



COMING SOON

# Welcome to the future of learning.

From **January 2021**,  
IOB will never be the same again.



# For 125 years we have been thinking about tomorrow

•We are a not for profit organisation. founded by the industry and for 125 years we helped to shape its future by continually reinvesting in the products and services we offer our members.



A recognised  
college of UCD

## **IOB is a Recognised College of UCD**

- ✓ Ireland's largest university
- ✓ Ranked within the top 1% of higher education institutions in the world





Because the world we will wake  
up in tomorrow will be a  
different place.

**And we need to be ready.**



# Our sector is in a constant state of flux

Every dimension of financial services and education is evolving. Old paradigms being challenged, conventions being disrupted and behaviours being reshaped by the consistent stream of advances in technology, regulation and consumer expectations.

# 81%

Of banking CEOs are concerned about the speed of technological change, more than any other industry sector.

– PWC, 2020



# **Our customers expectations, career journeys and ambitions are changing**

This creates an exciting opportunity for us as a business as we evolve to deliver a learning experience that delivers against their needs and fuels their ambition.

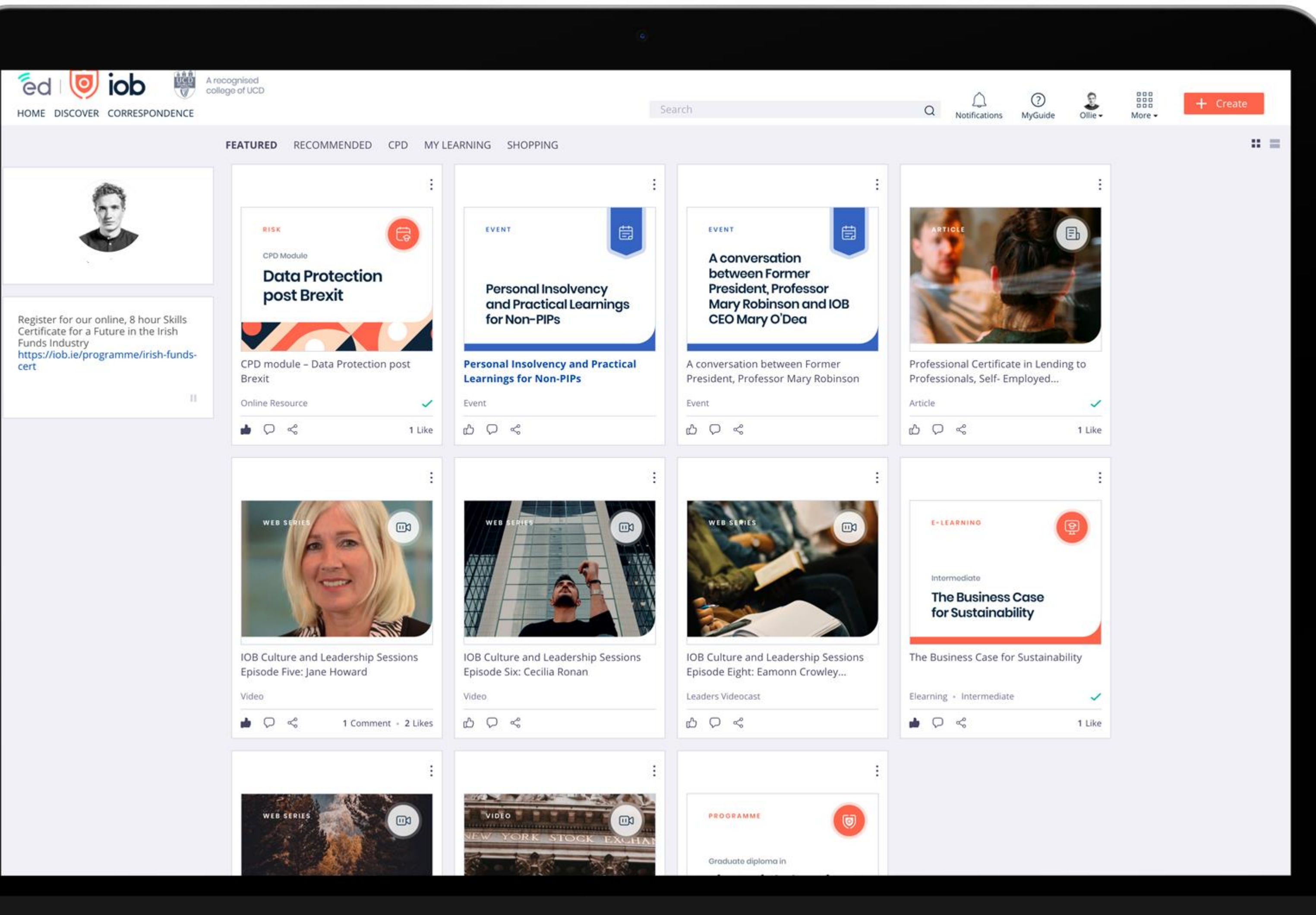


A SIMPLE STORY

IOB is a life long **learning partner**, designed to **uncover potential** and **fuel personal progress** so a community of professionals can **realise what they are capable of** and deliver the **highest standards** in the Financial Services industry, leading to better customer outcomes.



**We have  
simplified, aligned  
and strengthened  
our offering in  
order to deliver the  
change we need.**





Building a **clear, powerful brand and experience** that can **deliver value** to each and every customer, **drive growth** for the business and **set the benchmark** for learning and development in the **financial services category and beyond.**

# Driven by the needs of our members...

“I want to make progress in my career and stay ahead. This means having the best qualifications and lifelong learning that can help me develop my potential and realise my ambitions.”

# And our partners...

“We need relevant, applied and validated skills from an organisation who deeply understands the industry and our current and emerging needs.”





