Private Banking and Wealth Management Advisory Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

The landscape of private banking and wealth management is undergoing a profound transformation, moving beyond traditional investment advice to a holistic, client-centric advisory model. This shift demands a new breed of professional equipped with not only deep financial acumen but also exceptional interpersonal and strategic planning skills. This intensive program is designed to cultivate such expertise, providing a comprehensive A to Z journey into the world of serving high-net-worth individuals (HNWIs) and ultra-high-net-worth individuals (UHNWIs). Drawing inspiration from the principles of understanding affluent clients, as explored by authors like Thomas J. Stanley in his seminal work "The Millionaire Next Door," the course emphasizes the importance of behavioral finance and building long-term, trust-based relationships. Participants will explore sophisticated investment portfolio management, asset allocation strategies, and complex wealth structuring techniques. BIG BEN Training Center has developed this curriculum to bridge the gap between theoretical knowledge and practical application, ensuring delegates can confidently navigate the intricate financial, regulatory, and personal needs of their clients and deliver unparalleled value in a competitive market.

Target Audience / This training course is suitable for:

- Private Bankers.
- Wealth Managers.
- Financial Advisors and Planners.
- Investment Consultants.
- Relationship Managers in banking.
- Client Advisors.
- Family Office Professionals.
- Portfolio Managers.
- Trust and Estate Practitioners.
- Professionals aspiring to enter the wealth management industry.

Target Sectors and Industries:

- Private Banks and Wealth Management Firms.
- Commercial and Retail Banks with private client services.
- Investment Banking and Asset Management Companies.
- Family Offices and Multi-Family Offices.
- Financial Advisory and Consulting Firms.
- Insurance Companies offering wealth solutions.
- Brokerage and Securities Firms.
- Governmental financial authorities and regulatory bodies.
- FinTech companies focused on wealth management solutions.

Target Organizations Departments:

- Private Banking and High-Net-Worth (HNW) Services.
- Wealth Management and Advisory.
- Asset Management and Portfolio Management.
- Financial Planning and Investment Strategy.
- Client Relationship Management and Business Development.
- Trust and Estate Planning.
- Compliance and Risk Management.
- Product Development for affluent clients.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive understanding of the private banking and wealth management industry.
- Master client acquisition and relationship management skills for high-net-worth clients.
- Conduct in-depth client needs analysis and risk profiling.
- Construct and manage sophisticated investment portfolios using diverse asset classes.
- Implement advanced asset allocation and diversification strategies.
- Advise on holistic wealth planning, including estate, tax, and succession planning.
- Navigate the legal, ethical, and regulatory frameworks governing the industry.
- Integrate behavioral finance principles into client advisory practices.
- Communicate complex financial concepts clearly and effectively to clients.
- Identify and leverage emerging trends and digital technologies in wealth management.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a professional context. This course moves beyond traditional lectures to foster a dynamic learning environment built on real-world application. A cornerstone of our approach is the extensive use of case studies based on complex high-net-worth client scenarios, challenging participants to develop bespoke holistic wealth planning solutions. Interactive group discussions and workshops will encourage collaborative problem-solving and the sharing of diverse perspectives on topics like asset allocation strategies and risk management. Role-playing exercises will simulate client meetings and advisory sessions, allowing participants to practice and refine their communication, negotiation, and relationship-building skills in a controlled setting. The program incorporates practical exercises in portfolio construction and analysis, providing hands-on experience. Continuous feedback from the instructor and peers is integrated throughout the sessions to facilitate growth and mastery of advanced advisory skills.

Course Agenda (Course Units):

Unit One: Foundations of Modern Wealth Management

- The Global Private Banking and Wealth Management Landscape.
- Segmentation of Wealthy Clients (HNWI, UHNWI).
- The Role and Responsibilities of a Private Banker and Wealth Advisor.
- Core Principles of Client-Centric Financial Advisory.
- Understanding the Wealth Management Value Chain.
- Key Products and Services in Private Banking.
- Economic Cycles and their Impact on Wealth Management.

Unit Two: Client Relationship and Advisory Excellence

- Mastering the Client Onboarding and Discovery Process (KYC).
- Advanced Communication and Active Listening Skills.
- Building Trust and Long-Term Client Relationships.
- Introduction to Behavioral Finance and Client Psychology.
- Managing Client Expectations and Handling Difficult Conversations.
- Developing a Unique Value Proposition as an Advisor.
- Client Acquisition and Business Development Strategies.

Unit Three: Investment and Portfolio Management

- Fundamentals of Asset Allocation and Diversification.
- Analyzing Traditional Asset Classes: Equities and Fixed Income.
- Exploring Alternative Investments: Private Equity, Hedge Funds, and Real Estate.
- Portfolio Construction and Optimization Techniques.
- Risk Management Frameworks for Client Portfolios.
- Performance Measurement, Attribution, and Reporting.
- Integrating ESG (Environmental, Social, and Governance) Factors in Investments.

Unit Four: Holistic Wealth Planning Solutions

- Introduction to Estate Planning and Intergenerational Wealth Transfer.
- Fundamentals of Trust and Foundation Structures.
- Strategic Tax Planning for High-Net-Worth Individuals.
- Retirement and Longevity Planning Strategies.
- Business Succession Planning for Entrepreneurs and Family Businesses.
- Philanthropic Advisory and Charitable Giving Strategies.
- Credit and Lending Solutions for Wealthy Clients.

Unit Five: Regulation, Ethics, and the Future of Wealth

- The Regulatory and Compliance Environment in Private Banking.
- Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF) Regulations.
- Ethical Dilemmas and Professional Conduct in Wealth Management.
- The Impact of FinTech and Digital Transformation on Advisory Services.
- Understanding Robo-Advisors and Digital Wealth Platforms.
- Cybersecurity and Data Protection for Client Information.
- Future Trends and a Forward-Look at the Wealth Management Industry.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing automation and robo-advisors, what uniquely human skills will define the most successful wealth manager of the next decade?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the synthesis of technical financial expertise with the critical, yet often overlooked, art of client advisory. While many programs concentrate solely on portfolio management and financial products, this curriculum dedicates significant attention to the human element of wealth management. It delves deeply into behavioral finance, advanced communication strategies, and the psychology of high-net-worth clients, equipping participants with the skills to build enduring trust and navigate complex family dynamics. The methodology is rooted in practical application, moving beyond theory to immerse participants in real-world case studies and interactive role-playing scenarios that mirror the challenges they will face professionally. Furthermore, the course structure is intentionally holistic, covering the full spectrum of a client's needs from investment management and asset allocation to intricate estate planning, philanthropic advisory, and business succession. This integrated approach ensures that graduates are not just financial technicians but are cultivated into true fiduciaries and trusted strategic advisors, capable of providing comprehensive, life-long value to their clients in a rapidly evolving industry.