

Banco Santander Private Banking



Post GFC 2008 this division of Banco Santander was consolidating a new organisational structure for all its private banking brands worldwide and Headquarters in Madrid were looking for something to generate a common culture across Spain, UK, USA, Brazil, Switzerland and Italy.

At the same time clients developed a deep mistrust of all banks and this was critical for this unit dealing with private investments. The *Persona* Trust Model, within Persuading & Influencing Others was used to train private bankers in communication skills, empathy and flexibility so these could be applied trans-culturally and there were sales processes that placed client needs and expectations at the centre. In 2009 this program was delivered in seven countries and topped the charts for Banco Santanders L&D programs worldwide. Participants everywhere rated the solution as one of the most applicable, realistic and perfectly customized for the achievement of their strategic goals and results.