We are developing a substantially enhanced **value proposition for members and corporates** which would provide a highly innovative, if not unique, **lifelong learning model that will...**



**Enable members** to engage with personalised learning content relevant to their unique interests, needs and career trajectory



**Provide corporate partners** with real-time access to a world leading credentialing platform: qualifications of employees assured, compliance enhanced, regulatory and reputational risks reduced.



**Transform our business model** and our technology systems



01

**IOB for Individual  
Members**

## IOB INDIVIDUAL

# The benefits of individual membership

€80/£70 Annual subscription

- Increase in membership fee by €40 annually
- There has been no increase in membership fees in 16 years
- We compare favourably with other membership organisations
- We're Not for Profit
- We invest heavily in products and services for our members including the 3 propositions
- These investments have come from our reserves



### 01 Your standout educator

A Recognised College of UCD and the leading provider of applied education in financial services, we offer more than 40 university accredited qualification and a wide range of online short programmes and micro learning.

### 02 We get you qualified

We offer 14 professional designations, including all the essential regulatory required designations to qualify you for roles in financial services.

### 03 We keep you qualified

Lifelong learning is essential to sustain a career and your professional designation. As Ireland's largest provider of continuing professional development, we keep you qualified.

### 04 Your essential career partner

Through our new digital, personalised learning experience platform, we empower you to explore your talent and potential. We fuel your personal growth and career trajectory.

### 05 Your professional community

You are part of the largest professional membership community in Ireland, where you can share experiences, exchange knowledge, and network.



A NEW ERA

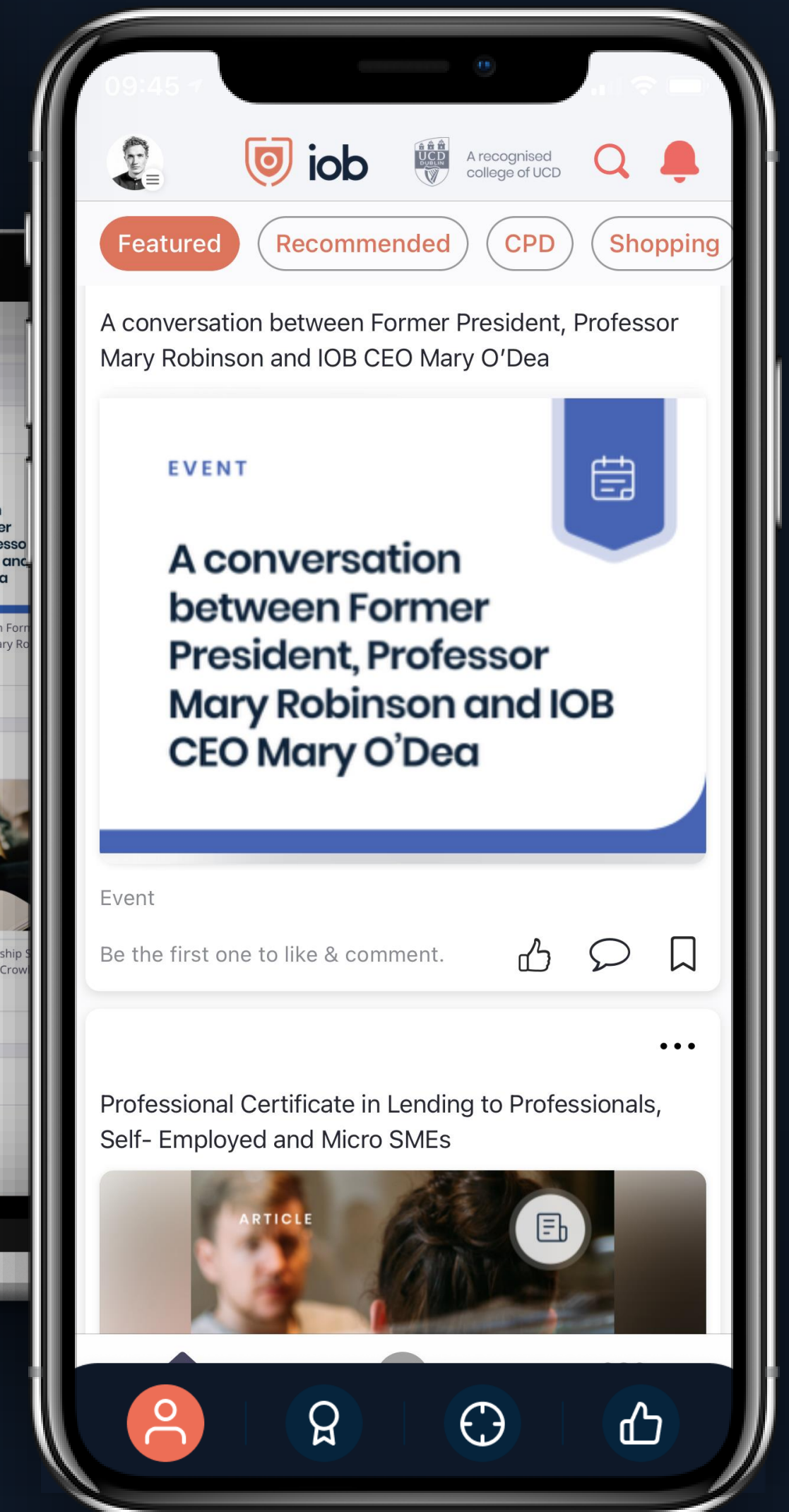
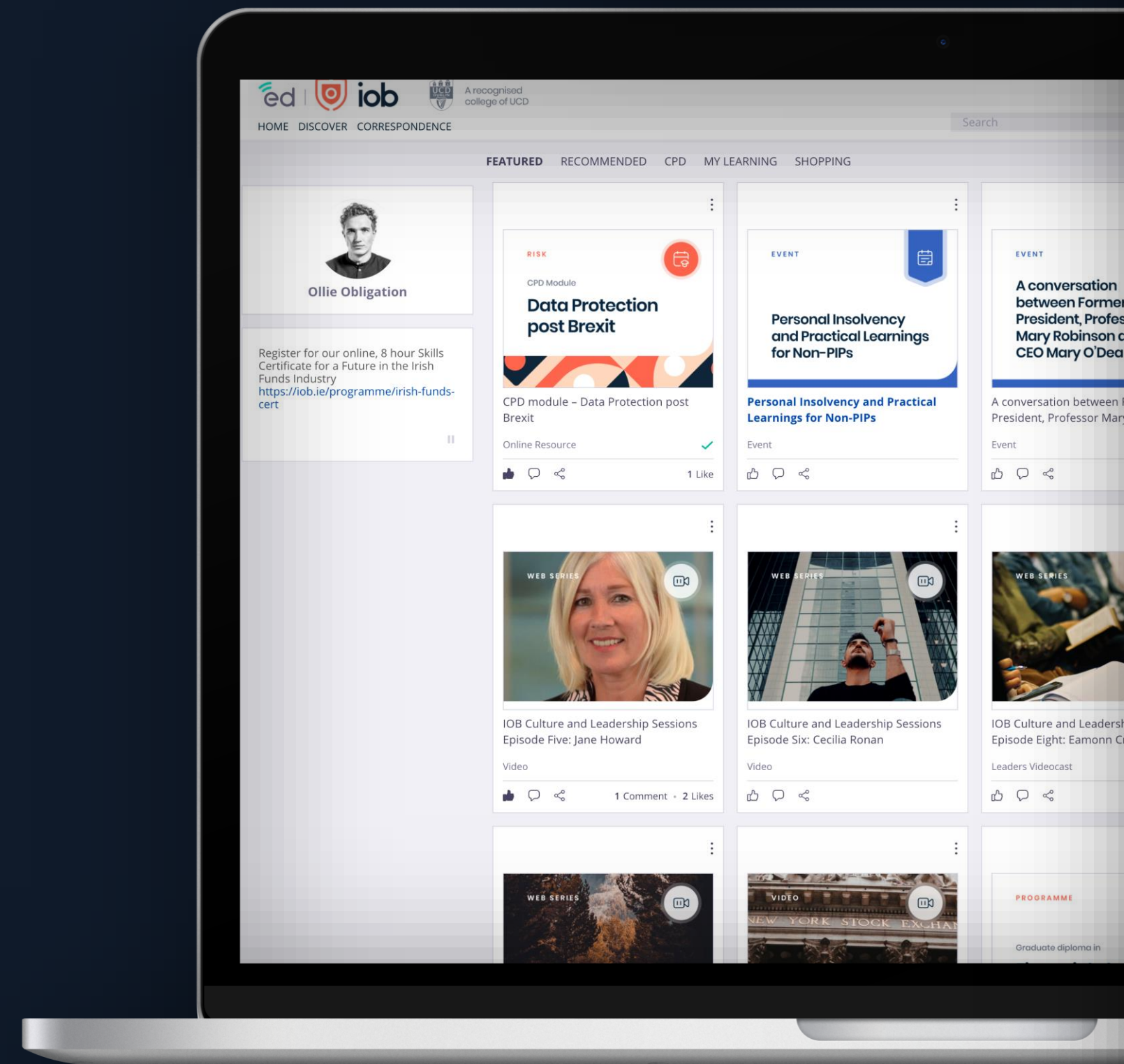
# 3 new innovations launching in 2021

