

**ON-PREMISE  
DIGITAL TRANSFORMATION  
IN BANKING & FINANCIAL  
SERVICES  
EXECUTIVE EDUCATION  
PROGRAM**



lonology has created the most advanced, yet practical digital transformation courses in the world specifically designed for the banking and financial services industry.

We've taken our 10 years experience of teaching banking institutions and created a decisive series of short courses for leaders and managers in financial services. The courses in this executive education program are taught by highly experienced academic and professional lecturers and can be delivered online or on-premise. Successful participants will gain an lonology certification in Digital Transformation.

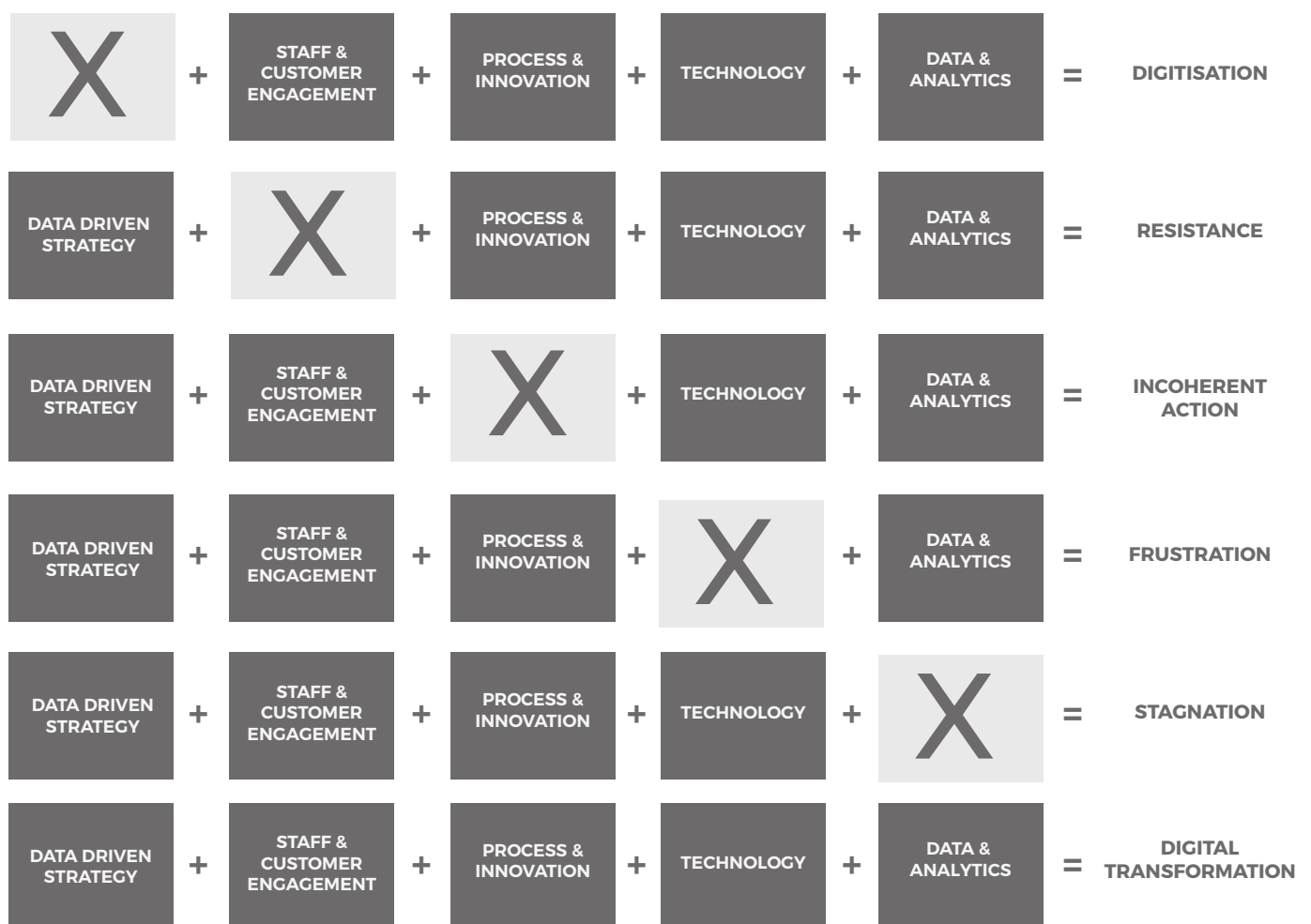
## TRANSFORMING BANKING & FINANCIAL SERVICES

All banks and emerging payment providers have access to the exact same resources and technology as traditional banks. 'Challenger' banks have fewer people and lower brand equity. So with this disadvantage what makes them such a threat? The answer lies in how they think and act. **They have the adopted digital mindset.** They think differently to traditional banks and set out to disrupt. They grasp technology but focus on the customer and new ways of working.

