MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

DIGITAL TRANSFORMATION STRATEGY IN BANKING INDUSTRY FOR MANAGERS

"Craft Visionary Strategies to Lead the Digital Banking Revolution."

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

This comprehensive course equips banking leaders with the frameworks, tools, and insights to build and implement successful digital transformation strategies. With the financial services landscape evolving rapidly due to digital disruption, the course guides participants in formulating clear digital visions, aligning initiatives with business goals, and ensuring execution across technology, people, and processes. It bridges strategy and execution, enabling banks to thrive in a digital-first future.

Objectives

By the end of this training, participants will be able to:

- Define digital transformation from a strategic and competitive lens
- Align digital initiatives with organizational goals and KPIs
- Build and communicate a robust digital transformation roadmap
- Identify and mitigate challenges in implementation and change management
- Analyze digital trends shaping the future of banking

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Why Attend

Strategic leadership is essential for successful digital transformation. This course provides managers with the clarity and confidence to lead enterprise-wide digital strategy development, ensuring long-term growth, agility, and customer relevance.

Target Audience

- Banking Executives and Transformation Leaders
- Senior Managers and Department Heads
- Digital Banking Strategy Teams
- Innovation and Change Management Leaders
- Financial Services Consultants and Advisors

Individual Benefits

- Gain strategic foresight on digital banking innovation
- Learn to design, pitch, and implement transformation roadmaps
- Develop high-impact leadership skills for digital execution
- Enhance career growth into executive-level roles in digital banking

Organizational Benefits

- Achieve digital alignment across departments and functions
- Strengthen agility and responsiveness in banking operations
- Improve customer experience through integrated digital initiatives
- Build a culture of innovation, efficiency, and resilience

Instructional Methodology

- Strategic frameworks and case-based lectures
- Interactive group exercises and digital maturity assessments
- Simulation activities in roadmap development
- Expert-led roundtable discussions

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Strategic Context of Digital Transformation

Module 1: The Urgency and Drivers of Digital Transformation in Banking (07:30 – 09:30)

Module 2: Digital Banking Trends and Disruption Models (09:45 – 11:15)

Module 3: Key Pillars: Technology, Culture, Customer, Data (11:30 – 01:00)

Module 4: Case Study Review: Global Banks' Transformation Success (02:00 – 03:30)

Day 2: Crafting the Digital Vision and Roadmap

Module 1: Defining a Digital Vision and Strategic Objectives (07:30 – 09:30)

Module 2: Mapping Customer Journeys and Experience Goals (09:45 – 11:15)

Module 3: Developing a Phased Transformation Roadmap (11:30 – 01:00)

Module 4: Workshop: Digital Maturity & Readiness Assessment (02:00 – 03:30)

Day 3: Organizational Alignment & Execution Strategy

Module 1: Aligning People, Process & Technology (07:30 – 09:30)

Module 2: Governance Models and KPI-Driven Oversight (09:45 – 11:15)

Module 3: Agile Execution & Digital Operating Models (11:30 – 01:00)

Module 4: Workshop: Building Strategic Alignment Maps (02:00 – 03:30)

Day 4: Risk, Change Management & Stakeholder Buy-in

Module 1: Change Leadership and Culture Transformation (07:30 – 09:30)

Module 2: Managing Risks and Barriers in Digital Implementation (09:45 – 11:15)

Module 3: Stakeholder Engagement and Communication Planning (11:30 – 01:00)

Module 4: Simulation: Solving Strategic Resistance Scenarios (02:00 – 03:30)

Day 5: Strategy Execution, Innovation & Scaling

Module 1: Metrics, Feedback Loops & Continuous Improvement (07:30 – 09:30)

Module 2: Innovation Engines – Labs, Partnerships, FinTechs (09:45 – 11:15)

Module 3: Scaling Transformation Across Business Units (11:30 – 01:00)

Module 4: Final Presentations, Wrap-Up, Certification (02:00 – 03:30)

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Certification

Upon successful completion of the course, participants will receive a **Certificate in Digital Transformation Strategy in the Banking Industry**, signifying advanced competence in planning and executing digital strategy at an organizational level.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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