

STRATEGIC MANAGEMENT & BEST PRACTICES IN BANKING



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TRAINING CENTER



Introduction

The Strategic Management & Best Practices in Banking Training Course prepares banking managers to run their institutions with strategic discipline and proven practice. Strategy only delivers when management systems, processes, and behaviours support it. This course connects strategic management frameworks with the practices that leading banks actually apply. It covers strategy formulation, execution, performance management, and governance discipline. Furthermore, it benchmarks operating models, customer practice, and risk culture. As a result, participants apply frameworks and best practices that raise institutional performance.

Strategic Management & Best Practices in Banking Course Objectives

- Explain strategic management concepts and their application in banking.
- Apply strategic analysis tools including SWOT, PESTLE, and Porter's Five Forces.
- Formulate strategy using portfolio, growth, and differentiation choices.
- Build strategy maps, objectives, and initiative portfolios.
- Apply the balanced scorecard and KPI frameworks for performance management.
- Benchmark operating models and service delivery against best practice.
- Apply customer experience and product management best practices.
- Assess risk culture, governance, and control best practices.
- Design execution governance with owners, milestones, and reporting.
- Build a continuous improvement and benchmarking routine.

Course Methodology

- Interactive lectures with real banking strategy and benchmarking case studies.

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- Strategy formulation and mapping workshops.
- Best-practice benchmarking and gap analysis exercises.
- Performance dashboard and KPI design practice.
- Structured peer discussion with facilitator feedback on strategic plans.

Who Should Take This Course

- Banking managers and heads of department.
- Strategy, planning, and performance management staff.
- Business line managers seeking strategic discipline.
- Operations and service delivery managers.
- Risk, governance, and internal control professionals.
- Consultants and advisors supporting bank strategy work.

Strategic Management & Best Practices in Banking Course Outlines

Day 1: Strategic Management Foundations

- Strategic management concepts, levels, and processes.
- Distinguishing strategy from planning and budgeting.
- Vision, mission, values, and strategic intent.
- Strategic analysis: SWOT, PESTLE, and Porter's Five Forces.
- Industry structure and competitive dynamics in banking.
- Strategic leadership and governance of strategy.
- Case study: a bank's strategy formulation and renewal cycle.





Day 2: Strategy Formulation and Choice

- Corporate, business, and functional strategy levels.
- Portfolio analysis and business unit positioning.
- Growth, focus, differentiation, and efficiency strategies.
- Customer segmentation strategy and market selection.
- Digital, channel, and product strategy alignment.
- Strategic risk assessment and scenario planning.
- Workshop: formulating strategic options for a bank.

Day 3: Execution, Performance, and Governance

- Strategy mapping and objective cascade.
- Initiative portfolios, business cases, and prioritisation.
- Balanced scorecard and KPI framework design.
- Decision rights, accountability, and reporting routines.
- Investment governance and benefits realisation.
- Change management for strategy execution.
- Workshop: building a strategy map and scorecard.

Day 4: Best Practices in Banking Operations

- Operating model design and process excellence.
- Customer experience and service quality best practice.
- Digital channels, automation, and straight-through processing.
- Product management, pricing, and lifecycle practice.
- Risk culture, conduct, and control best practice.

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- Benchmarking methods and peer comparison frameworks.
- Workshop: benchmarking a banking function against best practice.

Day 5: Continuous Improvement and Strategic Agility

- Building a benchmarking and improvement routine.
- Performance reviews, dashboards, and management rhythms.
- Strategic agility and responding to disruption.
- Innovation governance and scaling proven practices.
- Capability building and talent alignment to strategy.
- Building a strategic management roadmap.
- Course review, assessment, and action planning.

Conclusion

By successfully completing Strategic Management & Best Practices in Banking, participants will gain a thorough understanding of strategic management, strategy formulation and execution, performance measurement, and banking best practice. They will also acquire practical skills in strategic analysis, strategy mapping, benchmarking, and performance governance. In addition, the course prepares them to raise institutional performance with proven methods. Gentex Training Center delivers this programme with a strong focus on applied banking practice and measurable strategic improvement.

FAQs for Strategic Management & Best Practices in Banking course





Q1 What is the "Strategic Management & Best Practices in Banking" course about?

It is a five-day programme on managing a bank strategically while adopting proven practice. It covers strategic analysis and formulation, strategy mapping, the balanced scorecard and KPIs, execution governance, best practice in operations and customer experience, risk culture, and continuous improvement.

Q2 What are the key benefits of the "Strategic Management & Best Practices in Banking" course?

Participants gain a practical route from strategy to execution, which reduces the gap between plans and results. The course improves strategic analysis quality, strengthens performance measurement and reporting, raises operational and service standards, improves governance and accountability, and builds a benchmarking habit that sustains improvement.

Q3 What skills will I gain from the "Strategic Management & Best Practices in Banking" course?

Participants gain strategic analysis and strategy formulation, strategy mapping and objective cascade design, balanced scorecard, KPI and execution governance design, and benchmarking, best-practice adoption and continuous improvement management. These four skills cover the strategy cycle from analysis to sustained improvement.



Q4 What tools, methods, or standards are covered in the "Strategic Management & Best Practices in Banking" course?

The course covers SWOT, PESTLE and Porter's Five Forces analysis, portfolio analysis and business unit positioning, growth, focus, differentiation and efficiency strategy models, customer segmentation strategy, digital and channel strategy alignment, scenario planning and strategic risk assessment, strategy mapping and objective cascade methods, initiative portfolio and business case prioritisation, the balanced scorecard and KPI framework design, decision rights and accountability frameworks, benefits realisation and investment governance, change management models, operating model design and process excellence methods, customer experience and service quality standards, automation and straight-through processing practice, product management and lifecycle practice, risk culture and conduct frameworks, benchmarking methodologies and peer comparison, performance review and dashboard routines, strategic agility practices, and innovation governance and scaling approaches.

Q5 How is the "Strategic Management & Best Practices in Banking" course applied in real-world practice?

Participants apply the frameworks inside their own banks. They analyse the strategic position, formulate and prioritise options, build strategy maps and scorecards, benchmark functions against best practice, design governance and reporting routines, and sequence improvement initiatives. Many leave with a strategy map, a scorecard design, and a benchmarking plan ready for adoption.