QUEST Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1754

Strategic Growth Management in Banking

CORPORATE & COMMERCIAL BANKING
FINANCE, INVESTMENT & BANKING

DURATION
5 Days

DELIVERY
Classroom

LOCATION
Bangkok, Thailand

DATES
25 – 29 Jan 2027

Scheduled Event Details

CITY	Bangkok, Thailand
DATE	25 – 29 Jan 2027
DELIVERY TYPE	Classroom
COURSE FEE	€6,100

Course Overview

The Strategic Growth Management in Banking Training Course provides a comprehensive strategic framework for banking leaders and professionals responsible for driving sustainable growth, strengthening competitive positioning, expanding customer value, and improving long-term financial performance. The course focuses on how banks can translate strategic priorities, market intelligence, customer insights, and commercial opportunities into measurable growth outcomes.

Banking growth is increasingly influenced by changing customer expectations, digital transformation, competitive pressure, regulatory requirements, evolving business models, and new sources of revenue. Effective growth management therefore requires a structured approach that connects market opportunities with customer strategy, product development, pricing, distribution, revenue generation, profitability, and organizational execution.

Participants will examine the key components of strategic banking growth, including market expansion, customer segmentation, portfolio development, revenue growth, product penetration, customer lifetime value, cross-selling, digital channels, strategic partnerships, and competitive differentiation. The program also explores how banks can prioritize growth opportunities and allocate resources toward initiatives with the strongest strategic and financial potential.

A strong emphasis is placed on sustainable and profitable growth. Participants will learn how to balance growth ambitions with profitability, risk appetite, capital considerations, regulatory requirements, operational capacity, and customer value. The course also addresses the use of performance indicators, growth dashboards, forecasting, scenario analysis, and strategic reviews to ensure that growth initiatives remain aligned with the bank's objectives.

Through banking case studies, strategic analysis, market assessments, customer portfolio exercises, growth opportunity evaluations, scenario planning, and an integrated final workshop, participants will develop the capabilities required to formulate, execute, and monitor strategic growth strategies that create sustainable value for banking institutions.

Objectives

- By the end of the course, participants will be able to:
- Analyze the strategic foundations and key drivers of sustainable banking growth.
- Assess market trends, competitive dynamics, customer behavior, and emerging banking opportunities.
- Identify and prioritize high-potential markets, customer segments, products, and channels.
- Evaluate revenue growth, profitability, customer value, and portfolio performance.
- Develop strategic growth initiatives aligned with the bank's overall business strategy.
- Apply customer segmentation and portfolio management approaches to support targeted growth.
- Develop strategies for customer acquisition, retention, cross-selling, and relationship expansion.
- Evaluate product, pricing, distribution, and digital strategies as growth levers.
- Assess strategic partnerships and new business models that can accelerate banking growth.
- Apply financial, commercial, and strategic KPIs to measure growth performance.
- Evaluate growth opportunities against risk, capital, regulatory, and operational considerations.
- Develop an integrated strategic growth management plan for a banking institution.

Who Should Attend

This course is designed for banking executives, senior managers, business heads, strategy leaders, commercial directors, and professionals responsible for strategic planning, business growth, revenue generation, market expansion, and financial performance.

It is particularly relevant to leaders and specialists in retail banking, corporate banking, commercial banking, SME banking, digital banking, payments, cards, wealth management, product management, sales, distribution, customer experience, and business development.

The program is also suitable for professionals in finance, risk management, business analytics, performance management, marketing, strategic planning, and transformation functions who contribute to evaluating growth opportunities, allocating resources, developing strategic initiatives, and monitoring banking performance.

