

CASE STUDY

HOW SUNCORP ARE LEADERS IN THE NEXT AGE OF BANKING EDUCATION

How Suncorp are leaders in the next age of banking education

Suncorp is a stand-out banking corporation with over 100 years of experience. They continuously demonstrate a strong dedication to their customers with their focus on trust and maintaining long-term customer relationships. In their ongoing efforts to sustain this level of commitment to their clients, Suncorp recognised the importance of further education for their staff in the areas of accountability and ethics in the banking industry. As a result, they determined that earning the Professional Banking Fundamentals (PBF) qualification from FINSIA would be beneficial to their individual bankers, their organisation, and the banking industry as a whole.

Suncorp has recognised that professionalism in banking is not just about getting the work done for their customers and clients, but it also involves meeting the highest standards possible by applying ethical conduct over every decision that a banker makes in their role for their customers, their organisations and the industry. While banks and bankers have a responsibility to meet minimum compliance standards across the industry, Suncorp believes that doing the minimum is not nearly enough. Suncorp has gone above and beyond by taking additional steps towards greater professionalism by completing the Professional Banking Fundamentals - Responsible and Professional Banking in the Digital Age qualification.

Suncorp reached out to FINSIA as the clear choice to lead their employees in continued education.

Choosing a partner

Today's consumers expect more from the banking industry in Australia, and as a result, banks formerly satisfied with the status quo are being scrutinised more and more by the public in regard to ethical conduct. Bank CEOs, leaders and the regulators are urging the industry to shoulder a higher degree of responsibility in how they approach client relationships, especially in decision making around credit and loans.

In response, those serious about a career in banking are pursuing further education through courses, like FINSIA's Professional Banking Fundamentals (PBF), to better understand how this shift will affect the industry and how to implement positive changes across their organisations' departments.



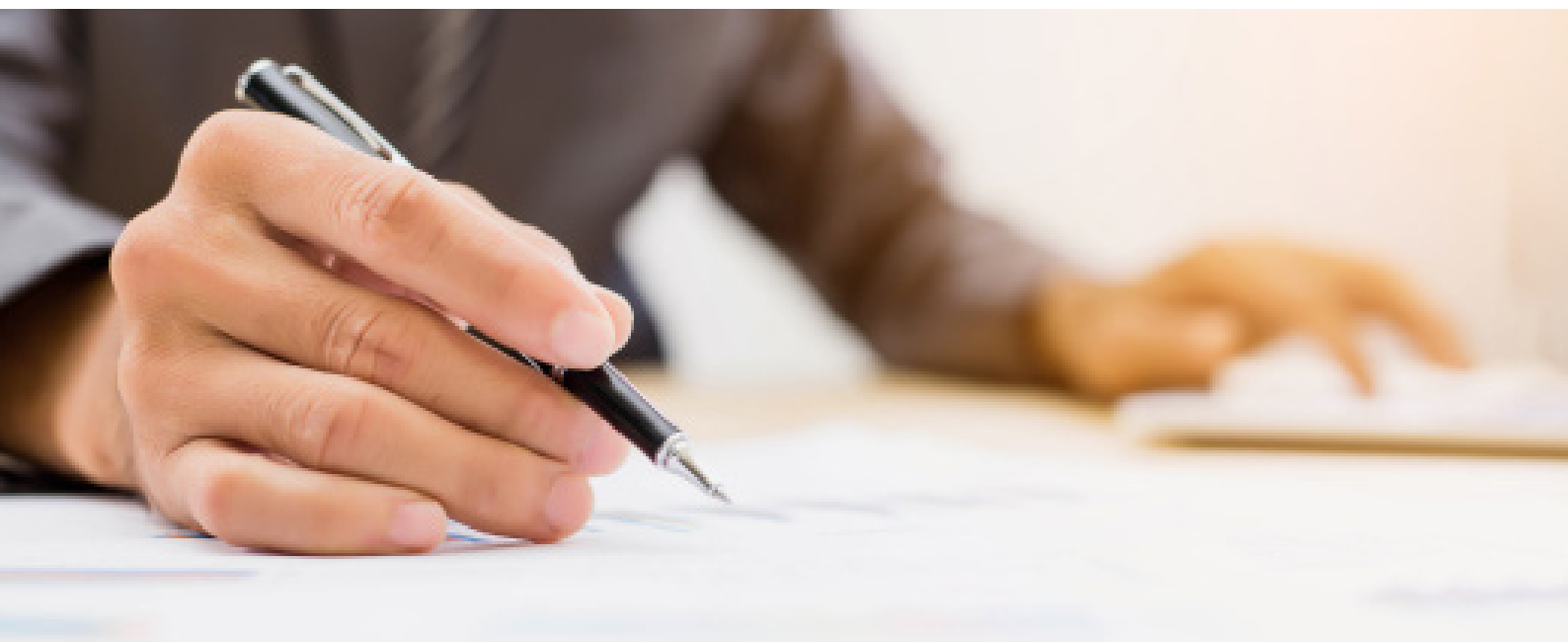
The PBF qualification highlights the need for accountability at every stage of a client relationship and the ability to make sound judgment decisions that are in the best interests of the customer and the organisation. It is a reminder that bankers need to personally own the outcome of their work. The course also helps to reinforce the basics of banking, and align them to global standards.

