



**RETAIL BANKING INSTITUTE**

Professional education and training for bankers worldwide

# CERTIFIED INTERNATIONAL RETAIL BANKER PROGRAMME

## A PROGRAMME FOR VISIONARY BANK LEADERS



### COURSE DURATION & DETAILS

- ✓ 7 weeks
- ✓ 7 Modules
- ✓ 8 –10 hours per week
- ✓ Weekly exams
- ✓ One-hour recorded tutorial
- ✓ Live interactive tutorials
- ✓ Dedicated support service
- ✓ Cost: €1299

### INTRODUCTION

**The Certified International Retail Banker programme** is RBI’s top level programme in retail banking, designed for people who lead or aspire to lead the bank’s most important departments, right up to chief executive level. We have developed this programme over many years with insights gleaned from our global councils and experienced retail banking leaders. This programme is designed for busy executives, and can be taken over the course of two months, spending a few hours per week to cover reading, study, tutorials and exams. There is a weekly one hour live interactive tutorial with our top tutors where you’ll also engage with fellow banking leaders from around the world to share challenges and insights.

the value of the brand, and its emotional power. Uniquely, we teach the fundamentals of Asset and Liability Management for retail bankers, and how to make sure that the retail bank gets its fair dues for its contribution to bank profitability and sustainability.

### IS THIS PROGRAMME FOR YOU?

### WHAT WILL YOU LEARN?

### ONLINE EXAMS

### SUPPORTING SERVICES

### CURRICULUM

### IS THIS PROGRAMME FOR YOU?

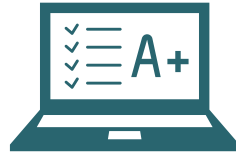
If you aspire to a leadership position at your bank, or are already in an executive leadership position, this programme is for you. This programme will show you how to deal with the challenges you will find at board level, including building a strong board, and tackling ESG challenges. You’ll learn the crucial roles of leadership in risk management. You’ll grasp the necessity of building a digital core at the heart of your bank. As a leader, you are responsible for the brand of the bank – and for recognising the growing

### WHAT WILL YOU LEARN?

- You’ll learn how to inspire senior colleagues and employees.
- You’ll understand the power of leadership and how to engage your team in successful transformation projects.
- You’ll be confident in taking on the challenges of big tech and fintech players by building a digital, customer-centred core of your bank.
- You’ll appreciate the deep power of connecting data analytics and technology to differentiate your customer offerings.
- You’ll learn the underappreciated power of the brand, and its connection to staff, customers and prospects.
- You’ll gather unique insights into the central role of the retail bank in asset and liability management, and the behaviouralisation of customer deposits to maximise performance.



## ONLINE EXAMS



CONTINUOUS  
ASSESSMENT



ONLINE  
EXAM



CERTIFICATE

- There is continuous assessment with an exam for each module
- Successful candidates earn the **Certified International Retail Banker** certificate from **Retail Banking Institute**.

## SUPPORTING SERVICES



VIDEO  
TUTORIALS



LIVE VIRTUAL  
INSTRUCTION



IN-HOUSE  
TRAINING

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**WHAT WILL YOU LEARN?**

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**SUPPORTING SERVICES**

**CURRICULUM**

## CURRICULUM OVERVIEW

### 1 GOVERNANCE:

- The Impact on Corporate Governance of the Knowledge Economy
- The Hidden Cost of Weak Governance
- The Risks of Corruption that Arise in International Banking
- Banks as Drivers Towards a Greener Economy
- Scenarios of Corporate Governance in the Future
- Leadership at Board Level
- Supporting the CEO and CFO
- Board Composition

### 2 ESG

- Environmental, Social and Governance in Retail Banking
- Consumer Expectations for ESG Principles
- Key Drivers of ESG Strategy
- Global ESG Frameworks
- Things Banks Need to Avoid
- Leadership and Opportunities in ESG Reporting
- ESG Compliance: Risks and Benefits
- Regulators are Getting Tough
- Influence on Products, Services, and CRM

### 3 RISK MANAGEMENT LEADERSHIP

- Understanding and Managing Risks
- Risk Management Framework, Risk Matrix, and Three Lines of Defence
- Key Roles in Risk Management
- Embedding Risk Culture into Daily Operations
- Ethical Conduct and Encouraging a Speak-up Culture
- Effective Crisis Management

### 4 BUILDING A MODERN, DIGITAL, CUSTOMER-CENTRIC RETAIL BANK

- Ensuring Survival and Growth in a Digital World

- Why Build a Modern Customer-Centric Digital Retail Bank?
- What are Incumbent Banks Doing?
- Customer-Centricity Will Achieve Results
- The Purpose of a Modern Customer-Centric Digital Retail Bank
- Steps to Building a Modern Customer-Centric Digital Retail Bank

### 5 LEADERSHIP IN RETAIL BANKING

- Boss or Leader?
- Leadership Styles
- The Main Qualities of a Retail Bank Leader
- Essential Principles for an Efficient Retail Bank Leader
- The Role of People Management in Retail Bank Leadership
- How Digital is Affecting the Retail Bank Leader
- The Multigenerational Challenge

### 6 LEADERSHIP IN BRAND MANAGEMENT

- Why Consistency is Key
- How to Create a Brand
- Steps to Build a Brand
- The Impact of Digital Marketing on Branding and Customer Relationships
- The Senior Executive's Role in Building a Strong Brand

### 7 ASSET AND LIABILITY MANAGEMENT

- Key functions of ALM
- Items to be Tracked and Decided by ALM
- Liquidity and Funding Risk
- Interest Rate Risk
- Transfer Price
- Foreign Currency Risk