Learning Outcomes

- By the end of the course, participants will be able to:
- Explain the strategic principles and frameworks underlying sustainable banking growth.
- Analyze the internal and external factors influencing banking growth.
- Assess market attractiveness, competitive positioning, and emerging growth opportunities.
- Segment customers and markets according to value, potential, needs, and profitability.
- Identify and prioritize strategic growth opportunities.
- Evaluate the contribution of products, channels, customers, and business lines to growth.
- Develop strategies for customer acquisition, retention, cross-selling, and relationship expansion.
- Assess pricing, product, digital, and distribution strategies as drivers of growth.
- Evaluate strategic partnerships and alternative business models.
- Link growth strategies to revenue, profitability, customer value, and market share.
- Apply growth KPIs, dashboards, forecasting, and scenario analysis to monitor performance.
- Identify strategic risks and constraints that may affect growth initiatives.
- Align growth initiatives with risk appetite, capital requirements, regulatory expectations, and operational capabilities.
- Develop an actionable strategic growth plan with targets, initiatives, ownership, KPIs, and implementation priorities.

Course Outline

DAY 01

Strategic Foundations of Banking Growth

- Strategic growth management in the banking industry
- Sustainable growth versus short-term revenue expansion
- Key drivers of banking growth and value creation
- Internal and external factors affecting growth
- Banking market structure and competitive dynamics

DAY 01 — CONTINUED

- Market attractiveness and opportunity assessment
- Emerging trends shaping banking growth
- Strategic positioning and sources of competitive advantage
- Growth opportunities across retail, corporate, commercial, SME, and digital banking

PRACTICAL APPLICATION

Conduct a strategic growth assessment for a banking institution and identify priority growth opportunities

DAY 02

Customer, Market & Portfolio Growth

- Strategic customer segmentation and targeting
- Identifying high-value and high-potential customer segments
- Customer profitability and lifetime value
- Customer acquisition and retention strategies
- Increasing wallet share and relationship depth
- Cross-selling and up-selling strategies
- Product penetration and portfolio expansion
- Strategic account management
- Market expansion and customer portfolio development

PRACTICAL APPLICATION

Develop a customer and portfolio growth strategy for a selected banking segment

DAY 03

Revenue, Products, Pricing & Channel Growth

- Banking revenue growth models
- Revenue pools and growth opportunities
- Product portfolio analysis and strategic prioritization

DAY 03 — CONTINUED

- Product innovation and new revenue opportunities
- Pricing strategies and revenue optimization
- Distribution and branch-network optimization
- Digital channels and digital customer acquisition
- Partnerships, ecosystems, and alternative distribution models
- Linking product and channel strategies to profitability

> **PRACTICAL APPLICATION**
> Design an integrated product, pricing, and channel growth strategy

DAY 04

Strategic Growth Execution, Risk & Performance

- Translating growth strategy into strategic initiatives
- Prioritizing growth opportunities and allocating resources
- Growth investment and strategic resource allocation
- Balancing growth, profitability, risk, and capital
- Regulatory and operational considerations in growth strategies
- Growth forecasting and scenario planning
- Strategic growth KPIs and performance dashboards
- Monitoring market share, revenue, profitability, customer, and portfolio indicators
- Identifying performance gaps and corrective actions

> **PRACTICAL APPLICATION**
> Build a strategic growth performance framework with targets, KPIs, and corrective actions

DAY 05

Integrated Strategic Growth Management

- Building an enterprise-wide banking growth strategy
- Aligning growth strategy with corporate and business-line objectives

DAY 05 — CONTINUED

- Prioritizing strategic growth initiatives
- Developing growth targets and financial expectations
- Establishing governance and accountability for growth
- Execution roadmaps and strategic milestones
- Performance reviews and continuous growth optimization
- Managing strategic growth risks and emerging challenges
- Building organizational capabilities for sustainable growth

FINAL WORKSHOP

Develop a comprehensive Strategic Growth Management Plan for a Banking Institution, covering market and competitive analysis, customer segmentation, growth opportunities, revenue drivers, product and pricing strategy, digital and distribution channels, partnerships, profitability, risk considerations, growth targets, KPIs, strategic initiatives, governance, execution roadmap, and performance monitoring.

Register or Request More Information

Course page: https://quest-training.com/courses/strategic-growth-management-in-banking
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