



# CASE STUDY

## HSBC FINANCE BUSINESS ACADEMY

### THE CHALLENGE

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- A large collection of unrelated courses that is hard to find and hard to search.
- Poorly designed courses by internal SMEs who have little or no learning expertise.
- Courses that don't engage the learner and are consequently treated by employees as check-the-box exercises.
- Overlapping titles with no clear delineation of learner audience or recommended sequencing.
- No easy way for learners (or managers) to identify their training needs and which course(s) meet those needs.
- No clear guidance on the best path through the courses that meets learners' needs.
- A lack of unified branding, structure, and inconsistent "look and feel" of the courses.
- Learning that lacks a context that reflects the organization's learning culture (if they even have one); the courses are often off-the-shelf and generic in approach.

### OUR SOLUTION

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- Technical academy for up to 8,500 globally-dispersed employees of client's global finance group.
- Blended learning journeys with face-to-face and online synchronous and asynchronous learning components.
- Journeys are 4 to 6 weeks.
- Cohort size of 50.
- Instructor facilitated learning activities.
- Banking diagnostic, commercial acumen diagnostic, and business simulations are part of the overall learning journey.
- Accessed on modern learning platform with live online webinars on Webex.
- Topic areas include: Banking Risk, Accounting, ALCM, Regulatory, and Stress Testing.



## THE RESULT

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- Curriculum-based learning academy
- Learning governance to maintain consistency of approach is becoming critical to all large clients
- Priority was to develop a real learning culture
- Rich, blended learning experience customized to the client's environment
- Training that employees want to take, not have to take
- Cost effective learning at scale to global audience vs live, in-person training
- Speed to update from now onwards in order to react to market or commercial regulatory requirements
- Audit trail of learning

Leading to:

- Higher engagement
- More consistency
- Increased cost-control
- Greater relevance
- Deeper sustainability