

ABS | Executive Education

# THE FUTURE OF BANKING IN A DISRUPTIVE AGE

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BY PROFESSOR LUIZ MOUTINHO

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The enormous flux of change in the world is changing the face of society, banking and business systems. This programme will be divided into four major analytical strands:

1. The critical analysis of trends and developments that shape the society of the future; like major paradigm shifts, new social values, novel consumer behaviour patterns and the constant impact of technology
2. The analysis of trends that are related to the banking industry such as how to anticipate a bank 3.0. Key areas of discussion will include “de novo” and Protean branch experiences, attentive environments, micro-banking and civic banking
3. The analytical discussion of specific trends in bank marketing and management. A myriad of issues will be raised and scrutinised such as reverse marketing, insight-driven marketing, the optichannel, empowered brands, service design, cross-channel customer journeys, continual experimentation, the “new normal” and the multi-syndrome. Additionally, other new concepts in this area will be explained, like simplicity marketing, platforms for customer engagement, the future of management, betapreneurship, straagility and marketing analytics theatre
4. The last session will entail the analysis, discussion and presentation of several very recent mini-case studies on World Banking and Asian Banking on timely and up to date topics that were reflected and published by some of the most prestigious world and business media such as the Financial Times, New York Times, Bloomberg, etc.

## **TRAINING METHODOLOGY**

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The training approach and methods will coalesce around participant engagement and relevance to practice. There will be strong support and engagement in discovery-led training, where all participants contribute to the knowledge and the analytical learning process. The “learning by discovery” and Problem-Based Learning approaches will be applied whereby the participants will have the opportunity to search and explore new concepts and trends. Participants are encouraged to bring their computer tablets to enable them to engage in these computer searches.

## **PROGRAMME OUTLINE**

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### **DAY 1**

#### **Morning Session**

#### **FUTURE OF SOCIETY and a “AND” WORLD that counts...**

The opening session will explore the Society of the Future, major paradigm shifts, trends and developments that would affect our lives and any business system including the banking industry. Key drivers of change in society will be introduced - demographics, social values, lifestyles and new consumer behaviour patterns. Other emerging topics will be discussed like natural capitalism, hyper-collaboration, indiepreneurs, empathic leadership and the omni-life and technological advances.

#### **Afternoon Session**

#### **The BIG SHIFT – DESIGNING THE BANK 3.0**

This session will delve into trends and development in the international banking industry. Topics to be covered will include the bifurcation of the retail banking business, enabling innovation and scale-innovation speed, optimising distribution, Protean branch experiences and attentive environments. Other areas to be covered will focus on the use of biometrics, micro-banking, platformification of banking, civic banking and visible banking.

## **PARTICIPANT PROFILE**

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Senior bankers and specialist senior bank staff in the corporate, strategy, planning, retail, marketing, branding, and communication areas

### **DAY 2**

#### **Morning Session**

#### **REVERSE BANK MARKETING**

The morning will be spent on a discussion of future trends in bank marketing and management. A number of important concepts will be introduced such as insight-driven marketing, service design and cross-channel customer journey. Other areas will be dissected and explored such as simplicity marketing, platforms for customer engagement, empowerment brands and the future of management.

#### **Afternoon Session**

The final session of the seminar will be devoted to the analysis, discussion and presentation by groups of participants of pre-assigned and selected mini-case studies and clippings from the international press related to World banking and Asian banking. There will be many themes chosen for reflection. For example: Brexit, customer service and trust, cost-cutting drives, jobs and branches, cyber thieves, stress tests and resilience of currencies, the future of the global economy, changes to lending rules, entry of newcomers, bank bonuses, the powerful storm in profits, Bitcoin and Blockchain.



## ABOUT THE TRAINER



### PROFESSOR LUIZ MOUTINHO

*Professor of BioMarketing and Futures Research  
DCU Business School, Dublin City University*

Professor Luiz Moutinho is the Professor of BioMarketing and Futures Research at the DCU Business School, Dublin City University, Ireland. This is the first Chair in the world on both domains. Previously, and for 20 years, he was the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow, Scotland.

Professor Moutinho has had Visiting Professorship positions at a large number of universities worldwide including the Hebei United University, Tangshan, China; Hubei University, China; Hubei University of Economics, China; University of Hull, England; Liverpool Hope University, England; Otago University, New Zealand; University of Aveiro, Portugal; Feng Chia University, Taiwan; Technical University of Lisbon, Portugal; FGV - Sao Paulo, Brazil; Catholic University, Brazil; and University of Cyprus.

He is also the creator, founder and mentor of the Marketing Futurecast Lab which is based at the University of Lisbon in Portugal. The lab is designed to study future trends in marketing. It has been running for the last nine years and has been supported by 23 large companies including Volkswagen, Santander Bank, Nestle, Procter and Gamble, AXA Insurance, Unilever, Millennium Bank, Heineken and Credit Agricole Bank.

### PROGRAMME DETAILS

Date : 19 – 20 April 2017  
Time : 9:00 am – 5:00 pm  
Venue : Asian Banking School

### PROGRAMME FEE\*

MYR  
12,000

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

*\*inclusive of 6% GST*

To register for this programme, please visit the Executive Education page on our website at [www.asianbankingschool.com/our-programmes/executive-education](http://www.asianbankingschool.com/our-programmes/executive-education)

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email us at [training@asianbankingschool.com](mailto:training@asianbankingschool.com)

## ABOUT THE SCHOOL

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At the Asian Banking School, we understand how impactful knowledge can be in transforming individuals, organisations and societies. By leveraging on the power of experience of senior industry practitioners as well as world-renowned academics from leading business schools in the world to deliver our programmes, we provide a learning environment for participants to gain real world knowledge to enhance their professional lives and make changes that matter in their organisations.

Through its sector-leading customised and open enrolment Executive Education programmes that are designed to be relevant, intensive and challenging, the School equips banks and its leaders with the right knowledge to take them up and move them forward. It also provides the opportunity for executives to share their experiences in a structured and intellectually stimulating environment, to learn from each other and ask the hard-hitting questions in a safe environment separate from their workplace.

The School develops and delivers relevant, practical and innovative learning development programmes for bankers at all levels through its suite of Executive Education, Public, In-House and Graduate Training Programmes, as well as its Professional Qualifications-related training workshops. It also provides a broad spectrum of consultancy services that are tailor-made to meet organizational needs and strategic objectives, and can range from a long term comprehensive education pathway programme to a short up-skilling class.

For training enquiries, please contact:

### Asian Banking School

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