

# € TRAINING

Strategic Management in Banking



24 - 28 November 2024  
Dubai (UAE)



# Strategic Management in Banking

REF: ST1916 DATE: 24 - 28 November 2024 Venue: Dubai (UAE) - Fee: 4400 Euro

## Introduction:

This training program is designed to provide banking professionals with deep insights into strategic management specific to the banking industry. It covers essential concepts, tools, and techniques to help participants develop, implement, and evaluate effective strategies within their banking institutions.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand the key principles of strategic management in the context of banking.
- Analyze the competitive landscape and regulatory environment of the banking sector.
- Develop strategies that leverage technological advances and address market changes.
- Implement strategic initiatives that enhance financial performance and customer satisfaction.
- Evaluate the effectiveness of strategic decisions and adapt to new challenges.

## Targeted Audience:

- Bank Executives and Senior Managers.
- Strategy Officers and Financial Analysts in Banks.
- Risk Management and Compliance Officers.
- Banking Professionals involved in strategic planning and decision-making.
- Emerging Leaders within the banking industry.

## Program Outline:

### Unit 1:

#### Foundations of Strategic Management in Banking:

- Overview of strategic management principles.
- The unique aspects of strategic planning in the banking sector.
- Understanding the global banking landscape and its impact on strategy.

- The role of corporate governance in strategic management.
- Analyzing case studies of successful strategic management in banking.

## Unit 2:

### Analyzing the Banking Environment:

- Tools for analyzing external and internal environments.
- Assessing competitive dynamics in the banking industry.
- Understanding regulatory impacts on strategic decision-making.
- Technological trends and their strategic implications for banks.
- Best practices in environmental scanning and competitive analysis.

## Unit 3:

### Strategy Formulation and Implementation:

- Developing strategic objectives that align with bank goals.
- Crafting strategies for growth, stability, and risk management.
- Strategies for digital transformation and innovation in banking.
- Implementing strategic plans effectively within bank operations.
- Overcoming common implementation challenges.

## Unit 4:

### Strategic Risk Management:

- Identifying and managing strategic risks in banking.
- Integrating risk management into strategic planning.
- Tools and frameworks for risk assessment and mitigation.
- The impact of financial regulations on strategic risk management.
- Case studies on strategic risk management in major banks.

## Unit 5:

## Performance Measurement and Strategic Control:

- Key performance indicators KPIs for banks.
- Techniques for monitoring and evaluating strategic outcomes.
- Utilizing balanced scorecards and other performance management tools.
- Adjusting strategies based on performance data and market feedback.
- Best practices for ensuring continuous strategic alignment.