



Mini MBA in Retail Banking

Programme Details

Driving Growth, Innovation & Customer-Centricity in the Banking Industry

Highlights

- **Cutting-Edge Banking Trends** – Explore AI applications, big data, ESG banking, and digital transformation.
- **Real-World Strategy & Execution** – Gain actionable insights on CX transformation, marketing, and revenue growth.

Key Competences

- Leadership in Retail Banking
- Banking Strategy & Industry Trends
- Financial Acumen in Banking
- Commercial Excellence & Customer Experience
- Innovation & Digital Transformation

The Right Programme for You

You are a banking professional or leader looking to stay ahead in a rapidly evolving industry. You need to navigate digital transformation and understand the impact of AI, big data, and fintech disruptors.

Senior Managers

Managers

New Managers



Learn, Practice and Use

- **Develop leadership skills tailored to the banking industry** – Lead teams effectively in an evolving financial landscape.
- **Understand the future of banking** – Identify key global trends, fintech competition, and digital transformation priorities.
- **Enhance financial decision-making** – Strengthen profitability, risk management, and operational efficiency.
- **Refine your commercial excellence skills** – Build customer-centric marketing campaigns and leverage digital sales tools.
- **Create a compelling customer value proposition** – Design products and services that differentiate your bank.
- **Lead strategic change** – Implement innovation frameworks and drive transformation in banking organizations.

Practical Information

Face-to-Face



5 days
€4,295

Live Online



12 x 3-hour sessions
€4,295

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

Programme Modules

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Leadership in Retail Banking

- **Leading in a Changing Banking Landscape** – Discovering your leadership style and adapting to different styles for success
- **Building High-Performance Banking Teams** – Engaging, motivating, and retaining talent
- **Influencing & Stakeholder Management** – Navigating internal and external banking relationships

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Industry Trends, Strategy & Innovation

- **Retail Banking Trends 2024/2025** – Technology, innovation & sustainability (ESG)
- **Banking's Future Competitors & Priorities** – Fintechs, big tech, and evolving customer needs
- **Strategic Formulation & Execution** – Aligning business models with market realities
- **The Customer Value Proposition (CVP)** – Defining and delivering value effectively
- **Innovation in Banking** – How AI, big data, and partnerships shape the

3

Financial Performance & Decision-Making

- **Understanding Financial Statements in Banking** – Profitability, risk, and key performance metrics
- **Cost Optimization & Revenue Growth** – Strategies for financial efficiency
- **Risk Management & Compliance** – Navigating banking regulations and financial risks
- **Data-Driven Decision Making** – Leveraging analytics for financial strategy

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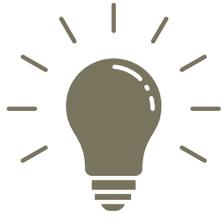
Commercial Excellence & Customer-Centric Banking

- **The Power of Customer Experience (CX) in Banking** – The driver of profit and loyalty
- **Sales & Marketing in Banking** – Strengthening branding, digital engagement, and customer acquisition
- **Digital Sales & Mobile Banking** – Engaging customers in a digital-first world
- **Customer Journey & Empathy Mapping** – Placing the customer at the center of the banking strategy
- **The Future of Branch Banking** – Redefining physical branches in a digital landscape

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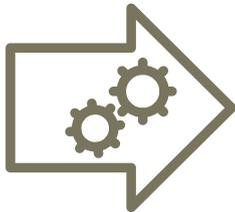
Driving Change & Strategy Execution

- **Implementing New Strategies Successfully** – Turning insights into action
- **Overcoming Resistance to Change** – Managing stakeholder expectations and challenges
- **Change Leadership in Banking** – Leading teams through transformation
- **Final Reflections & Action Plan** – Defining next steps for professional and organizational impact
- **Programme Wrap-Up** – Key takeaways and commitment to applying new knowledge



Learn

the key business skills and knowledge
you need for your management role
today and tomorrow



Practice

the skills you learn and get feedback,
recommendations and coaching



Use

what you learn and practise as soon as
you get back to your office

For more information please contact:



+32 2 543 21 20

@ info@mce.eu

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