

Training your team has never been more convenient. CBA will come to you, offering broad application training sessions from even broader perspectives.

CBA is pleased to make three components of its renowned educational curriculum available within your organization. Drawing on decades of experience in retail banking and teaching, we have built two proprietary simulations to better equip your team for strategic thinking and bank profitability.

Retail Bank Market\$im	BankCom	Banking Basics
This one-of-a-kind replica of a retail bank marketplace will deepen your understanding of the risk/reward trade-offs in developing a retail strategy, integrating customer segmentation, product offerings, pricing, delivery channels, marketing and branding.	This one-of-a-kind top-down, overall bank simulation highlights all-important risk management considerations through the principals of economic value. Participants learn to weigh complex strategic decisions for the bank against risk ramifications and analyst reactions to maximize shareholder value.	This course provides new retail bank officers, non-bank professionals, and others a fundamental understanding of how a bank makes money within the parameters of regulatory controls, economic circumstances, competitive influences and risk limitations.

Choose any course | Customize to fit your bank | Small Group Format

Our three-day programs are delivered by a team of experts who translate materials into real-world situations using hands-on application, teamwork and team development. Participants will immediately apply learnings through simulations and case studies.

Participants will walk away as better bankers!

Key Takeaways for Participants:

- A better understanding of retail banking and the interplay between different departments and disciplines;
- The ability to translate decisions into financial consequences and evaluate tradeoffs necessary in a competitive marketplace;
- A broader perspective beyond the day to day point of view of a mid-level bank executive;
- Leadership and communication skills honed through working in a time-pressurized competitive environment;
- Key financial management tools for practical problem solving.

START TODAY

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