

MARKET LEADERSHIP FOR BANKING AND FINANCE

The Market Leadership Program for banking and insurance industry provides participants with an intensive, hands-on experience highlighting the issues, leadership skills, strategies, and techniques for balancing the many demands placed on banking and insurance professionals to continually innovate leading to increased market share, revenues, and profitability.

This program discusses themes related to recent developments in banking and insurance and case studies of successful and failed products and services in this sector. Finally, the program will provide the participants with a methodology and repeatable process that can be readily applied to the organization, generating market growth strategies and measuring results.

Program Benefits

At the highest level, you will come away with clear answers to the following questions:

- What are the **global challenges faced by business professionals in banking and insurance industry** as they focus on long-term growth?
- What are common enablers and barriers to your organizational innovation and sustained revenue growth?
- How to identify growth areas for your **insurance business** and develop a business model to support strategy and planning?
- How do you build a repeatable, sustainable process within your organization for sustained product and market innovations?
- How do you assess the **current market position for your insurance product offerings** for sustained competitive advantage?
- What is the most agile way to develop new product and services that will gain market traction quickly?
- What are **current approaches for cost effective customer acquisition and retention**?
- What metrics are critical to measure and monitor growth goals?

Program Content

The program uses a proprietary sequence of modules and tools to support the development of the growth strategy and execution plans for marketing leadership in the banking and insurance industry. You will learn how to use a business model to brainstorm and design each part of your growth plan, from customer discovery to pre-product realization processes. Specific skill development and issues covered include:

- **New Business Model Development:** Turning your growth vision into a business model that fits with existing business and operations
- **New Business Feasibility:** Identifying success criteria in strategic alignment, market, technical, economic, & regulatory areas
- **Market Attractiveness:** Determining how big your new markets and customer segments are and how to enter successfully
- **Competitive Positioning:** Deep dive on competitors' business models and optimal entry into marketplace
- **Product Realization:** Building early products to test customer acceptance

- **Innovation Metrics:** Identifying critical indicators for benchmarking, measurement, & monitoring