



ABA eLearning

SELF-PACED ONLINE COURSES FOR YOUR BANK

Superior Content. Effortless Delivery.

► **TRAINING: THE KEY TO MANAGING YOUR GREATEST ASSET**

ABA'S UNIQUE STRENGTHS

SUPERIOR CONTENT

BLENDED LEARNING —
ENHANCEMENTS TO ONLINE
TRAINING

OFFERINGS AND BENEFITS
FOR BANKS

FEATURES AND BENEFITS
FOR ADMINISTRATORS

FEATURES AND BENEFITS
FOR USERS

FREE FRONTLINE COMPLIANCE
TRAINING FOR ABA MEMBERS

FLEXIBLE PRICING OPTIONS

ADDITIONAL TRAINING
OPPORTUNITIES

MAKE THE RIGHT CHOICE FOR
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TRAINING: THE KEY TO MANAGING YOUR GREATEST ASSET

Your people are essential to your bank's success in everything from generating new customers to increasing your business with existing customers. Ultimately, the long-term success of your organization rests in your ability to attract, develop, and retain the best team members.

By analyzing the knowledge, skills, and abilities required in key banking job functions, and leveraging and applying our over 130-year legacy in banking, we ensure our training offers superior content designed to optimize performance at every level. Through **ABA eLearning**, our suite of self-paced online courses, ABA Professional Development delivers up-to-the-moment training in a timely and cost-effective manner.

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Unparalleled Scope — ABA eLearning is a proven training resource in banks of all sizes, across the U.S., with more than one million eLearning enrollments.

Excellent Content — Our content is constantly updated to meet current needs in a changing environment. ABA eLearning has a well-reviewed and comprehensive curriculum, backed by more than a century of experience in training bankers. And, only ABA offers our **Frontline Compliance** curriculum that facilitates compliance training management and is free to ABA member banks.

Industry Expertise — ABA eLearning courses are created in collaboration with banking industry experts who ensure that we address the key issues facing banks today. The result is a thorough industry perspective formed by the input and feedback of banking professionals.

Enhanced Learning Experience — Only ABA eLearning is complemented by **Learning Extensions** that support the online learning experience. Our **ABA Training Roadmaps** recommend curriculum paths for different banking roles to deliver training that achieves results.

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By providing your employees with world-class training solutions developed by bankers for bankers, your bank benefits from best practices in today's banking environment. ABA Professional Development constantly updates content to be current in today's environment.

All ABA eLearning courses are created in collaboration with banking industry experts who ensure that we address the key issues facing banks today. The result is a thorough industry perspective formed by the input and feedback of banking professionals working in the field today.

ABA eLearning is comprehensive skill-based courses covering:

- Basic Banking Knowledge
- Business Banking Fundamentals
- Business Banking Relationship Sales
- Compliance and Risk Management
- Managing People
- Retail Banking Fundamentals and Sales
- Teller Training
- Wealth Management and Trust
- Workplace Fundamentals
- Microsoft® Office

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BLENDED LEARNING — ENHANCEMENTS TO ONLINE TRAINING

In addition to ABA eLearning, we offer you the added benefit of our unique **Learning Extensions**. Learning Extensions are skill-based classroom follow-up classes that complement the online courses, and provide an opportunity for your staff to apply the knowledge and skills acquired in the online course environment to real-life scenarios, in the form of role play and practice sessions. Our unique combination of ABA eLearning and Learning Extensions provides you with a cost-effective way for your staff to master a skill set and a valuable opportunity to practice those skills before using them with customers.

ABA Training Roadmaps

ABA Training Roadmaps guide bankers through the training and development required for their position, throughout their career lifecycle. From someone beginning a career in the banking industry, to those looking to improve their skills and knowledge, to senior staff honing their expertise, our Training Roadmaps offer a logical progression of professional development in all areas of banking.

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OFFERINGS AND BENEFITS FOR BANKS

- Train your entire staff with course content you can trust from the banking industry's foremost authority.
- Develop training plans that tie concept mastery to career development, increasing employee job satisfaction and retention.
- Deliver practical skills in manageable increments for immediate improvement in job performance.
- Track all bank-wide training, both internal and external, in ABA's Learning Management System (LMS).

