

Creating An Impact

How to maximize your Know-How subscription



Introduction

Intuition Know-How is the premier digital learning solution for the financial markets. Know-How is used by the world's leading banks, asset managers, regulators, rating agencies, and accounting firms. In total, it is used by over 1.5m professionals worldwide in over 150 countries.

In this document, we outline how to optimize your subscription for maximum impact. We have 35 years of experience helping clients just like you roll out online financial training to multiple audiences with multiple requirements.



Understanding the Landscape

The learning landscape has undergone considerable change in recent years as pressure has mounted on firms to reimagine the employee experience through a customer lens. This demand has led to a wave of new learning technology products aimed at bringing consumer-like experiences to training.

L&D has, by and large, deferred to content delivery systems as a first port of call, with the main players falling into one of two camps: Learning Management Systems (LMS) and Learning Experience Platforms (LXP).

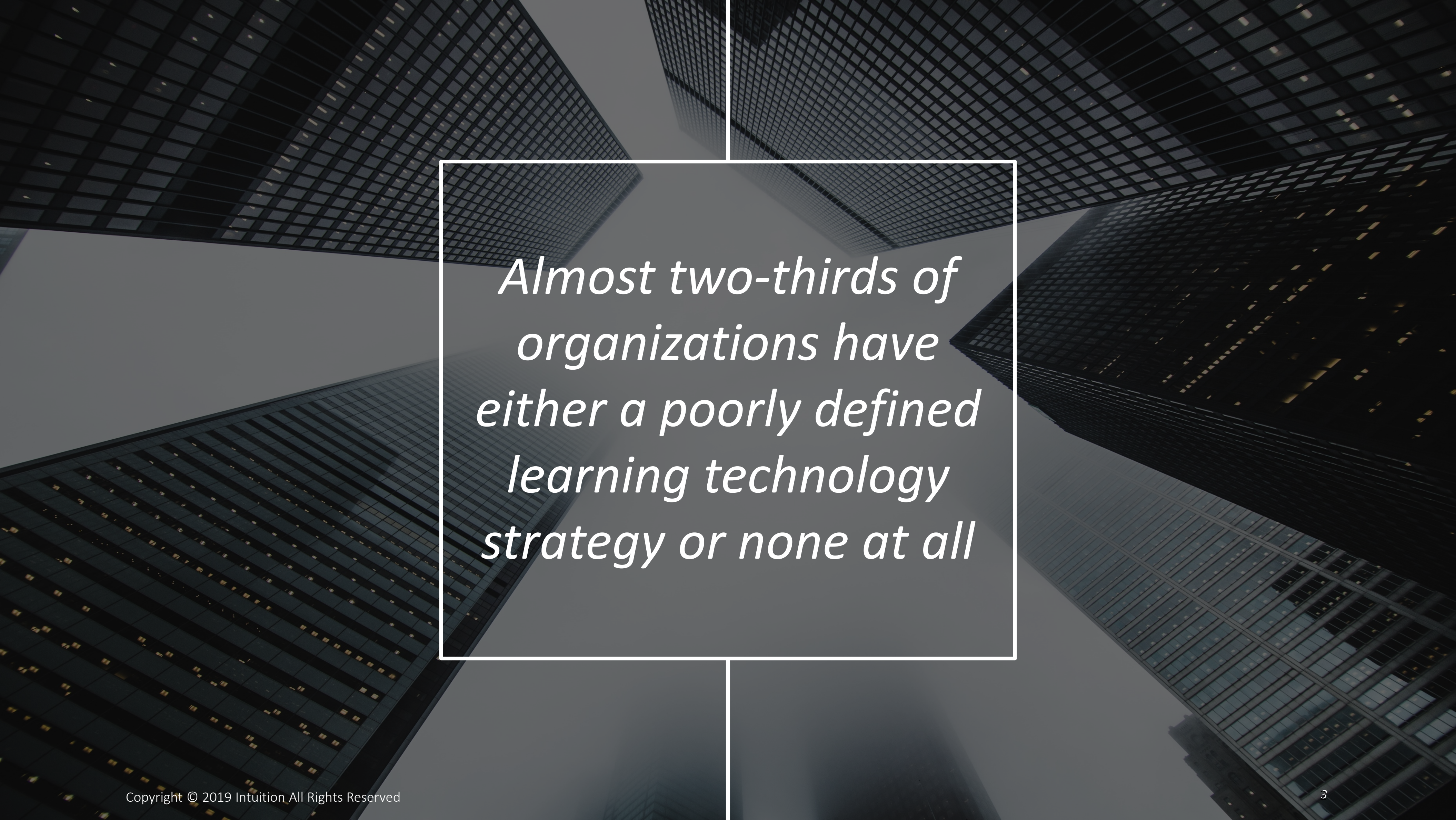
Their contrasting designs are indicative of their divergent applications. LMSs are typically used where learning is designed to be administrator-driven. Long associated with compliance training, they have been developed with content assignment in mind. The end product equates to a robust store of record but they often offer a somewhat clunky end-user experience.

