



# DIGITAL TRAINING CATALOGUE 2021



# AML - ANTI-MONEY LAUNDERING

The law against money laundering (AML) requires that banking establishments put into place control procedures and training for their employees, in order to help them identify and avoid situations in which they could be led to carry out money laundering.

The AML Certification is a ready-to-use training course aimed at preventing money laundering, terrorist financing and predicate tax offenses. Specific to the Swiss market and based on FINMA guidelines, it is developed in collaboration with Geneviève BERCLAZ, lawyer specialised in AML and former employee at FINMA.

## OBJECTIVES

Your employees will be able to identify situations presenting risks in term of:

- Money laundering
- Terrorism financing
- Prior tax offense infractions

## CONTENT

The training takes into account both the daily life of your employees and the latest legal and regulatory developments, providing them with practical tools that they can put into use as soon as the training is completed.

It contains :

- Legal background and law articles
- Case studies inspired by real-life events
- A certification (SCORM compatible)
- Results tracking and export

## LANGUAGES

The training is available in:

- French
- English

## DURATION

The training lasts for approximately **2h.**





# PROTECT YOUR DATA (PYD) - INFORMATION SECURITY

This training has been developed for the use of all companies – large or small, because the rise of new technologies is such that they are not always able to put in place suitable cyber security measures. Cyber attacks are becoming one of the most feared risks for companies: they affect more than a third of Swiss companies.

This 100% digital training is recommended by Clusis, the reference in Switzerland in the field of cyber security.

During this training, learners are immersed in a fun universe made of 7 interactive episodes (scenarios, challenges, videos, press articles, etc.). It is concluded by a certifying quiz.

Published as a SCORM file, you can monitor the progress of your employees and get an export of their results.

## OBJECTIVES

As a cyber attack generally involves the voluntary or involuntary participation of a person within the company, this training is intended to give your employees the tools they need to anticipate and avoid situations presenting a risk in information security.

## CONTENT

The learner will address the following topics:

- Introduction to information security
- Information security in the workplace
- Uses and risks of email messaging
- Uses and risks of the Internet
- E-reputation and social media
- Security and mobile devices
- Information security at home

## LANGUAGES

The training is available in:

- French
- English

## DURATION

The training is comprised of

7 episodes. **Each episode lasts about 10 minutes.**





# GDPR – GENERAL DATA PROTECTION REGULATION

The new European General Data Protection Regulation (GDPR) entered into force in May 2018. It specifies the new obligations for any organisation that collects, processes or stores personal data within the European territory. Any breach thereof can result in heavy fines and damage to the reputation and image of your company.

Thanks to this 100% digital training, you can train all your employees who deal with your customers' personal data. This raises their awareness of what personal data is and how to protect it. It further protects your business from potential heavy penalties and signals to your customers that they can trust you.

## OBJECTIVES

At the end of this e-Learning, your employees will be aware of the main principles of the new data protection legislation.

Through everyday situations, they will discover what their rights and obligations are if they have to process personal data.

## CONTENT

Your employees will address the following topics:

- GDPR – overview of the key principles
- What is the difference between personal data and sensitive personal data
- Know how to process, store, buy or sell data
- What are the rights of an individual in respect of their personal data
- How to react in the event of an incident

There is a special edition for Banks.

## LANGUAGES

The training is available in:

- French
- English

## DURATION

The training lasts for approximately **20 minutes**..





# MARKET ABUSE

Market abuse, insider trading, price manipulation, best execution principle. What have you put in place to train your employees? In 20 minutes, give them the tools they need to protect your business.

This e-learning training is developed in collaboration with Mr Philipp Fischer, partner at OBERSON ABELS SA and a business lawyer in French-speaking Switzerland.

It is intended for all employees of banks and other financial intermediaries. It concerns the regulatory provisions of the law on stock exchanges with regard to market abuse, as well as those provided for by the new Federal law on financial intermediaries (FinSA), which provides in particular rules of behavior on the part of service providers financial relative to their clients.

## OBJECTIVES

Upon completing this digital training, your employees will be able to recognize risky situations and the due diligence they must put in place in order to avoid finding themselves in a situation of market abuse.

## CONTENT

Your employees will address the following topics:

- Insider trading
- Price manipulation
- Best execution

## LANGUAGES

The training is available in:

- French
- English

## DURATION

The training lasts for approximately  
**20 minutes.**

You can access the training through our Learning Portal, or install the modules directly on your LMS.





# SUSTAINABLE INVESTMENT

Sustainable investment has become an integral part of the economic landscape and is gaining importance in the financial sector in general, including Private Banking. Through examples and interactive case studies, this training enables finance professionals to understand the integration of sustainable investment into the financial sector.

This digital training has been designed in collaboration with Edmond de Rothschild and Swiss Sustainable Finance.

## OBJECTIVES

At the end of this training, your employees will be able to inform their clients about **the impact of sustainable investment** and the resulting opportunities.

## CONTENU

The training is structured around 4 modules based on the main elements of the financial sector value chain:

- What is sustainability and what are the implications for the financial sector?
- The role of institutional investors (Asset Owners) in the sustainable value creation process and the implications for Asset Managers.
- Integrating sustainability into business models and business strategy, as well as their implications for business analysis and valuation.
- Enhance the value proposition for private banking clients through sustainable investing.

## LANGUAGES

The training is available in:

- French
- English
- German

## DURATION

The training lasts for approximately **1h30**.  
Each module lasts about **30 minutes**.





# E-LEARNING ON THE FINANCIAL SERVICES ACT (FINSA/LSFIN)

The Federal Law on Financial Services (FinSA/LSFin) entered into force on January 1, 2020. It seeks to regulate the behaviour of financial service providers towards their customers. Each client advisor has an obligation to know the rules of behaviour set out in the law.

While your employees might be able to take ownership and attempt to interpreting the entire laws and regulations on their own, a better way is to offer them our 100% digital training! Focused on practical cases, it is effective way to understand the new regulations and various practices to be put in place to ensure compliance.

Published in SCORM, the module can be integrated directly into your company's LMS. The content is easily customizable, to include, for example, customer profile analysis forms specific to your company.

## OBJECTIVES

At the end of this training, your employees will be able to:

- Classify customers according to the main principles of FinSA.
- Distinguish the principles and objectives of FinSA/ FinIA classification.
- Apply the rules of behavior in the provision of financial services to clients.
- Know and comply with the "Best Execution" rules and FinSA organizational rules.
- Validate their skills through a certification test..

## CONTENT

The training includes:

- Interesting case studies that will allow you to familiarize yourself with the law and exercise its mechanisms.
- A downloadable guide to analyze the profile of your customers.
- Interactive computer graphics to assimilate the main principles step by step.
- Links to legal texts.
- A certifying test, SCORM compatible.

## LANGUAGES

The training is available in:

- French
- English

## DURATION

The training lasts about 2h.







# WHO ARE WE?

Since 2012, we have been successfully creating **digital learning solutions** for banks, SMEs, multinational companies, public or state institutions, ONGs, international organizations.

Based in Geneva, Switzerland, we also run digital training projects throughout Europe. We are committed to delivering the highest quality services, within budget and on time.

We develop customized solutions and can work on any topic. Throughout the project, we have developed particular expertise in the following areas:

- Soft skills and thematic HR
- Cybersecurity
- Data protection (RGPD / GDPR)
- Anti-money laundering (AML)
- Market Abuse
- FATCA - QI - CRS
- FinSA

## SOME OF OUR CUTOMERS







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