Learning experience platform

IOB App

EdQ

Verified by



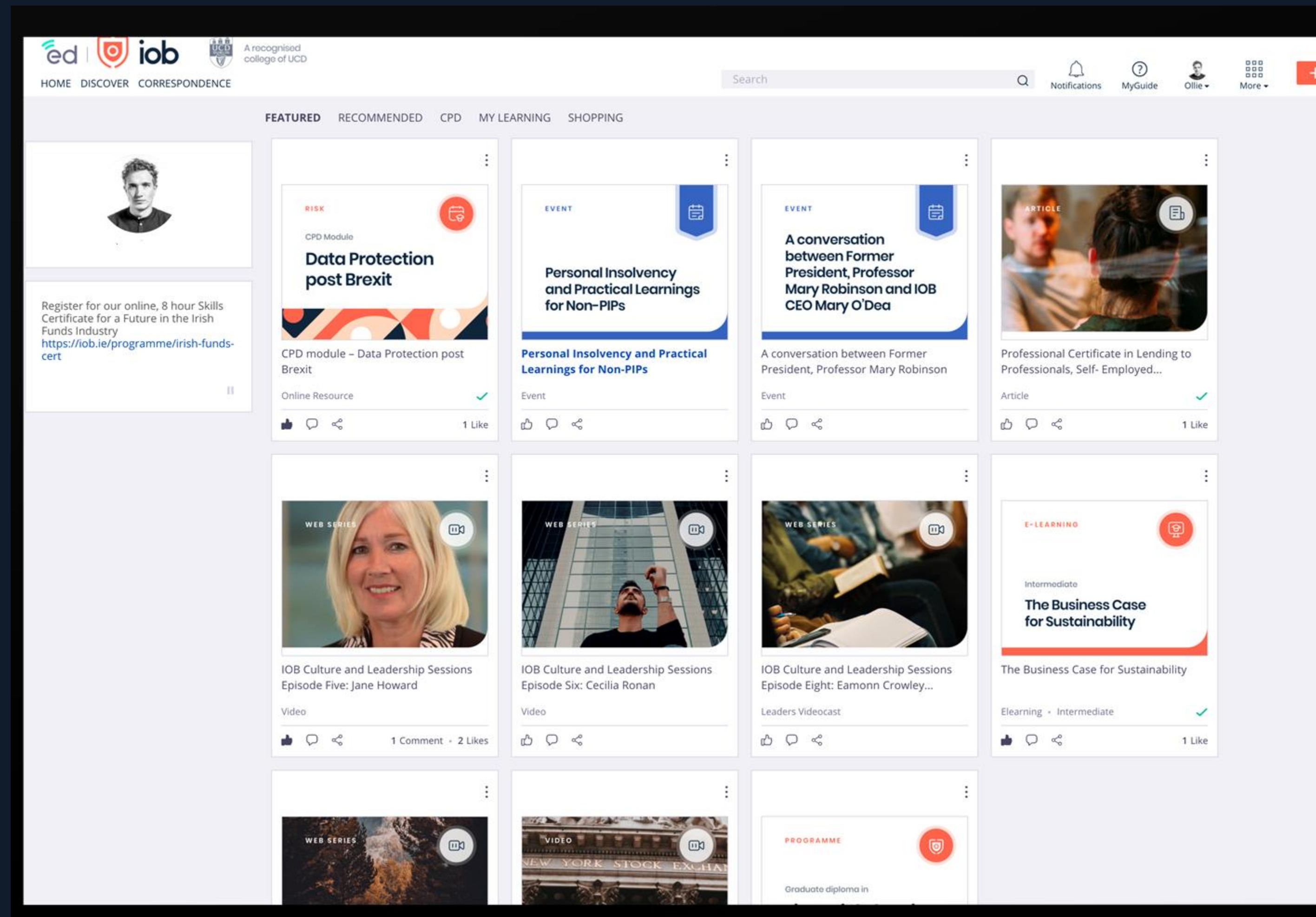


01

# Our new learning experience platform

In a world where business models and the future of work is ever changing, IOB helps you to stay on track by defining a path to sustain and achieve your career ambitions

