

The Transformation of Banking in the New Digital World

PURPOSE

This training aims to assist professionals working in the participation sector in developing their digital transformation strategies, innovation and entrepreneurship skills. Participants will learn about data analytics and new banking business models, thereby increasing their capacity to adapt to digital innovations in the sector. The main objective of the programme is to empower participants in the areas of digitalisation and innovation and enable them to adapt to the dynamics of the financial sector.

WHO CAN PARTICIPATE?

Anyone working in banks or other financial institutions who is curious about or interested in the transformation of banking in the digital world can participate.

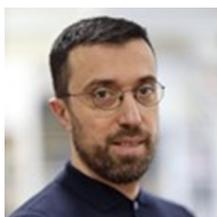
CONTENT

1. The First Step in Banking Transformation: Defining the Digital Transformation Roadmap
 - Understanding Digital Transformation
 - Establish a Digital Maturity Model
 - Measure Your Digital Maturity Level
 - Create Your Digital Roadmap
2. Strengthen Entrepreneurship and Innovation Skills
 - Understand the Entrepreneurship Ecosystem
 - Establish an Entrepreneurship Centre (Incubator/Accelerator)
 - Develop an Innovation Strategy and Culture
 - Establish an In-House Entrepreneurship Programme
 - Adopt an Innovation Trial-and-Error Approach
3. Define Value Propositions
 - Understand Customer Networks
 - Understand the Business Model Canvas
 - Uncover the Value Stream
 - Define the Competitive Strategy
4. Adopt a Data-Driven Banking Approach
 - Turn Data into Assets
 - Develop Data and Analytics Strategies
 - Establish Data and Analytics Governance Structures
 - Focus on Data Quality

- Create Your Analytics Roadmap
 - GenAI / Generative Artificial Intelligence - Adapt to New Technology Trends
5. Understand and Implement Innovative Banking Business Models in the Digital World
- Platform Banking (Banking as a Platform)
 - Open Banking
 - Banking as a Service
 - Embedded Finance
 - Open Finance

Training Date	Friday, 28 November 2025 Saturday, 29 November 2025
Virtual Classroom Application	Microsoft Teams
Virtual Classroom	
Start-End Time	10:00 - 16:00

INSTRUCTOR



Dr Selim Taştan

Kuwait Türk Participation Bank A.Ş.
Digital Transformation and Innovation
Manager

CURRICULUM VITAE

He graduated from the Department of Computer Information Systems at the University of Arkansas in the United States in 2002. After working in the Information Technology department of the largest transportation company in the US, he completed his Master of Business Administration (MBA) at the University of Texas in 2005. In 2019, she completed her Doctorate in Business Administration at the Institute of Social Sciences, Department of Business Administration, Haliç University. Her doctoral thesis was on the economic and technological determinants of new ventures emerging in the global financial technology (Fintech) sector. After returning from the United States in 2005, he began working at Kuveyt Türk Participation Bank in the same year. Between 2005 and 2013, he worked as a Quality and Project Manager in the bank's Information Technology Group. From 2013 to 2016, he worked as the Information Technology Manager at KT Bank AG, a subsidiary of Kuwait Türk established in Frankfurt, Germany. After returning to Turkey, he began working as the IT Application Management Manager in the Information Technology Group at Kuwait Türk in 2017. Since June 2018, he has been working as the Digital Transformation and Innovation Manager in the Strategy Sector at the same bank. He holds Project Management Professional (PMP), ITIL Expert and Service Manager, COBIT Foundation, and CISA certifications.