LXPs, in contrast, are centered around the end-users and their growing demand for personalization and self-determination when it comes to their skillsets and career capital. The content offered is largely skewed towards softer skills where themes are relatively generic across industries and recommendations aren't restricted by sector-specifics.

The difficult truth for financial firms is that a single platform or technology does not, and never has, offered a panacea for a financial firm's training challenges. Rather than focusing on either user-experience or reportability, the nature of the industry demands both.

Financial services companies are undergoing a digital and cultural revolution where the need for more agile business models and employees comes against a backdrop of intensified competition and a sustained focus on conduct and regulation.

A successful financial training strategy, then, must deliver on both fronts. It requires a simultaneous top-down and bottom-up strategy to meet growing compliance and regulatory obligations on one hand and to meet the need for continuing education and upskilling on the other. The task is further complicated by the requirement to liberate learning from platforms and integrate it into business processes and workflows.

A low-angle, upward-looking perspective of several modern skyscrapers with glass facades, creating a sense of height and architectural scale. The buildings are dark, and some windows are illuminated with warm light.

Almost two-thirds of organizations have either a poorly defined learning technology strategy or none at all

Understanding Your Strategy

While the old adage ‘content is king’ may still hold, *context* has risen in importance over the past number of years.

Online financial training within firms was historically deployed as a way to expedite and standardize training while also reducing the volume of relatively expensive classroom training which would have otherwise needed to take place.

Cost-reduction and digitization are still among the major motivations for the deployment of eLearning, but online financial training also comes with its own sector-specific applications, and any strategy that fails to account for these will invariably lead to a less-than-optimal return on investment.

And while return on investment in training itself is inherently hard to quantify, estimating the payoff from an eLearning subscription is much less so – the more business requirements you can solve with it, the less you will need to spend elsewhere.

A good starting point is to understand the major applications of online financial training from an administrator, user, and business line perspective.



A background image showing three people (two women and one man) sitting around a wooden table, smiling and looking at laptops. The scene is dimly lit, suggesting an evening or indoor setting with artificial light. The text is overlaid on a white rectangular box in the center of the image.

*78% of workers are
motivated to pursue
learning if it connects to
their future role*

Administrator-Driven

Firmwide Compliance

Compliance training has always been the first port of call for financial firms when looking to roll out training. In most cases, there is a legal requirement to ensure that staff are aware of and adhere to specific industry obligations such as Anti-Money Laundering and Market Abuse.

Role-Based Regulation

Awareness training on regulation happens in much the same way as compliance training, but adherence to the regulation can be much more complex. The growing need for firms to demonstrate technical competency at the individual level has seen Know-How become a key tool in complying with major regulations such as MiFID II and SMCR.

Functional Expertise

As with role-based regulatory requirements, department or function-specific training has widespread application within financial firms. Knowing where to start is often the most difficult part so each release of Know-How comes with curated learning plans for all major roles within the financial services industry. This allows administrators and managers to assign and refine the courses they want their staff to take with minimal fuss.

Blended Learning

While digital learning is often used to replace classroom training, it is not an effective replacement for *all* classroom training. Financial markets training is, by its nature, challenging and complex. Online financial training is best used in conjunction with classroom training as a means to embed technical knowledge and as a safe environment in which to practice and self-study. The challenge is understanding which areas to replace and which areas to keep in the classroom.

Know-How has a specific suite of content dedicated to helping firms address these issues and area, which are available with lock-down functionality

Intuition works with HR and Compliance functions to align content against competency criteria for major regulations

Intuition works with clients to transform role-based curricula into adaptive learning plans (using skills gap technology) and certification programs (using configurable exams)

Intuition has a dedicated faculty of classroom trainers and content curators to help you streamline your classroom programs through an appropriate blend of instruction and digital assets

User-Driven

CPD Maintenance

Many employees within financial firms require a professional qualification to do their jobs. While learners often use Know-How to brush up on their knowledge and skills before an exam, they perhaps most frequently use it to maintain their professional qualifications by earning CPD or CPE credits. Know-How is an accredited provider of CPD or CPE credits and it recognized by most of the world's major financial accreditation bodies.