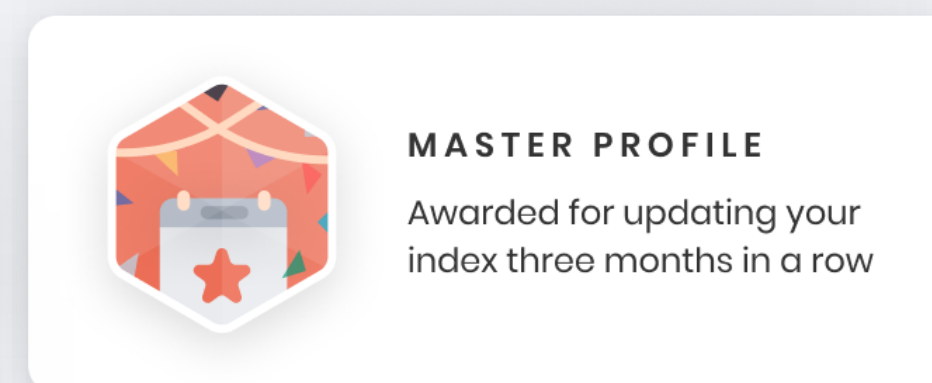
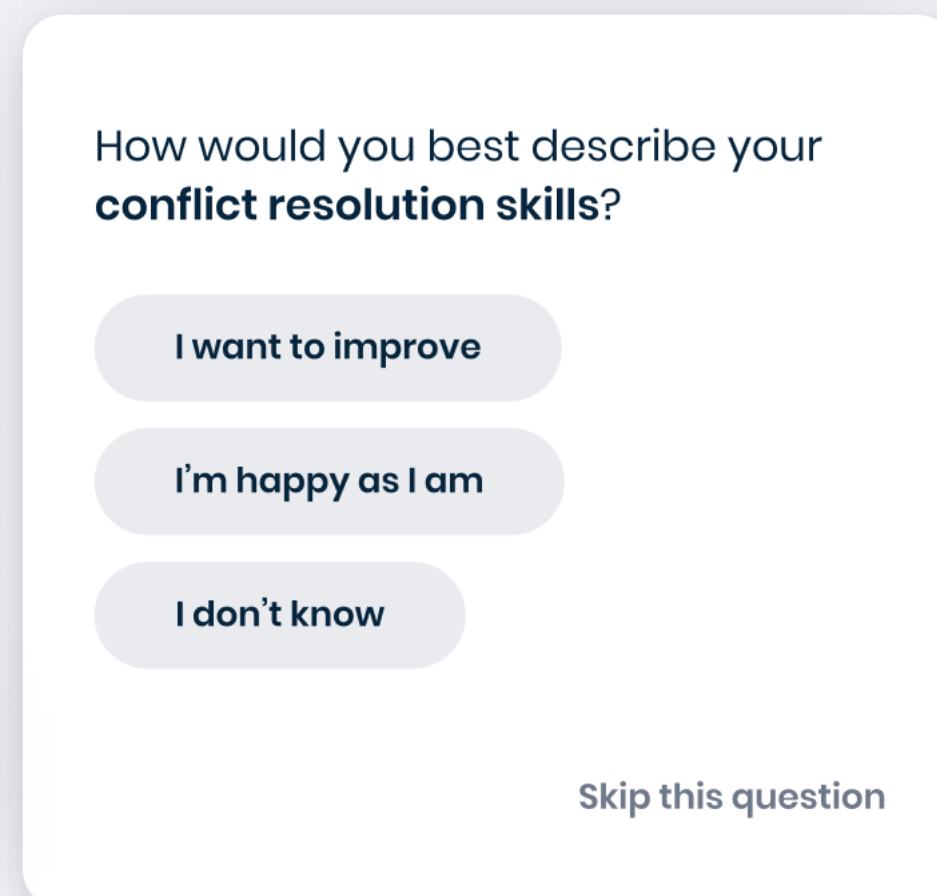
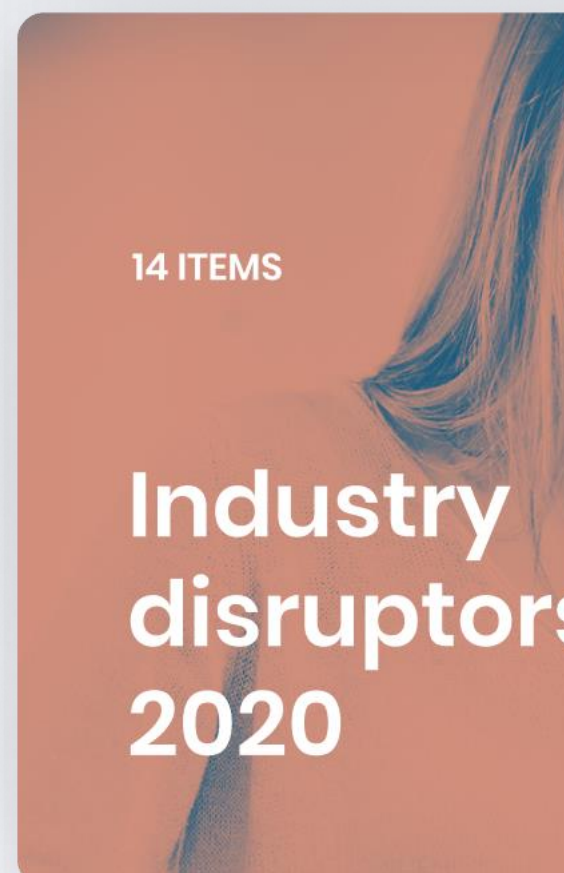
