



Skopje, Macedonia, 30 November – 02 December 2015

## RETAIL BANKING

### ORGANISATION SHEET

<b>Objective</b>	<p>Develop a General Management approach of Retail Banking Strategy – starting from a “Long-term Stakeholders’ value” approach - and learn on how to define the strategy of a Retail Bank (incl. segmentation and distribution channels), how to organize the Branch Network (locations, staffing, opening hours), what products and services to offer to each type of clients, what control mechanisms (financial, operational) to put into place.</p> <p>A special emphasis will be put onto the most recent trends in electronic / mobile payments, including the threats and opportunities of the new systems.</p>
<b>Methodology</b>	<ul style="list-style-type: none"><li>- Presentations</li><li>- Examples</li><li>- Discussions</li><li>- Case studies</li></ul>
<b>Target group</b>	Executives in charge of a distribution network
<b>Language</b>	English
<b>Number of Participants</b>	Min 12 – Max 25 participants
<b>Trainer</b>	<p>Thierry SCHUMAN, M.A. in Organisational Psychology,</p> <ul style="list-style-type: none"><li>- Co-Head of Transversal Group Career Management, BNP Paribas</li><li>- Member of the Group HR Executive Committee</li><li>- Former Member of the Management Board, BGL BNPP Luxembourg</li><li>- Head of Country HR, Luxembourg</li><li>- former Head of Fortis International Retail Banking (Luxembourg, France, Poland, Ireland, Turkey)</li></ul> <p>Official ATTF Senior Expert</p>
<b>Date</b>	3 working days 30 November – 02 December 2015



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## **RETAIL BANKING**

### **CONTENT**

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#### Day 1:

- Introduction
- Where does everybody stand? (experience + expectations of participants)
- The changing world of the financial Industry
- The Banking World in 2050
- Types of Banks
- Characteristics of a Retail Bank
- What is a "Strategy"?

#### Day 2:

- Segmentation
- Enterprise Banking, Retail Banking
- Marketing & Distribution
- Credits / Loans
- Channels
- Electronic and Mobile Payments
- Program Management Office
- Permanent Control & Operational Risk
- Budget & Performance Management
- Overall Organisation of a Retail Bank
- Case Study -1-

#### Day 3:

- Products and Services for the different segments
- Commercial approach: Client focus
- Multichannel distribution (with an additional focus on "bank branches")
- Customer Relationship Management
- Subsidiaries and privileged distribution partners
- A typical day at the branch
- Questions not yet answered
- Wrap-up
- Case Study -2-