Digital transformation requires much more than the adoption of new technologies. The transformation of our banks will only be achieved by firstly, transforming how we think; and then, how we act. Notably, our ability to engage with others, build strong alliances and communicate value are as important as the technology itself. This executive education program cover all of the bases.

# THE BUILDING BLOCKS OF DIGITAL TRANSFORMATION

Successful transformation requires the synchronisation of all 5 Building Blocks of digital transformation. This program provides leaders with the skills and tools to effectively coordinate business strategy, people and technology.



# TABLE OF CONTENTS

Program Overview	5
Who is this program for?	6
Becoming a Digital Transformation Banker	7
Course 1: Leading a Digitally Transformed Bank	8-9
Course 2: Emerging Technologies in Banking	10-11
Course 3: Data-Enabled Decision Making	12
Course 4: 10 Rules To Creating a Culture of Innovation In Banking	13-14
How we deliver / Who we deliver to	15
Certification	16
Program Faculty	17

# PROGRAM OVERVIEW



“Creating a digitally transformed bank is not just about technology. It requires a new data-enabled strategy, a culture of innovation, a shared mission and a renewed value proposition.

These courses empower the teams in the bank to deliver the change necessary to thrive in the digital economy”.

**PROFESSOR NIALL MCKEOWN - COURSE DIRECTOR**

## Course 1: *Leading a Digitally Transformed Bank* 3 Days

This is a 3-day course that gives the learners the **mindset** required to become a digital innovator and the skills to create **data-enabled strategies** that reduce risk, increase innovation and deliver new sustaining **competitive advantage**.

## Course 2: *Leveraging Emerging Technology In Banking & Financial Services (for non-technical leaders and managers)* 3 Days

Leaders and managers don't need to understand how emerging technology works at an operational level but they do need to **understand the business capabilities of emerging technology** and how to leverage it.

The participants will get hands-on practical experience with **IoT, Blockchain** and **Artificial Intelligence**; and create new banking business models that these technologies can inspire.

## Course 3: *Data-Enabled Decision Making In Banking* 2 Days

Banks often have more data than they know what to do with. The question is, how do we turn this data into insights; and from insights into actions?

This course enables business leaders to understand the **value of data**, the power that can be gained from it, and when applied with emerging technologies, **how to use it**.

*\*Course Prerequisite - Completion of Course 2*

## Course 4: *Rules for Creating a Culture of Innovation In Banking* 3 Days

Digital transformation is powered by innovation. **Innovation is a learned process** and creating a culture of innovation requires skill and deliberate focused effort. This course is designed to teach the participants how to move beyond good ideas into a position of delivering **constant, strategic, innovation** that creates change in the bank and value for the customers.

