

# CUSTOMISED PROFESSIONAL DEVELOPMENT



*Don't Be Different, Be Outstanding.*



*It's Time to Transform*

The landscape of today's banking and financial services industry is rapidly changing amid growing complexity of the global value chain. The Financial Training Institute@SMU (FTI) works with the Institute of Banking and Finance (IBF) to promote continuous learning and uphold high standards of competencies for banking and finance professionals, by offering a broad suite of professional certification programmes accredited under the IBF Standards framework.

Specialisations include corporate banking, financial markets, wealth management and private equity. Besides helping aspiring professionals chart their career advancement goals, FTI works closely with corporate clients to support their organisational and talent development needs through custom programmes.

Professor Annie Koh, Academic Director of FTI shares, "From its inception in 2007, FTI has stayed true to its mission to champion deep-dive programmes designed to facilitate progressive expertise-building across functional disciplines and market segments.

FTI has since evolved beyond the initial focus on technical competencies. The FTI team now works with organisations to design training roadmaps that aim to transform thinking and drive effective change for businesses."

From programme design to delivery, the FTI team engages with senior management, business heads, learning and development teams, funding and certification agencies to secure buy-in from all stakeholders. Marketing collaterals are created and designed to drive home key messages.

When IBF revised the standards for priority banking in 2014, FTI successfully levelled up and secured re-accreditation for a custom programme to prepare relationship managers for IBF Advanced certification. To address participants' frequently asked question – What is in it for me? FTI responded with the message – Don't Be Different; Be Outstanding. It's Time to Transform.

For a custom private banking programme, messages were crafted to reflect the heritage and market positioning of the bank. Chinese characters were used to depict the bank's value proposition and the course curriculum.



*Different Pathways, One Destination.*



*Building Trust through Generations*



*Scale New Heights. Make The Change. Enrich Your Career.*



***“We value synergy derived from deep partnerships. Come explore with us and embark on an enriching learning journey that is most effective in fulfilling your goals.”***

*– Professor Annie Koh, Vice-President, Office of Business Development at SMU*

In another programme designed for executives in SME (Small Medium Enterprise) banking, the message was to Gain Insight, Add Value and Power Growth for business and career.

Going forward, Professor Annie Koh says that “We value synergy derived from deep partnerships. FTI is looking to enhance the learning experience for clients by working with the Centre for Professional Studies (CPS), Business Families Institute (BFI) and International Trading Institute (ITI). We aim to leverage and bring together their expertise in communication, management, leadership, family business and commodity trading. Come explore with us and embark on an enriching learning journey that is most effective in fulfilling your goals.”



*Gain Insight to Add Value and Power Growth.*



*Discover more about FTI's bespoke training solutions.*