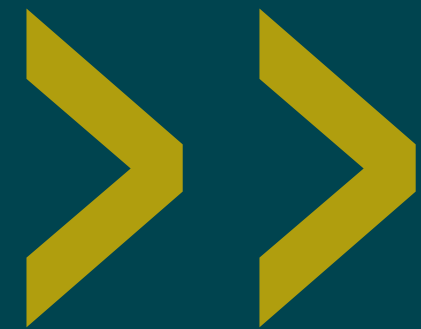


GTKB

get to know banking

> GET TO KNOW BANKING



... a unique and
highly concentrated programme
of Banking Expertise.

Accelerate Learning Solution





> MODULES

Despite a steep learning curve, this course will provide participants with a well rounded understanding of banking, its key drivers and future developments. It will cover ...

- > Asset & Liability Management
- > Product Knowledge
- > Liquidity-, Interest-, Operational- & Credit Risk
- > Capital Account-, Cost- & Profitability Management
- > Best in Class Banking
- > Value Based Management
- > Product- & Client Segmentation
- > Wallet Sizing
- > Basel
- > Client Expectation & -focus
- > Rating

... and many more.

>> Bank Simulation



The red thread through the course is the banking simulation training. Throughout the week, teams manage fictitious banks, competing with each other in a closed market.

This simulation enables the participants to exert control over the key management variables of banking and to come to grips with the difficulties of running a bank in a competitive environment. Complement this with an extensive use of teamwork, case studies, presentations, story telling and e-learning and it all adds up to a highly successful training method.

>> Client's Expectation



Who are your clients and do you know them? This module provides an academic view on expectations and behaviours of the various client clusters.

>> Financial Literacy



These mini-modules take a light-hearted look at being street smart. The themes cover chart analysis, economic growth, compound interest, compound earnings, etc.

>> The Pandora's Box



A real eye opener for most participants. This session provides and in-depth as well as a provocative view on present day banking, as well as the future course of banking. One main question is: Do we still need banks?

>> Wallet Sizing



Much talked about but often misunderstood. This easy to apply method will help to determine what to expect from each individual client as well as client clusters. It is fast, it is simple and it is effective.

>> Picasso




A brainstorming session on creative product development. Potential banking products for the future are explored during this session.

>> History



A picture tells more than a thousand words. This short module gives a short historical overview of banks and helps to better understand the future of banking.



Get To Know Banking is a unique and highly concentrated programme of banking expertise. Using a highly interactive environment it enables you to understand banking from its root. You will learn the key drivers of banking in theory and will have the chance to apply your knowledge in practise.

This seminar is built around the steering committee of a bank. Using the dynamics of the group you learn to understand how a bank functions. At the end of the course you will have a sound and well-rounded understanding of the banking industry.



>> For more information

E-Mail: info@gtkb.info

Internet: www.gtkb.info

>> Segmentation



The decision on which client to serve is as old as banking. This structured session gives you insights on the life & product cycles of various client groups, allows time for wallet clustering and account alignment sessions.

>> Value Based Management



Not limited to banking only, it is a great way to separate the wheat from the chaff. It shows how to run a bank beyond its P&L. Also it conveys knowledge on Time Value of Money, Cost of Capital and deepens the understanding of Economic Profit.

>> Client Profitability



How much do you earn on a client? An easy question but hard to answer, especially for banks. This module shows the difficulty in doing so, but also the simple elegance of getting to reliable client profitability numbers. A good bi-product is a better understanding of the client, and hence how it should increase profitability greater.

>> Basel I & II



The whole Basel regulation is a must know for every banker ... in theory. In practice it is not so widely understood. This session, as well as the whole banking simulation – deal with this issue.

>> The Making of Frankenstein?



A funny though serious session on what is wrong with banking. This discussion focuses on recent scandals (LTCM, sub-prime, etc) and looks at its roots. Not only will you understand what happened but also why it happened.

>> The Midas Formula



A 45 minute banking documentary video which competes easily with any Hollywood financial thriller and yet it is real life!

>> Products



Various Product sessions help to gain a whole rounded experience and understanding of banking. Starting from mind mapping to an interactive product roulette game, and from case studies on clients to product presentations.

>> The Network Case



As banking gets more and more international and complex, the network case helps to really understand the banking world via a life simulation game on Multisourced Export Finance.