

## **Bladex e-Learning University - Case Study - Summary**

The 1st semester of the Bladex e-Learning University was formally launched last week with students from the departments of **Treasury, Risks, Trade Finance (Commercial) and Accounting**. The pilot is expected to last 5 months, formally ending 30 November 2007 in order to accommodate year-end operations.

Course curriculums and learning paths were carefully design to accommodate the profile of each student in relation to their specific duties and functions. Policies and procedures were put in place that included the in-house recruitment of Training Coordinators. These coordinators were de-briefed, trained and assigned very specific duties that included the assistance and monitoring of student's bi-weekly and monthly achievements. A reporting structure was setup to keep the respective supervisors in the loop as to the performance of the collaborators. A Learning Laboratory was implemented in the Executive Dining Room accommodating 4 PCs and a printer.

This will allow the students an in-house classroom environment away from unnecessary distractions.

All the students were de-briefed as to the importance of the new **e-Learning culture and quality** of this educational program, which represents a value proposition that will enhance their professional career. They were also trained on the utilization of the e-Learning tools and job aids; offsite training to New York, Brazil and Mexico was also provided via WEBEX virtual conferencing.

Bladex will begin to experience huge benefits in terms of a professionalized trained work force, enormous savings in training costs and a proven high ROI. There is also an interesting confirmed fact about e-Learning, it allows students to comprehend 50% more and 40% faster. Our goal is to provide Bladex the means of institutionalizing a e-Learning and Development Plan, that will allow the bank to spearhead our workforce to a new and exciting learning experience.

We have seen success stories like IBM and Citibank, where they have saved over \$100,000,000 in corporate training over the last three years yielding an estimated ROI of 2200%.