Reputational Risk Management in Banking Training Course

Professional Development Training Course Outline

Category	Banking Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s volatile financial ecosystem, a bank’s reputation is its most valuable intangible asset, acting as the bedrock of stakeholder trust and market stability. As non-linear, accelerated, volatile, and interconnected (NAVI) risks reshape the industry, traditional reactive approaches are no longer sufficient. Reputational Risk Management in Banking Training Course is engineered to equip banking professionals with a proactive governance framework, transforming reputational risk from an elusive challenge into a manageable, measurable, and strategic imperative that safeguards institutional credibility.

By integrating advanced risk intelligence with crisis-resilient communication strategies, participants will learn to navigate the complexities of the digital age, where social media sentiment, ESG integration, and cybersecurity vulnerabilities can trigger near-instantaneous loss of confidence. This program provides the necessary digital acumen and ethical leadership tools to foster a culture of integrity, ensuring that your institution remains resilient against emerging threats while consistently delivering long-term value to shareholders, clients, and regulators in an increasingly transparent global market.

Programme Curriculum

Reputational Risk Management in Banking Training Course

Introduction

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Course Duration

5 days

Course Objectives

- Master enterprise-wide risk identification techniques for emerging reputational threats.
- Quantify reputational damage using data-driven scenario analysis.
- Align institutional values with ESG-aligned brand strategy.
- Implement proactive social listening and real-time sentiment monitoring.
- Optimize crisis communication protocols for digital and traditional media.
- Develop robust third-party risk oversight for vendor-related scandals.
- Strengthen cyber-resilience as a core component of brand protection.
- Mitigate conduct risk and employee-driven reputational hazards.
- Utilize Artificial Intelligence (AI) for predictive risk modeling.
- Establish clear risk tolerance thresholds for sensitive market sectors.
- Navigate the intersection of regulatory scrutiny and public perception.
- Foster a transparent reporting culture for early escalation of risks.
- Drive stakeholder engagement to rebuild trust post-incident.

Target Audience

1. Chief Risk Officers (CROs) and Risk Managers.
2. Corporate Communications and Public Relations Directors.
3. Compliance and Legal Officers.
4. Senior Executives and Board Members.
5. Internal Audit Professionals.
6. Investor Relations Managers.
7. ESG and Sustainability Officers.
8. Business Continuity and Crisis Management Leads.

Training Modules

Module 1: The Anatomy of Reputational Risk

- Defining reputation as a core business asset.
- Differentiating between operational and reputational triggers.
- Understanding the NAVI (Non-linear, Accelerated, Volatile, Interconnected) threat landscape.
- **Case Study:** Analysis of a global bank’s loss of market share following a major service outage.

Module 2: Governance and Framework Design

- Building a multi-functional reputational risk oversight committee.
- Defining risk appetite and threshold metrics.
- Integrating reputation into the Enterprise Risk Management (ERM) framework.

- **Case Study:** Establishing a "Pillar of Reputation" model within a Tier-1 financial institution.

Module 3: Digital Resilience and Cybersecurity

- Managing AI-enabled social engineering and deepfake threats.
- Protecting brand identity in the era of digital assets.
- Cyber-risk as an enterprise-level financial and reputational crisis.
- **Case Study:** Handling a high-profile customer data breach and the subsequent brand recovery.

Module 4: ESG and Ethical Banking

- Aligning social responsibility with core financial objectives.
- Monitoring "Greenwashing" risks and regulatory expectations.
- Developing ethics programs that drive internal culture.
- **Case Study:** The impact of unethical lending practices on stakeholder confidence.

Module 5: Proactive Intelligence and Monitoring

- Leveraging real-time sentiment analysis and social listening tools.
- Identifying "red flags" in customer feedback and media trends.
- Early warning systems for potential scandals.
- **Case Study:** Using AI-driven sentiment monitoring to avert a regional liquidity crisis.

Module 6: Crisis Communication and Media Management

- Crafting transparent responses in the "trial by social media" era.
- Role of the CEO and spokesperson in crisis containment.
- Managing regulatory relationships during intense scrutiny.
- **Case Study:** Executing a successful turnaround communication strategy after a scandal.

Module 7: Third-Party and Ecosystem Risk

- Assessing risks introduced by partners, vendors, and fintech integrations.
- Standardizing due diligence across supply chains.
- Managing shared risks in interconnected digital platforms.
- **Case Study:** Investigating a major data leak originating from a third-party payment vendor.

Module 8: Recovery and Trust Restoration

- Strategies for rebuilding long-term stakeholder trust.
- Transparent remediation and performance reporting.
- Institutional learning-Updating risk frameworks post-crisis.
- **Case Study:** Long-term reputation repair program following a historical regulatory fine.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.

- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com