

Mini MBA in Retail Banking

MCE Management Centre Europe®

www.mce.eu

Mini MBA in Retail Banking

Driving growth, innovation & customer-centricity in the banking industry



Ideal for

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.

New Managers

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.

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

Practical Information

FACE-TO-FACE

5 days

€4,295

LIVE ONLINE

12 × 3-hour sessions

€4,295

SCAN HERE

FULL OUTLINE, DATES & LOCATIONS →

AVAILABLE IN-COMPANY

This programme is available as an in-company solution for your teams. mce.eu/inco

Programme Modules

1 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

2 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

4 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

5 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

MCE is your reliable partner for continuous success with agile people development solutions.

10,000,000

participants on AMA & MCE programmes in the last 10 years

92%

of Fortune 1,000 companies are our business partners

96%

of participants report they are using what they have learnt at AMA & MCE

1,000+

expert facilitators globally

100+

Open Training Programmes running throughout EMEA

100+

year's experience working with our clients around the globe

AVAILABLE IN-COMPANY

Train your whole team together

This programme is also available as an in-company solution, adapted to your organisation and run for your teams.

mce.eu/inco →

FOR MORE INFORMATION, PLEASE CONTACT

+32 2 543 21 20 · info@mce.eu

SCAN HERE

MCE Management Centre Europe®

VISIT
mce.eu