

THE WALL STREET JOURNEY.

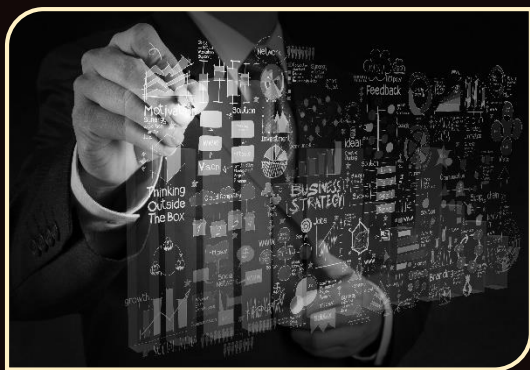
STRATEGIC THINKING



The Wall Street Journey

Emerging trends and digital development have driven banking industry into a complex and unstructured segments. Top up with changing customers' preference and an increase in Gen Y population, brings the need to develop inter-dependent strategies for diverse group of customers.

“Wall Street” simulation aims to reorganize strategic thinking pattern of key decision makers (VPs, Managers, and Supervisors) and prepare them for inevitable major market change. The focus of the simulation is to train participants to be strategically adaptive to changing market environment and competition landscape.



Learning Outcomes

- Improve Strategic Thinking skill through the use of Mintzberg's 5p strategy; Plan, Pattern, Position, Perspective, Ploy
- Practice strategic planning skill through perceptual map of each customer clusters
- Practice Resource Management skill to coincide with strategic planning
- Practice Strategic Management skill in a changing business environments
 - Social and Economic events
 - Megatrends (Individualism, Aging Society, The digital era, etc.)
- Improve Liquidity Management skill while maintaining competitiveness in the market place
- Practice Strategic Execution in alignment with the bank's vision



Target Audience:
Class room size:
Training Program

Managers, VPs
20 – 40 people
2 Days Board & Computer Simulation