1. Course Details:

Course Code : BANK-002
Course Title : Banking Strategy and the Development of Customer Service Management Skills
Course Duration : 5 Days

2. Course Overview

- This course covers all the main steps in the formulation of strategy and demonstrates the tools and analytical techniques that can be used to build a strategy for the future based on a sound understanding of the bank's capabilities and of the macro and market environment within which it operates. Developing strategy requires a combination of sound analysis with creative thinking.
- The course encourages participants to ensure that the strategy that they develop is evidence-based, while at the same time allowing them to think "outside the box" in conceiving market-beating and innovative approaches.

3. Learning Outcomes:

- Confidence in their understanding of the steps required to formulate a coherent bank strategic plan
- Knowledge of the typical generic strategies deployed by banks around the world, and their relative merits and disadvantages
- Practice in the use of varied tools and techniques for situational analysis, market understanding and developing strategic options
- Ability to align strategy with the capabilities and resources of the organization
- Ability to present strategic plans to senior management and all staff in a compelling

4. Course Contents:

- Strategic Plan – What Is It and Why Does It Matter?
- Situational Analysis – Where Are We Now?
- Strategic Options – Where Could We Be?
- Mission and Vision
- Strategic Goals – Where Should We Be?
- Communication, Buy-In and Review

5. Our Methodology:

- Make coaching and monitoring innovative and using modern
- Media training also using on the go training by using interactive means and focusing on
- The exercises, practical applications and real situations study.
- Live delivery method, instructor-led training.
- Experienced consultant, trainers, and professional.

- Qualified trainer with high-level experience

6. Attendance Reports:

- Send daily attendance reports to trainingdep
- Send full attendance report to training dep. by the end of thecourse
- Attend 100 % from the course days also providedaily
- Issue attendance certificate for participant who attend minimum 80% from the course duration

7. Pre/Post Reports:

- Pre- assessment before starting training.
- Post assessment after finish training
- Full report for the deferent between Pre-& Post assessment

8. Who Should Attend?

- The course may be of interest to those working in strategy, business planning, finance or marketing functions within a commercial bank.
- Decision Makers