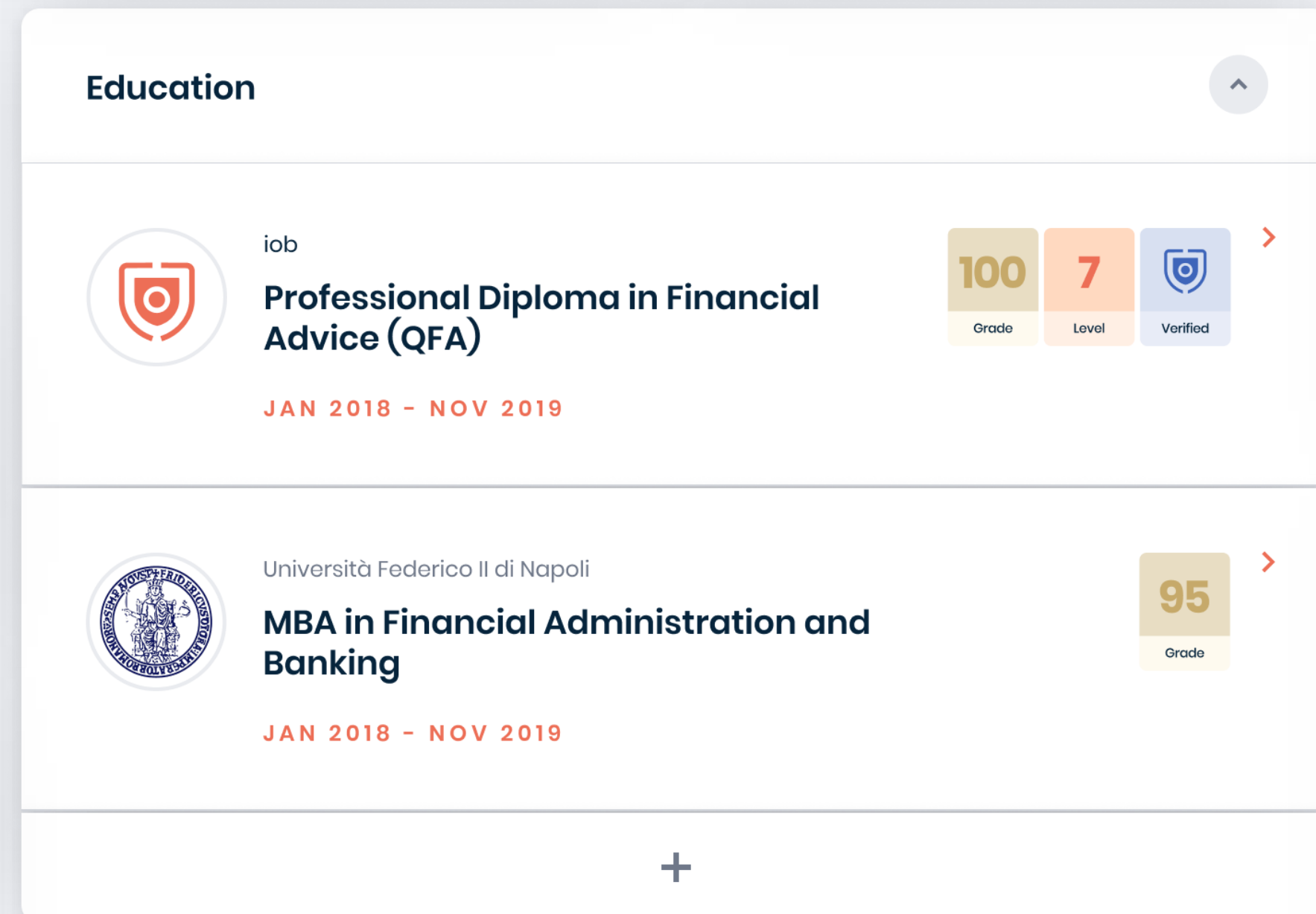
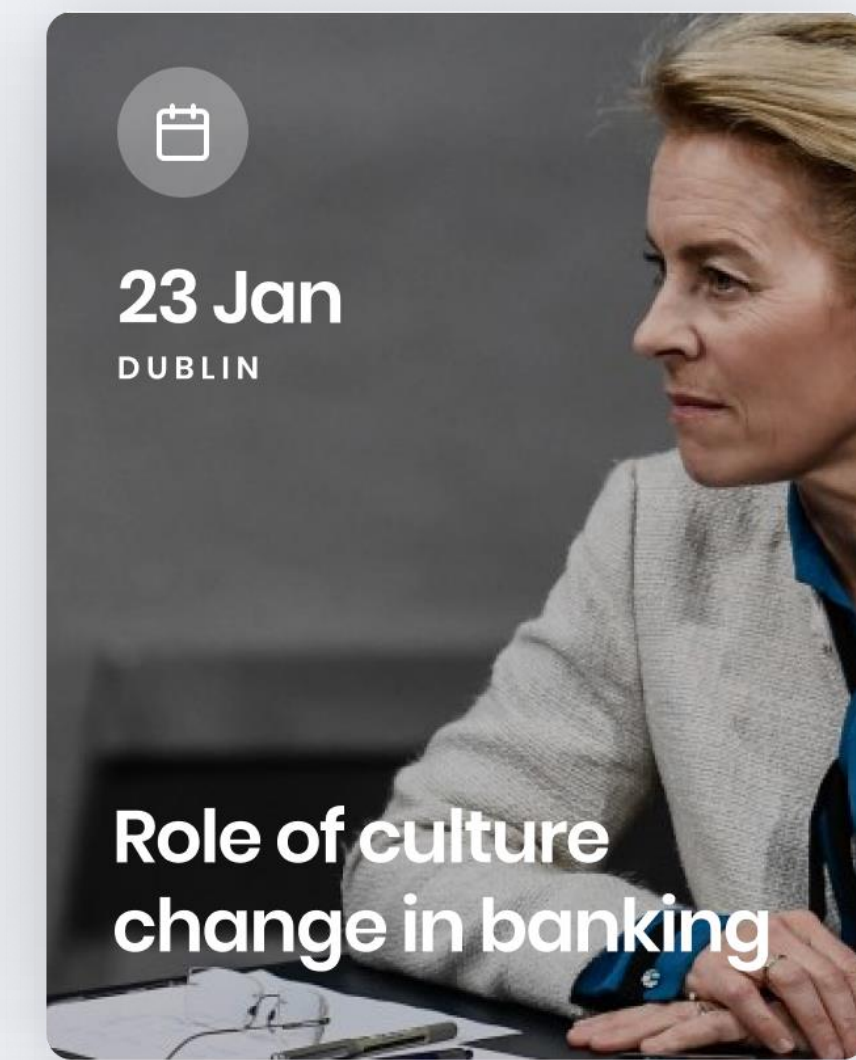
Coming soon



