

Our strategic framework

Our Vision

To be the bank that defines great customer experience.

Strategic Priorities

The clearly defined statements of purpose that guide the bank's long-term decision-making as we deliver on our vision.

Drive leading growth in priority areas by earning customer loyalty.

Be leaders in taking and managing risk, consistent with our overall risk appetite.

Simplify, speed up, and improve productivity.

Activate a high-performance culture.

Harness the power of digital and data to grow.

Sustainability Principles

The guidelines we follow as a responsibly managed bank consider social, economic and environmental impacts as we pursue sustainable growth.

Social change

Helping people adapt and thrive by embracing diversity and tailoring our products and services to meet changing expectations.

Financial resilience

Working with our customers to achieve their goals, and providing guidance and support to underserved communities.

Community-building

Fostering social and economic well-being in the places where we live, work and give back.

Environmental impact

Reducing our environmental footprint while considering the impacts of our business.

We balance our commitments to all stakeholders as we pursue our business strategy and strive to fulfill our broader social responsibilities.