

**EXECUTIVE  
EDUCATION**



ADVANCED TRAINING

# DIGITAL BANKING – Advanced Strategies

**IN-PERSON**

Hotel Holiday Inn  
Lisboa Continental  
Rua Laura Alves 9,  
1069-169 Lisboa



➔ **2024**  
To be  
announced\*

**INFORMATIONS**

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\* The scheduled trainings work with a minimum and maximum number of trainees, so their realization is subject to confirmation.

# DIGITAL BANKING – Advanced Strategies



## TARGET GROUP:

Top management and Mid management and IT, Retail, Digital Channels, Product Development, Lending Risk, Strategy, Marketing, Sales, Branch Network, Social Media, SME, Asset/Wealth Management, Back Office, Innovation.

**DURATION:** 12 hours

**TIME TABLE:** 09h30 – 16h30

## COURSE FEES:

APB Members: 975 € | Non-members: 1120€

## ADVANCED TRAINING



**TRAINER:**  
**DAVID GYORI**

## TRAINER: Mr David Gyori

Founding Member of the World FinTech Association (Seoul); CEO of Banking Reports Limited (London); International Resource Director of The Asian Banker Group (Singapore); Member of the Panel of Judges of the 'International Excellence in Retail Financial Services Program', as well as Member of the Panel of Judges of the 'Financial Technology Innovation Awards Program' (Singapore).

## PROGRAM

### DAY 1

#### 1. The Need to Strategize Digital Banking Transformation

- Emerging Technologies in Banking.
- Exponential Transformation
- 4 Levels of Banking Transition
- The 10 New Dimensions of Banking

#### 2. The Christensen Strategy of Disruptive Innovation

- The Three Ways Best Banks Innovate
- The Ten Characteristics of Disruption
- The Christensen Strategy Described

Case Study

#### 3. The Ambidextrous Organization Strategy

- The Concept of Ambidexterity
- Implementation

Case Study

#### 4. The Six Data Ecosystem Strategies

- Data as an Asset Class
- Open Banking, PSD3

Case Study

Summary, Questions and Answers, Conclusion

### DAY 2

#### 5. Secondary Banking Innovation Strategies

- Disruptive Strategies
- Convergent Strategies
- Organizational Strategies
- Case Study

#### 6. Strategic Mistakes to Avoid

- KODAK Trap
- NOKIA Trap
- OMNICHANNEL Trap
- Additional Mistakes to Avoid

#### 7. Risk Management in the Age of FinTech

- The FinTech Risk Matrix
- Credit Risks
- From Cybersecurity to Digital Bank Run
- Cryptocurrencies

#### 8. The Future of Banking

- CBDCs
- Immersive Banking
- Artificial Intelligence in Banking

Summary, Questions and Answers, Conclusion



FULL MEMBER OF