# Our new learning experience platform

is an intuitive, personalised, lifelong learning environment that empowers you to explore your talent and potential.

In a world where business models and the future of work is ever changing, IOB helps you to stay on track by defining a path to sustain and achieve your career ambitions





# Dynamic and digitally enabled learning and career ecosystem for the 21st Century.

Our new learning experience platform is for everyone working in financial services, including investment funds and international financial services.

Courses

Learning

Learning pathways

Events

Micro-learning

01

**Discover** and **explore** your individual talent and potential,

02

Helping you **define a learning path** to advance your career

03

**AI powered** diagnostics and recommendations

04

**A visual representation** of your education, personal development, and career routes

05

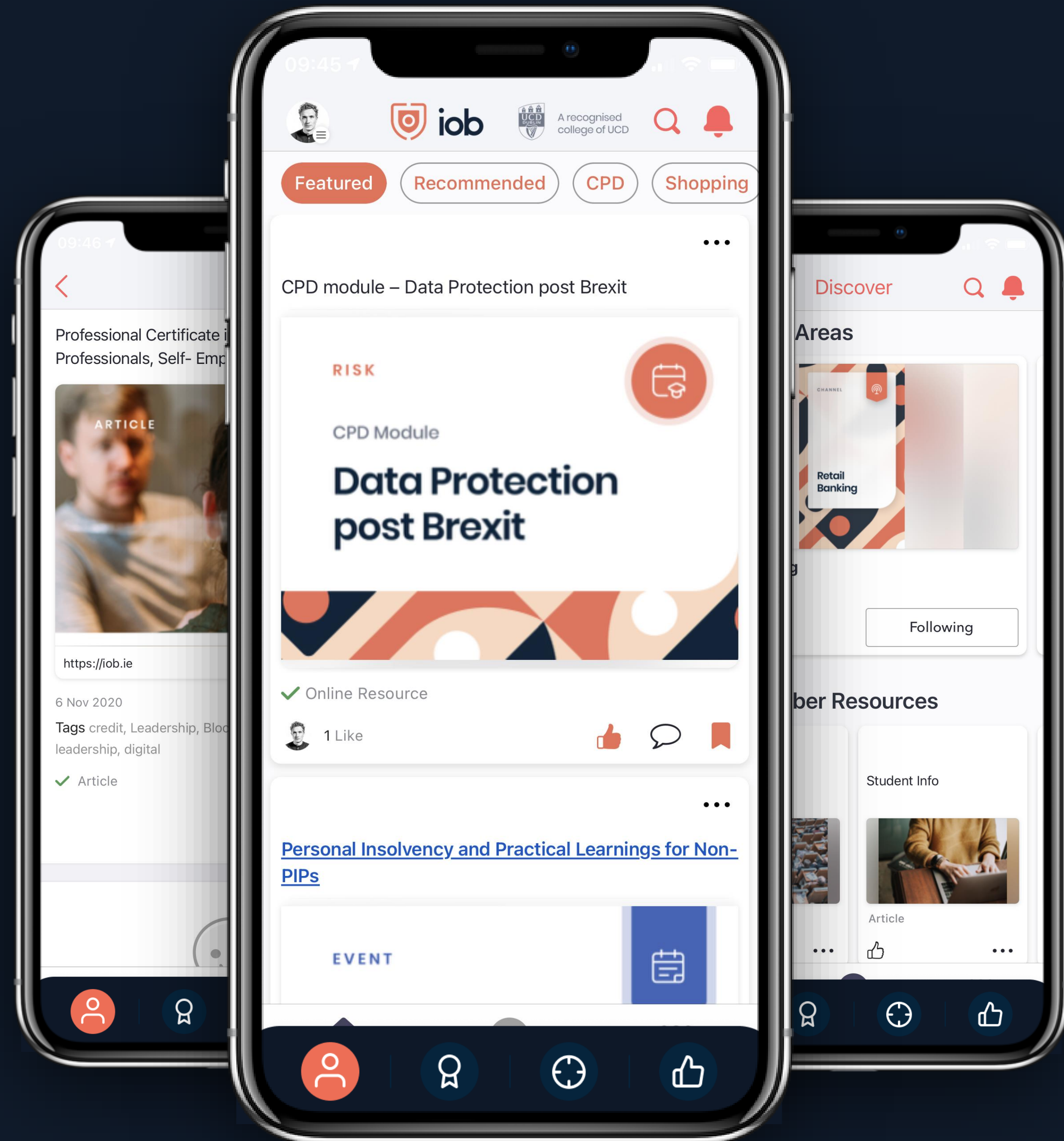
**A digital community** of financial services professionals committed to the highest standards of professional services.



