

Why the Best Financial Services Employee Training Is a Journey, Not a One-Time Event



312 ↑4%
Courses Completed

27 ↑8%
Active Learners

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Meet the Speakers

Kyle Peterdy

VP of CBCA at CFI



Prior to joining CFI, Kyle Peterdy worked both in financial services and in education. Most recently he spent six years with RBC managing Canadian-based commercial borrowers across a variety of sectors. Aside from his client-facing responsibilities, Kyle also regularly served as a mentor for new hires to support their training and development in role.

Benjamin Staton

Senior Customer Success Manager at CFI



Benjamin, a dedicated Senior Customer Success Manager at CFI, brings over a decade of expertise in customer service and 5 years of focused customer success experience. Ben collaborates globally with our CFI customer base, assisting a diverse range of clients within the financial field. Having personally assisted 5,000+ customers in his journey through the Customer Success field, Benjamin is here to provide genuine B2B insights, offer market trends, and share e-learning expertise.

Adam Zollo

Team Lead - Learning Designer at CFI



After a decade of classroom teaching, he shifted to creating online learning experiences. Over the last decade, he has built and curated over 200 courses covering topic areas such as finance, business leadership, data analysis, marketing, UX design, and more. Adam thrives on community feedback and has a passion for data-driven design.

The Challenge of Excellence



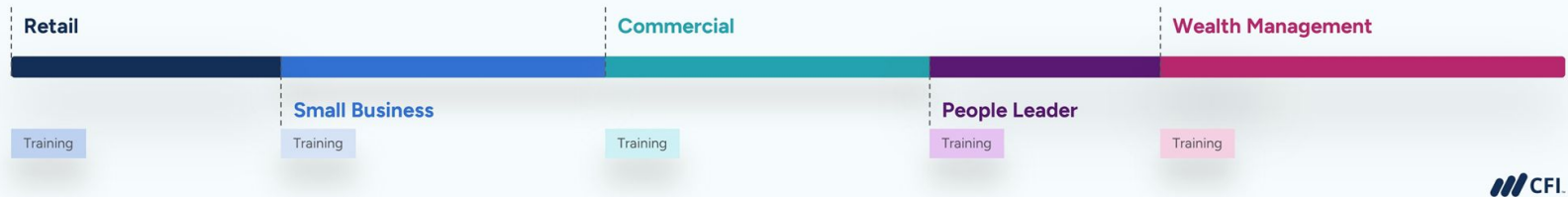
What's Wrong with Corporate Training in FinServ?

- Often misused as a catch-all term
- Role-readiness is considered the responsibility of a specific division
- Perceived by participants as a stick, rather than a carrot

What's Wrong with Corporate Training in FinServ?

Skills Training - The Old Way

- It's episodic
- It's (highly) scheduled
- It's reactive
- It tends to be division-led



Why Have Training Programs Traditionally Been Group/Division-Led?

Largely driven by conventional wisdom:

- Training for a particular team or division requires highly specialized skills and knowledge that only people within that team or division are capable of delivering or imparting.
- That training *must begin* for a role within a division once a candidate has started with that team or division.
- That leadership at each team or division owns and is responsible for its own P&L and/or training budget.
- Historically, not many alternatives existed to instructor-led, classroom-based training.

The field of Human Capital Management has evolved considerably...

Empowerment Through Learning



Skills Training—The CFI Way

- It's ongoing.
- It's performance-adjacent.
- It's proactive.
- Requires an enterprise-led approach.



Benefits of an Enterprise-Led Approach to Employee Development

Benefits of an Enterprise-Led Approach to Employee Development

- It Makes Training More Exciting.
- It Allows People to be Performant (or to Excel) More Quickly.
- It Fosters a (Genuine) Culture of Learning.
- It Improves Retention.

Benefits of an Enterprise-Led Approach to Employee Development - Retention

- **From a role perspective:**
 - If set up for early success, early success is more likely achieved.
 - Staff get more out of peer mentoring relationships when they have baseline technical knowledge.
 - Success begets success (and growth in role, instead of frustration).
- **From an organizational perspective:**
 - A clear path to promotion/mobility makes people more likely to follow that path.
 - Constant frustration with a lack of mobility or clarity will cause people to look elsewhere.

Shifting Work Dynamics: Embracing Mobility and Learning

- **Career Mobility Revolution:** Traditional career paths have evolved; employees seek growth beyond static roles.
- **Leadership's Role:** Senior leaders must back internal mobility to curb turnover costs and support growth.
- **Strategic Learning:** Fusing mobility with learning boosts engagement, retention, and profitability.

Interesting statistics about employee engagement:

- 45% of workers would stay at a company longer if it invested in their learning and development.
- 92% of employees say employee training programs have a positive effect on their engagement (when well-planned).
- Companies with comprehensive training programs have profit margins, on average, as much as 24% higher than their peer groups.

