

ASIAN  
BANKING  
SCHOOL

AICB 8 CPD  
HOURS

10 SIDC  
CPE POINTS

# MANAGING CONDUCT RISK IN BANKING



## PROGRAMME DESCRIPTION

Conduct risk is broadly defined as any action of a financial institution or individual that leads to customer detriment or has an adverse effect on market stability. An emphasis on customer-centricity and cultural change can help avoid legal, regulatory and reputational risks while creating value for customers and shareholders. Organisations that adopt a comprehensive strategy to manage conduct risk can gain significant competitive advantage.

This programme is designed to provide practical understanding of the key conduct risks facing financial services professionals today and the tools to identify, measure and mitigate conduct risk to improve business performance.

## LEARNING OBJECTIVES

By the end of the programme, participants will be able to:

- Describe what conduct risk means and why oversight is important
- Ensure high standards of customer service through fair treatment of customers; ultimately driving better outcomes
- Analyse individuals' ability to recognise roles and responsibility in relation to regulatory activity
- Identify where conduct risk currently resides in their organisation
- Develop awareness of the impact of good culture on conduct risk

## PROGRAMME OUTLINE

What is "conduct risk"

Background and development

- Key challenges and common failures
- Regulatory response
- Definitions of conduct risk

The regulatory framework and approach to conduct risk

- Conduct risk
- Treating customers fairly

Business models and governance of conduct risk

- Conduct risk strategy
- Conduct risk framework and policy

Behavioural aspects of conduct risk

- Conflicts of interest
- People risk
- Organisational culture

Managing conduct risk

- Culture
- Corporate governance
- Conflicts of interest
- Reputation
- Sales practices
- External economic factors and competitors
- Technological influences

## PROGRAMME OUTLINE (CONTINUED)

Practical aspects of managing and monitoring conduct risk

- Escalating risk issues
- Identification, management and reduction of conduct risk
- Monitoring and KPIs

Forthcoming developments

- Conduct risk and individual accountability
- How performance management, remuneration, incentives and reward policies can be used to manage conduct risk
- Digitisation challenges facing conduct risk and how to ensure digital conduct awareness

## TRAINING METHODOLOGY

Lecture, case studies and discussions

## LEARNING LEVEL

Intermediate

## ABOUT THE TRAINER



### CHEAH WEE LEONG

Cheah Wee Leong is the Director of Investment Banking Training at the Asian Banking School and has more than 25 years' experience working in the banking industry. He started his career at Citibank in 1993 before joining US management consultancy firm Accenture in 1997. At Accenture, he was involved in managing large bank merger-integration, process re-engineering and transformation projects. He has worked in projects in various countries including Hong Kong, China, Singapore, Indonesia, Thailand, Mauritius and Saudi Arabia.

In 2003, Wee Leong joined CIMB as its Head of Operational Risk Management and led the implementation of the bank's operational risk management and Basel 2 – Operational Risk framework. Subsequently, he assumed various senior roles in Regional Transaction Banking, Corporate Banking, Treasury and Markets division, and Group CEO's office at CIMB. His last role at CIMB was as Director, Group Strategy.

Wee Leong holds a Bachelor of Business Administration from the U.S. and a Master of Business Administration (with Distinction) from the Anglia Ruskin University, United Kingdom. He obtained training from Citibank Asia Pacific Banking Institute in Singapore in 1995. He is a certified Chartered Banker.

## WHO SHOULD ATTEND

Front line staff, customer service teams, risk, compliance and internal audit personnel, specialist teams and anyone seeking to gain an understanding of conduct risk activity and how it can impact their business

## PROGRAMME DETAILS

Date : 2 December 2019  
23 April 2020  
Time : 9:00 am – 5:00 pm  
Venue : Asian Banking School

## PROGRAMME FEE

AICB MEMBER:  
**MYR  
1,100\***

NON-MEMBER:  
**MYR  
1,400\***

The cost of the programme includes lunch and other refreshments, as well as programme materials for one participant

\*Subject to 6% Service Tax



## ABOUT THE SCHOOL

The ASIAN BANKING SCHOOL (ABS) is dedicated to developing talent and is the largest specialised provider of quality banking training programmes in the ASEAN region.

As the industry's preferred partner in learning and development, ABS offers customised and open enrolment training programmes that cover a comprehensive list of banking areas developed by its Specialist Training Consultancy Team or in collaboration with strategic learning partners that includes some of the top business schools in the world. This includes its Executive Education programmes with Cass Business School in London, the University of Cambridge Judge Business School and INSEAD.

ABS also works closely with the Asian Institute of Chartered Bankers in raising competency standards for the industry through the delivery of training workshops related to professional qualifications developed and awarded by the professional body; and is the exclusive training partner for the Chartered Banker Institute in the UK. It plays a significant role in enriching the talent pipeline for the financial services sector through the industry recognised Financial Sector Talent Enrichment Programme (FSTEP) and Graduate Training programmes; and is also responsible for designing, developing and delivering the industry-wide Ethics and AML/CFT programmes.

## CONTACT US

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For training enquiries, please contact:

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