Skills Pathways

While professional qualifications may be common within the financial services industry, they represent only a fraction of those employees who seek recognition of their skills. Employee appetite for lifelong learning and upskilling has led to increased interest in prepackaged Skills Pathways.

While Skills Pathways represent a way for employees to hone their skills in a certain area and build career capital, they are also increasingly used by firms as a feeder into formalized learning programs and qualifications and a tool for identifying those who may be a good fit for emerging roles created by new technologies.

Search and Recommendation

The emergence of recommendation engines within learning environments has made recommended learning a core feature of modern training programs. Like Skills Pathways, recommendation engines can suggest relevant courses to employees based on role or function or – in some platforms – their search history. Know-How is tagged at the topic and keyword level to facilitate advanced search and recommendation.

Each Know-How tutorial is tagged by CPD body so your users can find the content that's most relevant for their particular qualification

Intuition is developing specific Skills Pathways for functional areas such as Investment Banking Professional

Know-How is tagged at the topic and keyword level to facilitate advanced search and recommendation

Business-Driven

Line-Specific Projects

Know-How can serve as the cornerstone of multiple business line applications from sales enablement programs to customer and distributor education programs. The malleability of the content and course structures allows for the use of education beyond the confines of traditional learning ecosystems and platforms to anywhere there is a requirement for financial education. Applications include:

- Onboarding and Induction
- Sales Enablement
- Distributor Training
- Customer Education
- Outsourced Functions
- Learning Academies

Performance Support

Again, as firms look to bring learning out of systems and into employees' daily activities, the move towards workflow-based learning has started to gain traction as the technology becomes more widespread.

Intuition has in-depth experience using Know-How to create solutions to solve industry-specific problems wherever the requirement for learning

Know-How has been designed to work at both the tutorial and topic level to ensure that we're ready to support performance wherever and whenever you are ready to learn

*Talent development
only spends 15% of
their time promoting
employee engagement
with learning*

Understanding Your Culture

Once you've worked out the strategic applications for your training, the next step is to gather acceptance and buy in.

Financial firm employees suffer more than most when it comes to 'compliance fatigue' with employees often required to dedicate more than a working week per year to undertaking mandatory training.

Failure to account for these issues can be a major stumbling block in any engagement strategy. To ensure that your organization's efforts aren't wasted, you first must seek to understand the existing training culture within your organization and identify the behaviours you wish to promote and those you wish to eschew.

As a guide, there are four key components to be considered as part of any behavioural change program.



Motivation

While mandating training may ensure users put in the requisite hours, a willingness to engage and absorb the requisite knowledge will come from an understanding of why the training is important at an organizational and individual level.

Measurement

Corporate training – like any other type of training – is more successful if it is tied to a clear objective and if that objective is measurable. The use of examinations, internal certification programs, and skills pathways can create a culture of achievement around training.

Reinforcement

Prompts and reminders are critical to ongoing education and maximizing the benefit of eLearning. All standalone training interventions are subject to a forgetting curve, so the most effective strategies for knowledge transfer involve ongoing communication with staff to encourage and remind them to take relevant training.

Social Support


Positive support from managers and peers is crucial for the success of any training initiative. While tone from the top is effective in ensuring learners understand why the training is important, research suggests that when learners take training in groups or at dedicated times, it promotes dialogue and discussion around the learning material, increasing the likelihood of success.

Intuition can provide customised ‘launch packs’ – including promo videos, infographics, mailers, and demos – to create awareness and highlight relevance to roles

Intuition can provide customized reports and dashboards at business, group, and individual level to highlight key trends and show users and managers progress against specific objectives

Intuition updates its content four times a year and providing monthly financial markets content aimed at contextualizing learning using topical new stories

Intuition provides manager packs to help identify content relevant to specific teams and administrative support in creating specific time-sensitive programs

A dark, atmospheric photograph of the Singapore skyline at dusk. The Singapore Flyer, a massive Ferris wheel, is the central focus, its circular frame and spokes clearly visible against the dimly lit city. Several skyscrapers, including the Mandarin Oriental, are silhouetted against a sky with soft, orange-hued clouds. The overall mood is contemplative and modern.

*The more employees
continue to learn, the
greater their
developmental potential
and contribution to
performance over time*