# 02 IOB App

From discovering curated content, to logging CPD hours on the go, the IOB App opens a new world of possibility in staying connected and up to date with IOB.

Coming soon

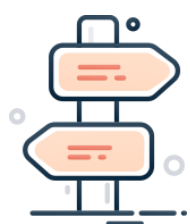


# Meet the IOB app.

A brand new way for our members to stay connected to the IOB.



Access and engage with learning material



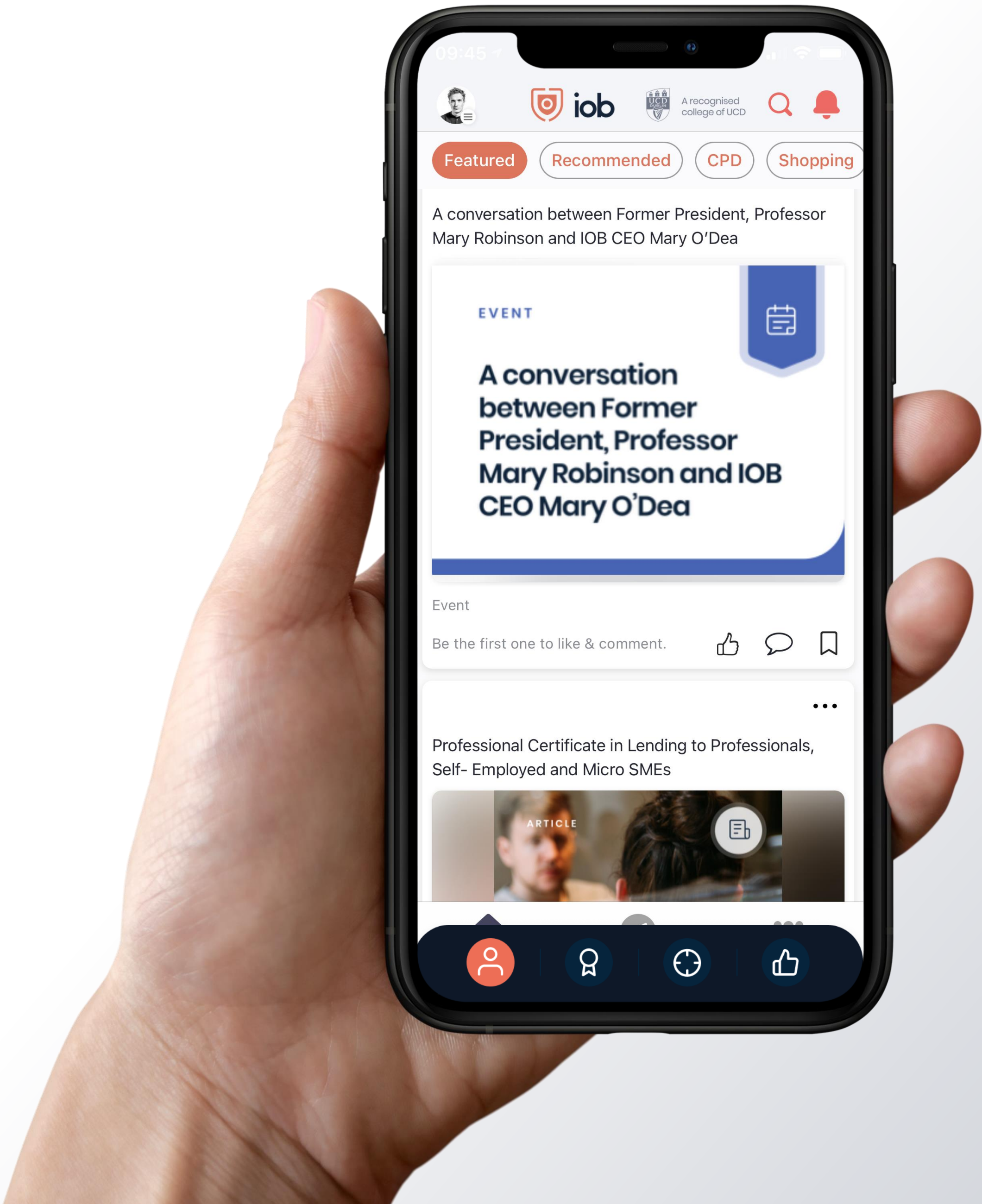
Create and follow learning pathways



Browse events, micro-learning and content



Log CPD hours on-the-go



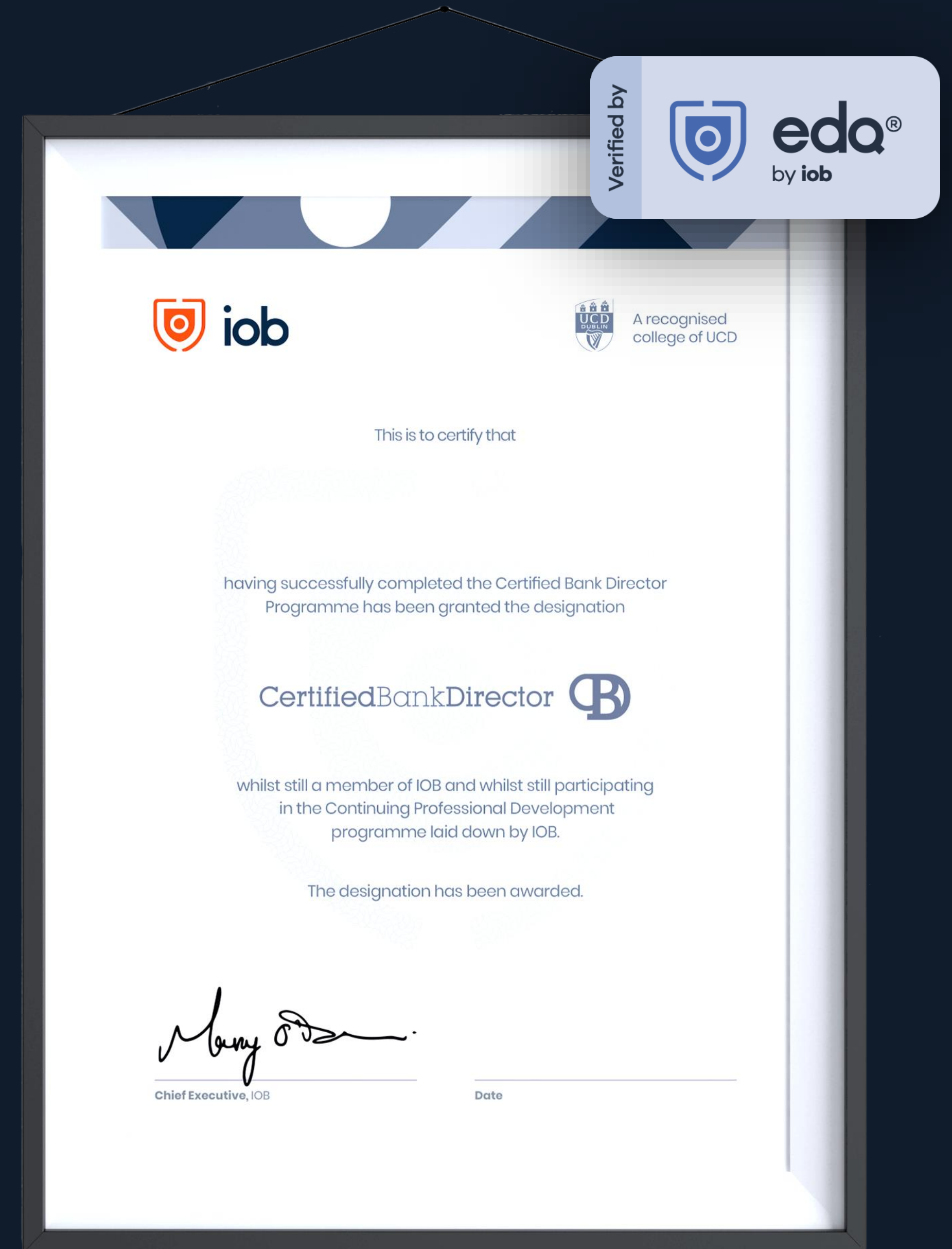


03

# EdQ by IOB

A new dynamic education credentialing eco-system that tracks and certifies qualifications, continuing professional development and lifelong learning, supporting career profile recognition across a wide reach of financial services.

Coming soon





**EdQ** is a **world-first** financial services education platform, based on **blockchain** technology, that provides **real-time access** and an immutable **trusted source of validated learning credentials**, including education and professional qualifications.

It offers firms the potential to integrate with their management systems to reduce costs, manage regulatory compliance reporting and combine with their competency, talent and reward frameworks. Supported by the Central Bank of Ireland and Department of Finance



Led by IOB, a proactive collaboration with Ireland's three leading banks and Deloitte, a leading blockchain consultancy.



EdQ is an intuitive, self-service portal allowing institutions to access a single view of staff educational qualifications, professional designations and learning credentials in real time.



EdQ assures the qualifications of people, reduces regulatory and operational risk and ensures enhanced compliance.



EdQ will support more than 1,500 firms (including the banks) across Ireland.



