Guiding Excellence in Financial Services

THE CHALLENGE
The recent financial crisis highlighted significant challenges for the financial services industry:

1. **More than 60 million consumers are currently not well served by the U.S. financial services industry.** They lack accessible, affordable products and services to manage their money in the short term while building assets over the longer term.

2. **A changing regulatory environment** is reshaping the financial services landscape.

3. Customers, employees, the media, and regulators all express real **concerns about the value delivered by financial services providers.**

THE RESPONSE
To help the industry **take the lead in addressing these challenges and build trust with the public**, the Center for Financial Services Innovation, in partnership with a cross-section of industry participants, created the **Compass Principles**. These aspirational guidelines set forth a proactive role for the industry, defining how the industry can work toward a vision for the future in which financial services are safe and **actively contribute to improving people’s lives.**

FOUNDATIONAL VALUES
The Compass Principles reflect six core values:

1. Financial services must be **profitable and scalable** from a business standpoint.

2. Financial innovations must be based on **deep customer knowledge**.

3. **Safety** is fundamental. The Principles support and build upon consumer protection law and regulations.

4. There is value in **variation and choice**. One size does not fit all.

5. Long-term consumer-provider **relationships** must be built on mutual success.

6. **Cross-sector participation** encourages trust. Everyone in the industry has a crucial role to play.

THE COMPASS PRINCIPLES
The Principles are aspirational and practical, with guidance for implementation:

1. **Embrace Inclusion**: Responsibly expand access.

2. **Build Trust**: Develop mutually beneficial products that deliver clear and consistent value.

3. **Promote Success**: Drive positive consumer behavior through smart design and communication.

4. **Create Opportunity**: Provide options for upward mobility.

LEARN MORE
Explore our website at www.compassprinciples.com or contact Beth Brockland bbrockland@cfsinnovation.com.

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The Center for Financial Services Innovation (CFSI) is the nation’s leading authority on financial services for underserved consumers. Through insights gained by producing original research; promoting cross-sector collaboration; advising organizations and companies by offering specialized consulting services; shaping public policy; and investing in nonprofit organizations and start-ups, CFSI delivers a deeply interconnected suite of services benefiting underserved consumers. Since 2004, CFSI has worked with leaders and innovators in the business, government and nonprofit sectors to transform the financial services landscape. For more on CFSI, go to www.cfsinnovation.com.