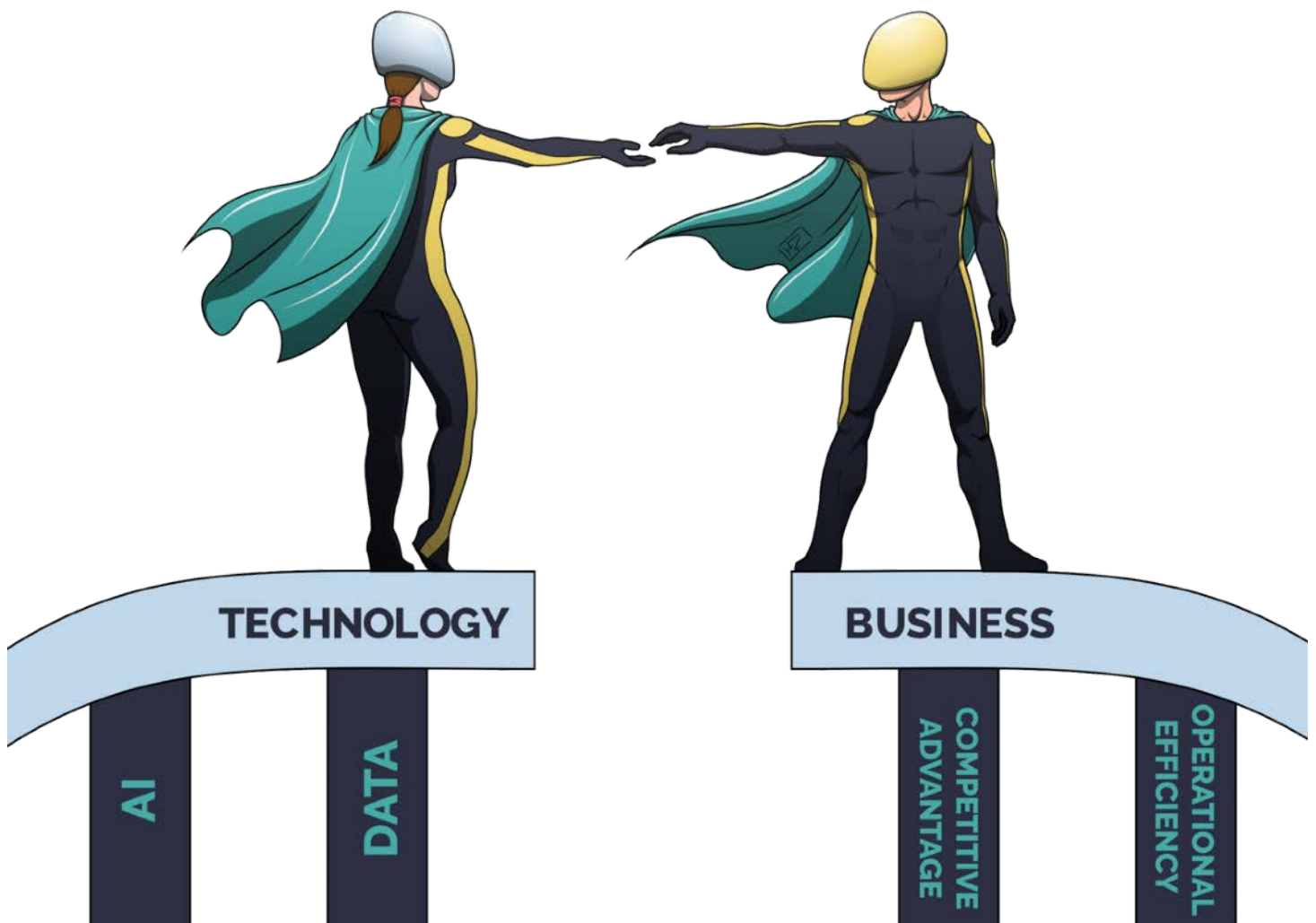
# WHO IS THIS PROGRAM FOR?

Successful business decision-makers have developed the 'digital mindset', the skills to create data-enabled strategies and the ability to leverage emerging technology through cycles of innovation.

The Digital Transformation in Banking & Financial Services program bridges the gap between business decision-makers and technology experts.

This prime candidates for this on-premise program are:

- Mid-to senior-level managers who need a strategy to lead their business unit through a sea of massive disruption.
- Technology experts who want to understand the business capabilities and cultural challenges of digital transformation.
- Leaders who strive to be more proactive in implementing new ideas, staying ahead of





# YOUR LEARNING JOURNEY

All courses in this program are case study driven and include practical experimentation. Learners will be taught how to gain the 'digital mindset' and exposed to the latest techniques and tools for creating data-driven roadmaps.

The courses are designed to build confidence, and enable the learners to deliver real, tangible transformation; and the evidence based insights to create new products, services and business models.