It was developed by the Chartered Banker Institute (UK) and adapted by FINSIA for the Australian market - and is a globally recognised qualification.

How was the program received?

Suncorp has been a leader in the banking industry for more than a century. One of the goals in their new fiscal year was to build a learning mindset across their staff, normalising continued education for their teams. Their method of implementation was to start from the top with senior executives and establish that all bankers can benefit from a fresh look at core competencies. Bringing focus to risk and risk management, ethical decision making, the purpose of banks and products and services was very well received and reiterated how important leadership considers these factors.

Suncorp socialised the strategy across the banking and wealth leadership teams. Employees were able to successfully complete the self-paced learning course with the support of both their internal learning and development department, as well as the Employer Services team at FINSIA. Additional learning assets – such as a ‘Manager’s Guide’ – provided a means for managers to discuss the content with their team and directly relate it back to personal experiences. Suncorp leadership created a “safe to fail” space so that anyone could get the answers they needed without the fear of asking a “silly question”, making learning a comfortable process.



“I think we need to be cognizant of the way that our people consume information and learn, and certainly in the digital environment that we operate,” says Marcus Grant, capability manager at Suncorp, “And with considering the generations that we’re pitching this to, I think [considering how people learn] was a really important shift [to introduce a new] digital way of learning.”

Learn more about partnering with FINSIA

In conjunction with the Chartered Banker Institute, FINSIA offers three tiers of professional qualifications for bankers and bank staff. All qualifications have a strong focus on building capability, embedding ethical behaviours and building a professional culture.

The Professional Banking Fundamentals

This is our flagship introductory banking certificate. The certificate is suitable for individuals new to, or already working, in retail, business and private banking environments. Developments in regulation and technology are rapidly changing the banking industry, and the Professional Banking Fundamentals builds the foundation of knowledge and skills needed for banking professionals in a digital age.

The Certified Professional Banker

This program supports deeper skill development in specific functions including Business Banking, Consumer Credit, Risk and Risk Management and Climate Risk. It will develop sound ethical decision-making skills, professional and technical knowledge for those who want to extra confidence they are assisting customers achieve the best outcomes.

The Chartered Banker

Leading to Chartered status, it is recognised globally in setting the standard for individuals and firms who seek to achieve the highest level of excellence and professionalism in banking. Advances in regulation, technology and customer expectation are rapidly changing the banking environment and the Chartered Banker builds the capability of today's and tomorrow's banking professionals. The program develops strategic judgement and expertise in working in a digital age, alongside developing core banking skills in areas including credit and risk.

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FINSIA works with organisations to understand what qualifications might be most suitable and how learning experiences can be tailored to meet organisational development needs. Solutions can be 'turn key' or 'bespoke', depending on the needs of your team and come with an option to map and accredit existing learning to earn credits towards internationally recognised awards.

Interested in learning how FINSIA's professional banking qualifications might be suitable for your staff? Please contact our Head of Employer Services, John Jeffery at j.jeffery@finsia.com for further information.