Source: <https://www.zipppia.com/employer/employee-training-development-statistics>

Success Stories

CFI made “cents” for Top Universal Bank

A large NA-based Bank, with US and CA operations, has utilized CFI to keep their employee upskilling cost-effective and engaging

Higher Ed, Higher Outcomings

A 4 year Canadian University gives their grad students a jump start, by using our hands on content to accelerate their learning

MSH + CFI = ROI

MSH Used CFI to Fuel 40% YoY Growth, by developing a learning culture and promoting from within!

Why is E-Learning the Most Effective Way to Implement this more Robust Approach to L&D?

Traditional, asynchronous training like classroom and other (virtual) instructor-led models, lend themselves really well to a more traditional looking training program, which tends to be delivered reactively and in a modular fashion.

E-learning resources, on the other hand, are available asynchronously - which means:

Any time. Including 1-2 quarters ahead of an employee's next move.

When it's convenient. Meaning when a learner can be most focused on the content (maybe early morning or late at night, when the kids are asleep and clients aren't calling).

When it's most relevant to them. Staff in a dynamic environment (like financial services) come upon new challenges and opportunities all the time; having access to best-in-class resources that can be consumed in parallel with their day-to-day duties means that employees can learn something at the precise moment that they're most likely to need (and retain) it.

It's WAY more cost effective. Classroom training is expensive, both in terms of cash costs but also the opportunity cost of having people "away from their desks." An E-learning library like CFI's is very robust and much less expensive to deliver.

Overcoming Common Challenges



Most Common Challenges for Teams

- **Limited Buy-In and Vision:** Lack of engagement from team members and leaders, along with a failure to see the strategic value of upskilling.
- **Resource Shortage and Recognition Gap:** Insufficient time and resources invested in learning programs, coupled with neglecting to acknowledge employees' achievements.
- **Static Training Approach:** Adopting a "set it and leave it" stance to training, lacking customization for a dynamic learning experience. Or one off trainings, that don't provide ongoing enablement.
- **Retention Concerns:** Fear of employee departure due to enhanced skills, leading to hesitance in investing in their development.

The Journey to Success



Getting Training Right

- Foster Learning Culture
- Make Learning a Priority
- Take a Blended Approach

Starting Steps

- **Get buy-in**
- **Break the silo**
- **Assess your needs**
- **Set goals and objectives**
- **Start with what you have and what you can easily get**
- **Mix internal and external content**

CFI Tailored Solutions

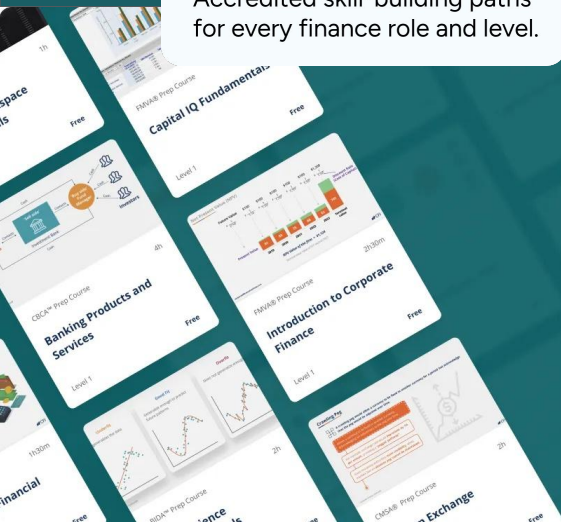
- **CFI's tailored solutions:**
 - **Smooth Onboarding & Support:** Our dedicated CSM team ensures seamless adoption and ongoing learning assistance, enhancing your journey.
 - **Efficient Upskilling:** Engaging and mobile-friendly learning solutions save costs and time while boosting skill development.
 - **Tailored Learning:** Our role-based learning journeys, coupled with hands on features like skill assessments and practice labs, empower employees to progress from junior to mastery levels in their financial careers.
 - **Cultivating Internal Growth:** With CFI, you empower your employees through a unified knowledge base, ensuring they're well-prepared to advance and thrive from within the organization.

See CFI in Action



150+ courses, 5,000+ lessons

Accredited skill-building paths for every finance role and level.



Empower Your Team with CFI's Practical Finance Training

Tailored, affordable online training for the modern finance and banking professional.

Offer industry-recognized Certifications

Choose from custom and turnkey learning paths

Assess and standardize skills across teams

Provide supplemental and ongoing learning opportunities

Track and measure employee progress

Get set up for your own - and your team's - success

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Let's Talk!

We're happy to answer any questions you have about how **CFI for Teams** can work for yours.

Reach Us: sales@corporatefinanceinstitute.com



Thank you for attending!



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