EdQ can be integrated with corporate HR and management systems to reduce costs, support regulatory compliance reporting, and competency, talent and reward frameworks.



**In closing...**

# We are IOB

We believe life-long learning unlocks human potential

## We educate, enable and empower

### OUR MEMBERS

Through applied education and personalised learning we equips each learner with the qualifications and continuous learning they need in order to develop their potential and realise their career ambitions.

### INSTITUTIONS

Delivering the relevant professional education, learning and development each organisation needs to sustain success and flourish in a transforming future

## By informing and guiding and inspiring each member along each stage of their unique journey

PERSONALISING

### INDEX

Intelligent customisation the experience based on who they are and what they are trying to achieve

FACILITATING

### LEARNING

Focusing their energy and prioritising what needs to get done in order to progress

MOTIVATING

### PATHWAYS

Supporting them and illuminating opportunities along each stage of their order to make each journey more fulfilling and rewarding.

## Providing relevant, world class applied learning across sectors that supports business and accelerates careers

### BANKING

### PAYMENTS

### FUNDS

### GOVERNANCE

### WEALTH MANAGEMENT

### RISK AND COMPLIANCE

### DIGITAL

### SUSTAINABILITY

## Underpinned by leading Blockchain technology that verifies credentials, creates consistency and builds trust

### EDQ

## Organisation

## Blended Learning experience

## Industries

## Technology

Gives credibility, can be repurposed



# Thank you

Learn more on [iob.ie](https://www.iob.ie)

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Number: 10530 The Institute of Bankers in Ireland (a company limited by guarantee) trading as IOB