## PROGRAM COURSE STRUCTURE

### COURSE 01

#### LEADING A DIGITALLY TRANSFORMED BANK

Module 1: Digital Mindset

Module: 2 Digital Planning

Module: 3 Delivering Digital Transformation

### COURSE 02

#### LEVERAGING EMERGING TECHNOLOGY IN BANKING

Module: 1 Emerging Technologies and How They Impact Strategy

Module: 2 IoT and Blockchain - Practical

Module: 3 Practical AI Experimentation for Non-Tech Professionals

Module 4: Using Emerging Technology with Strategic Planning

### COURSE 03

#### DATA ENABLED DECISION MAKING

Module: 1 Understanding the power of data

Module: 2 Building real-world models and visualisations

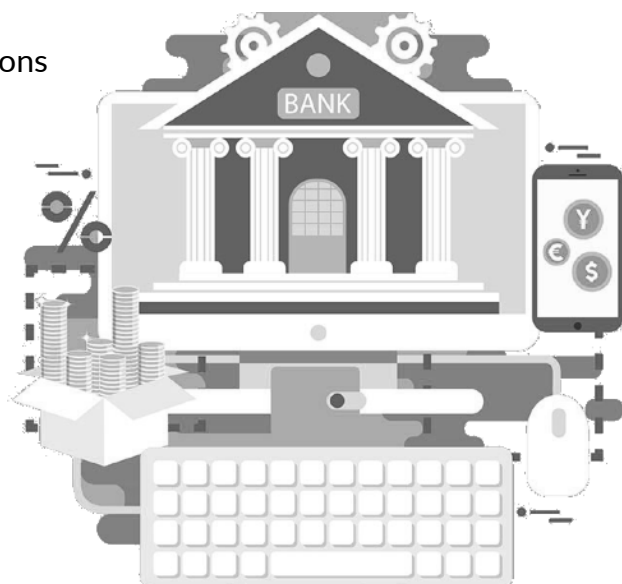
### COURSE 04

#### 10 RULES FOR CREATING A CULTURE OF INNOVATION IN BANKING

Module: 1 What counts as innovation

Module: 2 How to select innovations

Module: 3 How to scale innovation and change



## COURSE 01

# LEADING A DIGITALLY TRANSFORMED BANK

**Time required:** 3 days

**Equipment:** Smartphone

**Requirement:** Online exam carried out in class

Should we push the business with strategy or be pulled by the capabilities of new technology? Or perhaps it should be a little bit of strategy push, some technology pull and a slice of innovation in between? This course guides the bank's decision makers on how to lead their business unit in the digital age. We show them how to approach strategy, planning and operations in an entirely new way to help avoid business disruption whilst remaining relevant to customers and internal stakeholders.

This course covers how to perfect 'strategy push'. It naturally links with the next course on 'technology pull' (Emerging Technologies in Banking - page 10).

### **Purpose:**

- To help leaders and managers understand their role in leading digital transformation
- To help create the 'digital mindset' throughout the organisation and change behaviours
- How to create strategies and plans that are powered by evidence, experimentation and innovation

