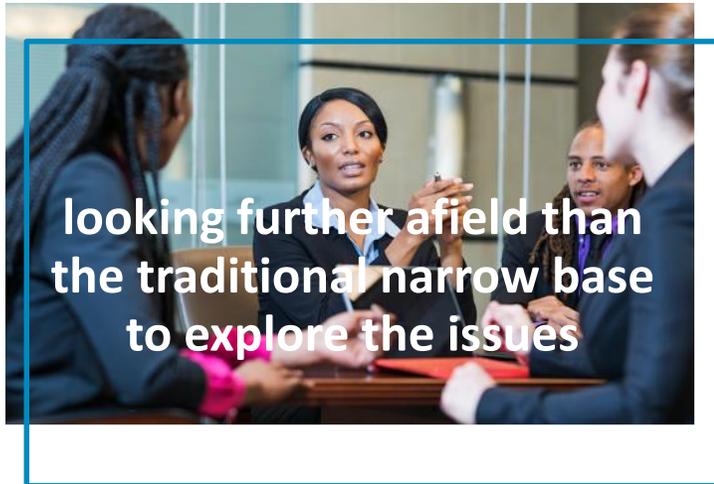
Despite the merits associated with building up a diverse workforce, doing so remains a real challenge:

How can FinTech help?

Research shows that the *FinTech community has a cultural diversity challenge*. There is:

- ❑ a lack of senior focus on the attraction and retention of BME professionals,
- ❑ a scarcity of funding for startups with BME founders,
- ❑ which consequently leads to an *under-representation of BME users in the FinTech client/customer base*

FUTURE @ BANKING Aims to address these challenges by:



We recognise FinTech's role in solving some of society's biggest challenges
FutureBanking will support new ideas to flourish, and entrepreneurs and ventures to grow and thrive

FutureBanking Conference 2019 – Business Benefits

Promote diversity - Diversity continues to be a significant concern within financial services

- The *FutureBanking Conference* will look further afield than the traditional narrow base to build greater diversity of thought within the financial sector.

Talent Attraction and retention - Firms struggle to attract and retain diverse tech talent, and have concerns over the availability of quality talent required in the future.

- *FutureBanking* will discuss and look to identify the skills required by the industry in the next five to 10 years.
- This will be fed back through the community to help ensure future programmes can respond to areas of opportunity, and help ensure a diverse workforce is equipped with relevant and necessary skills.

The pace of technological change in the industry is accelerating, with significant shifts in investment. The nature and speed of change risks creating a significant misalignment between the tech skills required by financial services firms, their clients and those available in the working population.

- This event allows us to work collaboratively with partners and allies, to raise awareness of the skills required in a *FutureBanking* environment.
- This will be achieved by building formal relationships with firms prepared to look beyond its traditional base to find the diverse skills needed for their businesses.

Rise of the FinTechs

Incumbent legacy banks have to think like a start-up

As the financial services sector increasingly turns to technology to shape its future, it is essential to attract talent to unlock the full potential of this thriving industry.

Catherine McGuinness, Policy Chairwoman of the City of London Corporation

We're re the UK's biggest FinTech

Rushir Rodrigues, MD for Digital & Open Banking, Barclays

Barclays is a technology company with a balance sheet and regulators

Jes Staley, CEO, Barclays

As competition intensifies, with new FinTech and challengers entering the market, the pace of change is faster than ever

We are investing in innovation from our best asset – *our colleagues* – to test and scale new opportunities that tackle social challenges

FinTech's Diversity Problem



1% of \$85 Billion in VC funding went to multicultural founders.



Multicultural entrepreneurs are *three times* as likely to be denied loans compared to non-minority entrepreneurs.

KAUFFMAN FOUNDATION
MORGAN STANLEY

The caliber of people leading and running FinTechs is a key pillar to their success, as is the future talent pipeline.



CHARLOTTE CROSSWELL, CEO
Innovate Finance

Lack of focus on the attraction and retention of professionals from a multicultural background

Under representation of BAME in the FinTech customer base*

Under-representation of BAME employees in the FinTech space

Scarcity of investment in FinTech companies BAME founders or leaders

The marketplace is missing the opportunity to find and finance businesses run by BME entrepreneurs. There is a **funding gap** suggesting a missed opportunity of up to \$4.4 trillion.



MORGAN STANLEY



As the **FinTech sector** aims to **disrupt banking**, **greater diversity is fundamental to the future success of financial services**. Both in terms of **securing the talent pipeline**, and **creating products and services that best serve all customers**. From a strategic viewpoint it should be a principal objective

*FinTech Adoption Across Generations: Financial Fitness in the Information Age - Bruce Carlin, Arna Olafsson, & Michaela Pagel

What is causing the digital skills gap?

The digital skills gap persists for two main reasons:

1. The majority of the ***existing labour force does not have the skill set required to be able to work with such technologies....*** exacerbated by the fact that ***innovation is happening so quickly*** that it is difficult for the labour force to train and learn how to operate the latest iteration of any given technology.
2. ***Lack of interest from young people and students*** in getting into these fields. In the UK there are not enough new entrants into the workforce being trained in new profiles such as cyber or blockchain in universities. Often these roles require a specific specialism and it is difficult to find graduates with the right skill set and then attract them to a role in the financial services industry.

Source: Forbes

This means that exiting professionals will need to be reskilled as old functions disappear and new functions develop - with new skill sets to go with it - triggered by digitisation

“49% of financial services leaders rank finding the necessary talents and skills as their number one concern. Despite this however, training and development of existing employees was the fourth highest concern (32%), and staff retention at only ninth (27%)”

Source: Robert Half