

# PATHways

Professional Advancement Through Higher Education

**PBOL** Professional Banking  
Operations & Leadership

## A Customized Learning Program Developed for SunTrust Teammates

Bellevue University, an award-winning leader in online learning, collaborated with SunTrust subject matter experts to develop PBOL – the 12-course learning program designed exclusively for SunTrust teammates.

PBOL provides SunTrust teammates with company-specific knowledge and skills you can use on the job real-time – and that prepare you for future opportunities.

### PBOL is:

A convenient and affordable learning program leading to a Bachelor of Applied Science Degree in Professional Banking Operations & Leadership.

**CONVENIENT:** Delivery of courses is 100% ONLINE.

**COLLABORATIVE:** Teammates learn, communicate, and build relationships with others across geographies and lines of business. Gain opportunities to interact with SunTrust business leaders through the design of course assignments, and experience the guidance of instructors who have real-world experience.

**AFFORDABLE:** Many sources of financial aid are available including SunTrust TAP, Federal Financial Aid, and more!

Tuition Assistance Program (TAP) is **\$5,250 for all teammates across all lines of business** including full-time, part-time, and peak-time teammates pursuing a degree, including Bellevue University's Bachelor of Applied Science Degree in Professional Banking Operations & Leadership.

Learn more about the benefits of the PBOL Program  
at [SunTrust.CorporateLearning.com](http://SunTrust.CorporateLearning.com).

### Award-Winning Bellevue University

- SunTrust and Bellevue University won GOLD 2012 “Excellence in Academic Partnerships” from *Chief Learning Officer* magazine. The award recognizes SunTrust’s leadership and commitment to teammate development and career growth.
- The American Society for Training & Development (ASTD) recognized SunTrust for being among the BEST companies at building talent enterprise-wide, supported by the organization’s leaders, and fostering a thorough learning culture. The PBOL Program was described as “the enterprise’s most innovative learning initiative” in the ASTD BEST Awards!
- Ranked among the top 10 in the *U.S. News & World Report* Top Online Bachelor’s Degrees Ranking AND #3 for Best Veterans Online Bachelor’s Degrees.



# Teammates apply what they learn real time at work.

The courses in PBOL focus on the skills every SunTrust teammate should have to feel more confident on the job and make a difference at work. These courses cover important topics such as:

- What factors drive success and revenue in the banking industry.
- Reading and analyzing financial reports.
- Analyzing the client base to obtain a larger share of their wallets, building a productive bank staff, understanding marketing segmentation, strategizing product concentrations, and developing future business.
- Identifying, hiring, retaining, and building bank talent.
- Optimizing the client experience.
- Communication, negotiation, and relationship building skills.

## COURSES

---

### LEVEL 1

#### **Fundamentals of Banking**

Students will learn a foundational overview of the banking industry and explore how a bank operates, how profit is generated, and how successful growth is fostered.

#### **The Banking Organization and Performance**

Students examine Key Performance Indicators for the bank and the banking organization.

#### **Service Quality and Productivity**

Students will examine how to draft a service plan and apply service level diagnostics to assess client loyalty, effective problem solving, and successful sales and referrals.

#### **Excellence in Bank Operations**

This course introduces students to the operations of the bank including security, regulation, risk and fraud, and overall banking operational procedures.

#### **Optimizing the Client Experience**

Students will work to identify the role and definition of the banking client, analyze the importance of client relationships toward future growth, and success of the organization.

#### **Market Segmentation**

Students in this course will discover the concepts of local market segmentation and how to apply the proper tools that best aid the successful banking leader to effectively analyze the market.

### LEVEL 2

#### **Communication, Negotiation, and Building Relationships**

Students will learn the forms of human communication as well as the tactics of understanding, analyzing, and evaluating messages, negotiation, and conflict resolution fundamentals.

#### **Building the Sales Culture**

Students will determine the importance of the front line role in consultative and referral-based selling that the bankers must manage in order to effectively impact the overall success of the organization.

#### **Leading a High Performance Team**

Students will discover the skill sets necessary to sustain the business and the clients through best practices and performance.

#### **Financial Analysis in Banking**

Students will learn a comprehensive, yet applied review and analysis of key financial analysis elements including an annual report, a balance sheet, an income statement, and a net worth statement.

#### **Strategic Planning and Implementation**

Students will develop strategic market planning skills, determine profitability retention, as well as determine how to expand existing relationships and attract new target group clients, all while managing costs.

#### **Evaluating and Improving Bank Success**

Students will work to evaluate the program objectives learned from the previous eleven courses. Working in teams, students will examine a banking scenario and prepare a formal recommendation.

---

SunTrust teammates can learn more at [SunTrust.CorporateLearning.com](http://SunTrust.CorporateLearning.com).

