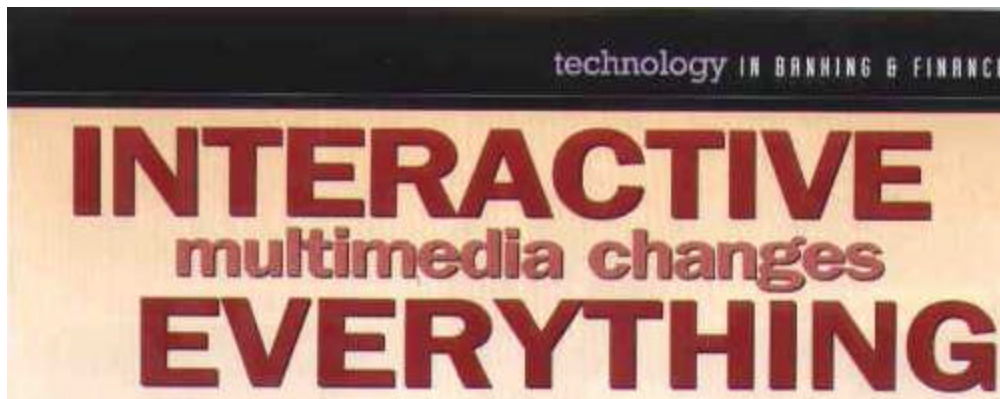


Technology for Banking and Finance

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[article ghostwritten by Jay]



TWO DECADES AGO, becoming a skilled commercial loan officer required a ten-year apprenticeship at the elbow of a grizzled veteran. That is, until Omega Performance changed everything with Commercial Loans to Business, a revolutionary program that trained even newcomers to make sound loan decisions in a matter of months. Omega had given the banking world its first taste of disciplined instructional design, setting the standard for training and bottom-line results in the process.

Over the next twenty years, dramatically improving the performance of bankers to deliver results remained Omega's primary objective; in fact, during that time we trained one million bankers to perform better and sell more! Today, from offices in San Francisco, New York, Toronto,

major financial institutions train their people to build solid, lasting relationships with customers. Whether we're boosting the profitability of supermarket banking in Europe, call centers in the UK, commercial lenders in New Zealand, sales managers in Australia, relationship bankers in Canada, or entire retail bank networks in the US, our 200 associates on four continents constantly share stories and distill best practices in an international cross-pollination of banking wisdom.

TRAINING'S PROMISED LAND

Our never-ending quest to provide customers with the best learning tools naturally led us to the most powerful training technology available: interactive multimedia simulation. Unlike conventional workshops, multimedia creates an immersive, personal world of computer graphics, full-motion video and stereo sound that's available anytime, anywhere. Learning is self-paced so people can drink from the fountain of knowledge, not the fire hose. Last but not least, people train

where they work, breaking the choke hold of travel, classrooms and instructor salaries and enabling bankers to apply newfound skills on the job straight away.

In short, multimedia changes everything, enabling banks to bid adieu to inch-by-inch improvement in favor of an immediate - and lasting - turbo boost.

HANDS-ON, NO-RISK TRAINING THAT GETS REAL RESULTS

THE BEST WAY to learn something is to do it. But until now that meant putting your people on the high wire without a net. HIGH PERFORMANCE SERIES courseware immerses bankers in hands-on, real-world simulations with virtual customers so they can achieve skill mastery before they go face-to-face with actual customers. Consider:

- KeyCorp set out to upgrade every point of customer contact - branches, can centers, mortgage, indirect lending, teller lines, everything - to give customers a consistently excellent service experience regardless of geography or delivery channel. HIGH PERFORMANCES multimedia training across the organization helped Key realize its goal.
- Bank One of Colorado used a four-hour HIGH PERFORMANCES program to boost branch sales of home equity loans an incredible 297% in three months. 'We were on fire', said a regional manager. 'We posted the largest gain in the nation for the first half of the year'.
- Most banks focus commercial lender training on new hires even though novices have little impact on important decisions. Scotiabank asked Omega to create a HIGH PERFORMANCES commercial relationship management simulation to help its experienced relationship managers become full financial

HIGH PERFORMANCE - ACCEPT NO SUBSTITUTE

In these days of readily available technology, any teenager with a mid-priced computer can slap some photos and sound effects on a CD and call it a miracle cure. At Omega, we do things a little differently.

We've invested millions of dollars in building world-class multimedia design capabilities.

The result is the HIGH PERFORMANCE SERIES of interactive multimedia training and phenomenal gains in performance for your bank. Our consultants and instructional designers partner with you to tailor the night blend of HIGH PERFORMANCES multimedia training, traditional workshops, and management briefings to achieve the results you're looking for.