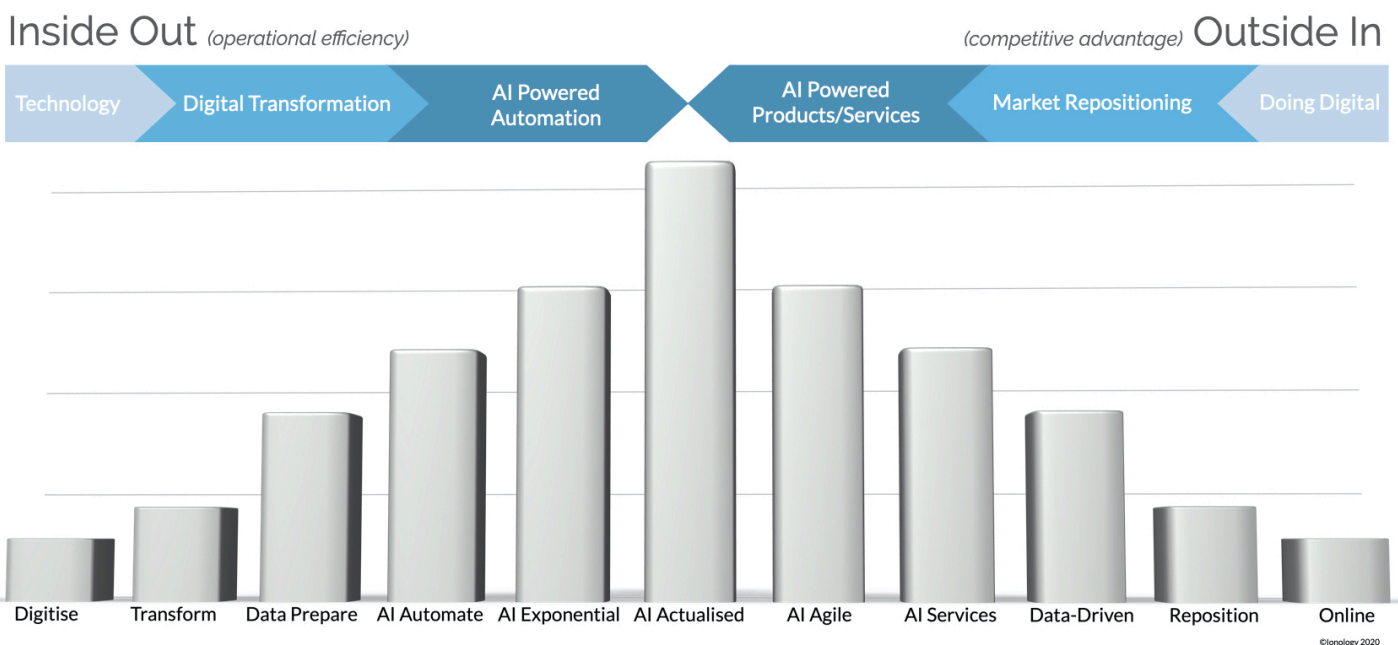
### **Module 1: The Digital Mindset**

- What is digital transformation?
- Myths, missteps and hype to avoid
- What does it take to truly digitally transform?
- Disruptive, sustaining, collaborative & open innovation
- Transformed business models - how 'challenger' banks work differently
- How digital innovators think?



## Module 2: Digital Planning

- 'Outside In - Inside Out' model: how to analyse your business from both an operational and customer's perspective.
- Transformation operating models - deciding 'who' and 'how' stakeholders should be involved in digital transformation
- Using data to plot your digital transformation journey
- Measurement, analytics and KPI creation



## Module 3: Delivering Digital Transformation

- How to prioritise projects and resources using proven digital transformation methods and framework
- Reducing risk by testing new value propositions
- Creating a new way of working
- Leading with evidence

## COURSE 02

# EMERGING TECHNOLOGIES IN BANKING

**Time required:** 3 days

**Equipment:** laptop or desktop PC

**Requirement:** Online exam carried out in class

An airline pilot does not need to calculate thermodynamics to understand the capabilities of a jet engine if he is to take off and land safely. The same goes for banking leaders, they don't need to be technical to understand the business potential of emerging technology.

They do, however, need to understand its capabilities if they are to take off and land safely.

This course takes non-technical banking personnel through AI, IoT and Blockchain and the new business models they can enable in banking.

Prepare your business division so it can take advantage of emerging technology creating new products and services rapidly while managing risk.

**Purpose:**

- Demonstrate the business capabilities of emerging technology to non-technical leaders
- Learn how to create new business models powered by emerging technology
- Gain hands-on experience and familiarity with practical experiments

## Module 1: Emerging Technologies and How They Impact Strategy

- What is Blockchain, IoT and other emerging technologies
- The business capabilities of AI, IoT and Blockchain
- What is AI and why is it different to all previous technologies
- Merging exponential technology adoption with linear business planning

## **Module 2: IoT and Blockchain Practical**

- Building a blockchain experiment
- Creating new business models powered by Blockchain
- Experiments with IoT
- Building new business models powered by IoT and Blockchain

## **Module 3: Practical Hands-On AI Experiments for Non-Technical Professionals**

- Understanding structured, semi-structured and unstructured data
- Building an AI using Reinforcement Learning
- Building an AI using Supervised Learning
- Building an AI using Unsupervised Learning

## **Module 4: Using Emerging Technology With Strategic Planning**

- The power of data
- Creating new business models inspired by emerging technology
- Identifying the required skills, data and resources
- Building a 'next steps' plan of action



## COURSE 03

# DATA-ENABLED DECISION MAKING

**Time required:** 2 days

**Equipment:** Smartphone

**Requirement:** Online exam carried out in class

This course shows non-technical bankers how to take advantage of data-enabled decision making without being a data scientist.

In this course, we analyse public data to gain an understanding of the changing behaviour of our customers and from these findings, we evaluate strategic business opportunities. We look at how internal banking data sources can help build new insights for delivering operational efficiency.

