

RFP: Financial Services Specialist to Manage Peer Learning Working Group

Applications Due: No later than 5:00pm EST, May 31, 2018

Dates of Engagement: June 2018 – April 2019

REQUEST FOR APPLICATIONS

The Global Banking Alliance for Women is seeking a strategic consultancy firm or individual(s) to plan, prepare (content), manage, and execute its Product Innovation for the Women's Market Working Group.

PROJECT OVERVIEW

The Global Banking Alliance For Women, Inc. ("GBA") is an Alliance of financial services providers (FSPs), mainly banks, that offer women consumers a holistic value proposition they need to succeed—access to finance, information, education, networking and recognition. GBA FSPs recognize that women have distinct financial needs and preferences and they are in the business of designing and offering tailored solutions to women. As market leaders, GBA FSPs generally have sophisticated product design processes; however, the GBA believes there is opportunity for more innovation to match the product and its delivery with the identified consumer need/preference as well as significant lateral learning benefits in sharing innovations across markets.

As a peer learning association of like-minded FSPs, GBA is launching a Working Group on Product Innovation for the Women's Market to capture existing best practice within the Alliance and share it among the membership, thereby enhancing their capability.

The Project objective is to develop insights about what women (per segment) need and prefer in regards to financial products and services and to encourage strong product innovation practices that drive market competitiveness and bottom-line results for banks. The GBA and the Consultant will do this together by engaging a variety of stakeholders – banks, insurance companies, IFI/DFIs, financial services product innovation experts, etc. to:

- Confirm broad based segmentation—Micro, Small, Medium enterprise definitions; mass market, professional women, high net worth women—and women's needs and preferences by segment.
- Define the scope and framework for the Working Group to explore product and service innovation across the value chain for the defined segments.
- Compile lessons learned and best practices from the GBA member banks and other experts on product and service innovative across the value chain that meet needs/preferences by segment.

- Encourage participant to analyze their own product design processes and understand ways to improve innovation across the value chain, specifically to serve women customers.
- Promote practices and structures that allow for product innovation for the Women's Market.
- Catalogue product innovations for GBA publication.

RESPONSIBILITIES

The Consultant will serve as a Financial Services Specialist and will plan, prepare (content), manage, and execute the Product Innovation for the Women's Market Working Group, with the following responsibilities:

- Develop objectives and work plan with GBA team, leveraging resources from within the GBA network and the industry at large;
- Design and execute a survey to establish a baseline of GBA members' performance on product innovation and understand key learning priorities on Women's Market Product Innovation.
- Define the scope and framework for the Working Group to explore product and service innovation across the value chain for the defined segments.
- Develop curriculum for Working Group based on survey results and best practice product innovation framework(s).
- Curate and prepare presenters and develop content (decks) for the Working Group including best practices from within and outside the GBA network.
- Coordinate the working group logistics, including scheduling the call dates and times with participants, setting the call agendas, identifying additional speakers / experts, preparing discussion material for each call, etc.;
- Facilitate calls, record meeting minutes, and circulate feedback;
- Provide feedback to GBA team on the integration of Product Innovation at the 2018 GBA Annual Summit in November;
- Develop (practical) Briefing Paper and other appropriate outputs (e.g. blogs, infographics, and others as appropriate) with agreed to guidelines/Best Practice case examples on product innovation processes & product innovations across the value chain from and for GBA members for their use and the use of stakeholders who support GBA's mission (IFIs, policy makers such as AFI, donor community and other relevant stakeholders). The intention is for outputs to be practical, action-oriented, and in a format that stakeholders will use. The consultant will coordinate with GBA Communications so that there is a coordinated approach to dissemination of content using GBA and Consultant channels.

TIMEFRAME

The consultant will work with the GBA to design, scope and frame the Working Group, recruit member participants, and launch the first session to occur in July 2018. The

group will consist of 8 – 10 sessions (to be decided based on scope) and will take place monthly from July 2018 to February – April 2019. The Briefing Paper will be developed in the last few month(s) of the working group, to be completed no later than April 2019.

QUALIFICATIONS¹

- Demonstrated experience in the financial services sector;
- Demonstrated experience in financial services product innovation for un- and under- banked segments, specifically women;
- Demonstrated experience running peer learning groups such as working groups, webinars, etc.;
- Excellent capacity and knowledge building skills and track record in financial services innovation;
- Strong analytical skills, and outside-the box thinking;
- Ability to manage different stakeholders across sectors;
- Good understanding of regulatory and institutional frameworks, particularly as they relate to financial services product innovation.

ABOUT GLOBAL BANKING ALLIANCE FOR WOMEN

The GBA's mission is to propel the growth of women in business and women's wealth creation, while generating superior business outcomes for member financial service providers. We are a global consortium of financial services providers driving women's wealth creation. Our member institutions work in more than 135 countries to build innovative, comprehensive programs that provide women entrepreneurs with vital access to capital, markets, education, and training. Membership in the Alliance in turn provides our member institutions with technical assistance and peer learning as well as a global clearinghouse for best practices. Along with building our member banks' capacity to serve their women customers, GBA uses our collective voice to advocate for greater awareness of women's vital economic role as consumers, investors, and job-creating entrepreneurs.

HOW TO APPLY

Candidates may submit a proposal, summary of qualifications, and cover letter to: hilary.nichols@gbaforwomen.org no later than 5:00pm EST, May 31, 2018.

Late and/or incomplete submissions will not be considered. Questions and requests for clarification can be submitted in writing to Hilary Nichols at hilary.nichols@gbaforwomen.org. This RFP does not guarantee or commit GBA to proceeding with the above described work.

¹ Please provide CVs of key team members, and information on firm, including core business and number of years of operation