Member economic value in a modern context



Jeevan Jones

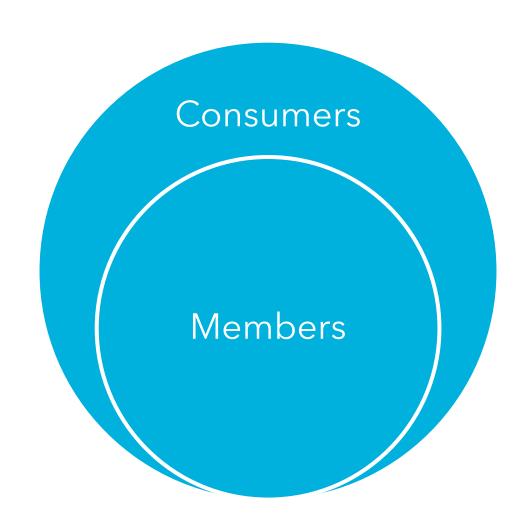
Vice President for Business Performance and Strategy

National Members' Council

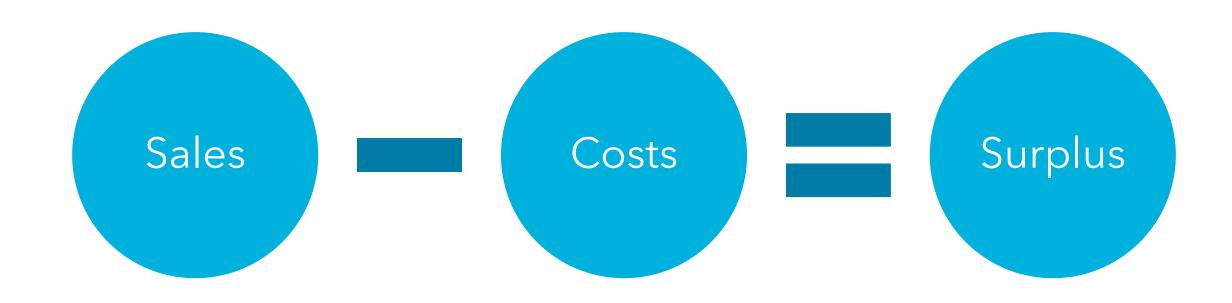
The Co-operative Group



Our co-operative advantage



Member economic value is more than distributing surpluses...





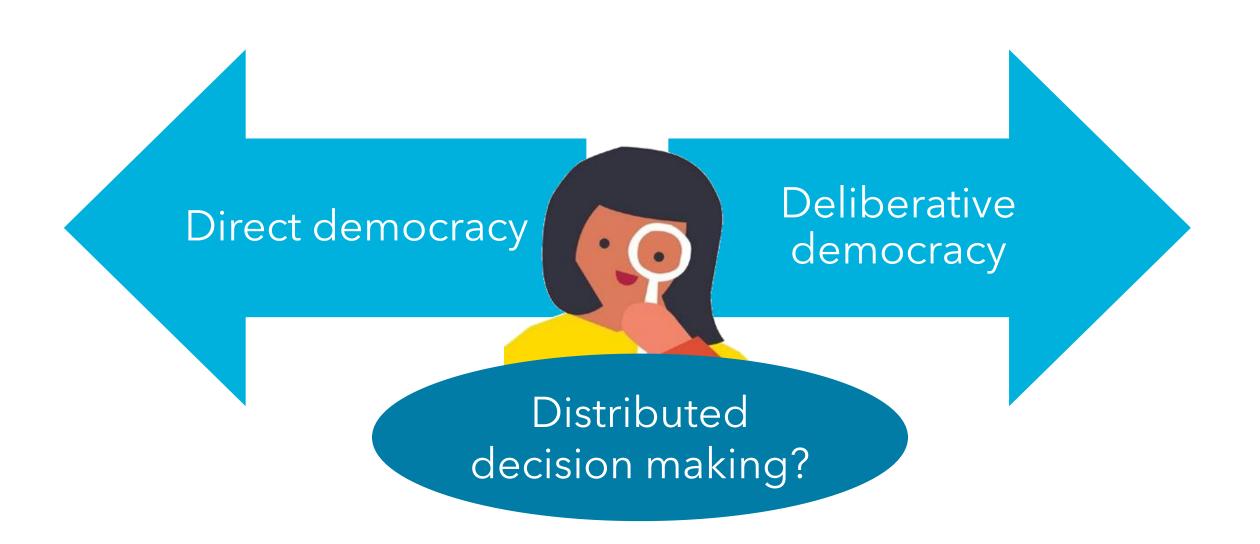
... it's about creating and sharing economic value with members



Different members with different priorities

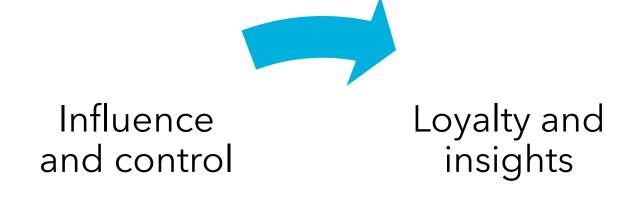
Motivated members Median members Marginal members Missing members

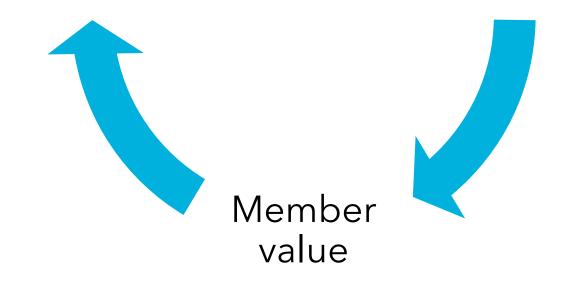
How do we decide?





Bringing it together





Thank you

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