### **Purpose:**

- Familiarise non-technical business leaders with big data terminology
- Help business leaders identify the value within their own data silos
- Utilising internal and external data sources to identify commercial opportunities and operational efficiencies

### **Module 1: Understanding the Power of Data**

- The basics of data analytics and how to use this data to business solve problems
- Key technologies used in finding business insights
- Predictive modelling and how to identify business opportunities

### **Module 2: Building Real-World Models and Visualisations**

- Creating a strategy that is data enabled
- Building technology to support new data-driven business models
- Data visualisation and communication of data-centric decisions
- Next steps and how to implement

## COURSE 04

# RULES FOR CREATING A CULTURE OF INNOVATION IN BANKING

**Time required:** 3 days

**Equipment:** Smartphone

**Requirement:** An outcome from practical experiments

Everyone is creative, however, creativity needs to be nourished. From creativity we create new ideas, but not all ideas are equal. Separating out the good from the bad takes skill and business process. Creativity and good ideas can lead to innovation. An innovation is a well implemented idea that the customer buys. Almost all good ideas never become innovations.

The ability to innovate at pace is a skill. Having a 'culture of innovation' is a big step on from creating a single innovation. This course is designed to teach leaders and managers how to approach innovation and build it into almost everything they are doing. The 10 steps to creating a culture of innovation sets out to make innovation a systematic part of what the bank does.

### **Purpose:**

- Innovation is a step on from creativity. This course defines how to be innovative
- A 'Culture of Innovation' is a step on from simply being innovative. This course helps create that strategic cultural shift
- Risk and innovation go hand-in-hand. Banks traditionally don't like risk. This course shows learners how to balance risk and innovation
- Resource analysis and execution

### **Module 1: What Counts as Innovation**

- Creating a cultural mindset for digital innovation
- Identifying customer needs
- Collaborative innovation
- Design Thinking and Sprint - the design of products, services and new business models

## Module 2: How to Select Innovations

- Strategic intent and core competencies
- Resources versus agility - How to find the right balance
- Partners, platforms and technology - influencing your innovation operating model
- Gate systems and selecting the right idea

## Module 3: How to Scale Innovation and Change

- Innovate the core - sustaining, adjacent and disruptive innovation in good measure
- Innovation execution





## HOW WE DELIVER



On-Premise or Online



Post-class assessment



Pre-class assessment



Online support materials



Class materials available  
in multiple languages



Surveys, discussions and  
quizzes

## WHO WE'VE DELIVERED TO

Ahli United Bank

Samba Bank

JP Morgan

Allianz

Bank of Ireland

Accenture

PWC

Bayer

Ministry of Housing, KSA

UAE Ministry of Finance

Intel

HP

IBM

Fujitsu

EXL

Ericsson



## INDUSTRY VALIDATED CERTIFICATION

**We get it; we're not Stanford, MIT or Emeritus and nor do we try to be. This is an Industry Certification.**

We don't repackaging someone else's case studies and research. We were there, with our customers every step of the way, building each and every case study that appears in our courses. Our lecturers are first and foremost digital transformation business professionals, not academics.

Unlike all other academic courses, our frameworks and practical methodologies are data-driven and AI enabled. We teach the most advanced, purpose built, data driven digital transformation framework and AI courses to global leaders across all industry sectors throughout the world.

If you're looking for an academic accreditation that everyone else can buy, then our courses are not for you.

**If you're looking for widely proven, practical, digital transformation and AI courses, then you've come to the right place!**

Ionology has convened a Global Industry Certification committee. The committee includes top commercial and government professionals in the world of technology, business consultancy and sales. They are the certification body that ensures the quality of our courses are world class, up-to-date, relevant, practical and unique.



## PROGRAM FACULTY

### **Designed & Delivered By Industry Professionals, Not Academics.**

All of our courses in this program are made by industry experts that work every day with banks and financial institutions helping them with their digital transformation. This means the case studies have been experienced first hand, the insights are real (not researched) and the delivery is authentic.

We help banks transform and align their organizations for the digital era by developing the skills, capabilities, and knowledge of its leadership teams and employees.

## PRACTICAL, PROVEN & ACTION ORIENTATED

This program leverages Ionology's extensive portfolio of bespoke leadership programs with the [Ionology Digital Transformation Framework](#) and relevant insights to provide this world class Executive Education program for banks and financial services. This program is underpinned by proven, data driven methodology, practical application and essential tools enabling learners to immediately start planning their own digital transformation projects.

### **Prof. Niall McKeown - Course Director**

Founder & CEO of Ionology, a Professor at Ulster University and lecturer at the University of Cambridge, Niall is a world renowned leading authority on the subject of digital transformation and AI. He regularly delivers keynote presentations and lectures throughout Asia Pacific, EMEA and USA on digital transformation and innovation. Niall is the creator of Ionology's Digital Transformation Framework and co-author of the book "The 7 Principles of Digital Business Strategy".



# ionology

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