Also available through ABA eLearning:

- Create your own Rapid eLearning Courses and track them through the LMS.
- Customize our courses to your brand, culture, and policies.
- Post bank-specific policies, procedures and product information.

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FEATURES AND BENEFITS FOR ADMINISTRATORS

- Save time by registering and enrolling multiple users at one time.
- Dynamic enrollments allow you to pre-set new hire and annual compliance training requirements.
- Advanced sorting and reporting capabilities make administration painless.
- Automatic email reminders help ensure high completion rates.
- Training reports are at your fingertips.
- ABA Training Roadmaps that allow individuals and managers to track progress and achievements.
- Preset compliance and AIB certificate curricula.
- Flexible billing arrangements, **content packages**, and pricing fit your unique training needs and budget.

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- Earn **diplomas and certificates** from the American Institute of Banking (AIB)
- Earn **continuing education credits** from the Institute of Certified Bankers (ICB)
- Prepare for the next level of advancement and added responsibility
- Printable courses for offline reference
- Interactive and engaging exercises and quizzes
- End-of-course assessments to validate learning
- Enhance your training experience with ABA **conferences, schools, and telephone briefings**
- **ABA Training Roadmaps** provide a recommended course of study for many retail positions.

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FRONTLINE COMPLIANCE TRAINING FOR ABA MEMBER BANKS

Constantly changing compliance requirements. Ever-increasing regulatory scrutiny. Growing risks and privacy concerns. Scheduling and high employee turnover. These are just a few of the many challenges banks face every day when it comes to managing compliance training.

ABA Frontline Compliance Training — a comprehensive curriculum of self-paced online courses from ABA eLearning — is the ideal one-stop solution to train your frontline staff.

Courses are tailored to the following job functions:

- Bank Tellers
- Call Center Representatives
- Consumer Lenders
- Customer Service Representatives
- Personal Bankers

Best of all, this current and critical training is free to ABA member banks.

ABA Frontline Compliance Training makes mitigating risk as easy as

- 1) Registering your bank's employees
- 2) Enrolling students in courses
- 3) Monitoring their progress

Because ABA Frontline Compliance Training is delivered through the ABA LMS (like all our self-paced online courses), reports can be generated on demand.

Preview our Frontline Compliance courses, or register for one of our free informational webinars.

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FLEXIBLE PRICING OPTIONS

ABA eLearning offers **recommended skills packages** and tailored solutions that are designed to fit your unique needs and budget. Course packages are purchased through a license agreement and provide a very cost-effective means to spread the benefits of ABA's extensive skill-based eLearning across your bank.

- ▶ Content package options:
 - Banking Industry Fundamentals
 - Teller Training
 - Lending Fundamentals
 - Sales Skills
 - Financial Advisor Skills
 - Managing People
 - Business Banking Skills
 - Customer Service
- ▶ American Institute of Banking Certificates:
 - Bank Teller Certificate
 - Call Center Certificate
 - Customer Service Certificate
 - Small Business Banking Certificate
 - Supervisor Certificate
 - Team Leader Certificate

You choose the number of employees and the courses, and we create a custom package and license agreement that fits your bank's needs and your training budget. **Learn more** about our special ABA member discounts.

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ADDITIONAL TRAINING OPPORTUNITIES

ABA Professional Development is uniquely positioned to offer training for every banker, at every stage of his or her career lifecycle.

Our comprehensive training offerings give your employees the opportunity to establish a foundation of banking knowledge, develop specialty banking expertise, and improve their management skills, through a variety of offerings.

- Skill-based Learning Extensions
- Professional Certifications
- AIB Certificates and Diplomas
- Custom In-bank Training
- Instructor-led Online Courses
- Conferences and Schools

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Building an effective training program sends the right message to your team. Partnering with ABA will help to ensure you have the learning resources and tools to attract, develop, and retain your most important asset—your people.

ABA Professional Development will work with you to create an online training program that delivers for your bank and your people.

Questions? Contact **Jim Edrington** at (202) 663-5132 or training@aba.com

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