

# Frontline Leader Academy

Toolkit



# Shaping the leaders your market needs

The Frontline Leader Academy is a flexible, skills-based learning resource, specially designed for customer-facing leaders in our Branches and Contact Centres.

It was created in response to feedback from these frontline managers across our markets, who expressed the need for a solution that would help them grow in their role, support their teams to the best of their ability and reach (or exceed) their potential.

Available through the **HSBC University** and **Degreed**, the academy empowers each frontline manager to take charge of their learning and development by creating their own bespoke journey, via a series of compact online units that fit alongside the demands of their day-to-day role.

## Who this toolkit is for

This toolkit will help senior leaders and champions of the Frontline Leader Academy to launch this new resource within your market. Internal marketing and communications should also draw strongly on its content to create an engaging, motivating programme of communication.

## How to use this toolkit

In the following pages, you'll find a range of materials to help you engage frontline leaders and inspire them to take advantage of what the academy offers.

Tools include vital key messaging to use in your communications, an editable email template and eye-catching digital banners to use on your intranet site. There are also links to two videos, including a user demo of the Frontline Leader Academy.

Your support, encouragement and active involvement is vital to the success of this launch, and will play a key role in helping our frontline leaders thrive in their careers.

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# Introducing the Frontline Leader Academy to your market

There's many reasons for customer-facing managers to embrace the Frontline Leader Academy.

To help you get the message across we've brought together all the key facts and benefits on this page. Additional tools can be found in the following pages.

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## What is Frontline Leader Academy?

"Thrive as a leader, your way."

Your growth as a leader never stops, which is why we are introducing the **Frontline Leader Academy**. It allows you to take charge of your own learning and development to become the leader you want to be.

We have listened to where you need support the most to help us create a **flexible skills-based resource** that will help you grow to the best of your potential.

As well as being better equipped to lead your team, you'll also find your role more enjoyable and stimulating, while developing transferable skills that lay the stepping stones for your future career.

Tailor your own learning to thrive in your role, with the Frontline Leader Academy

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## How do I get involved?

The Frontline Leader Academy is available on **Degreed**, an engaging and user-friendly digital learning platform.

You can register directly by clicking [here](#), or access it through the **HSBC University**.

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## What makes it special?

- It offers a **bespoke** learning solution **tailored** to your **individual** needs.
- It's made up of **bite-sized** modules you can follow in your own time, and **at your own speed**.
- It allows you to **follow your interests, build on your strengths** and focus on **where you want to improve**.
- It offers **tools to help you explore** what's important, **assess and identify your needs** and select the learning that's right for you.
- Learning materials come in a **wide variety of forms**, from e-Learning modules and live sessions to videos, Q&A groups and more.
- It can help you enhance your skills and capabilities in key areas, including **Coaching, Change and Digital**.
- It's specially designed to help you meet the challenges of today's rapidly changing world, from new customer needs to remote technology and beyond...



## Launch videos

These two films are a great way of bringing the Frontline Leader Academy to life in a facilitated discussion or through emails and wider communications, and show the benefits of the academy from two different perspectives.

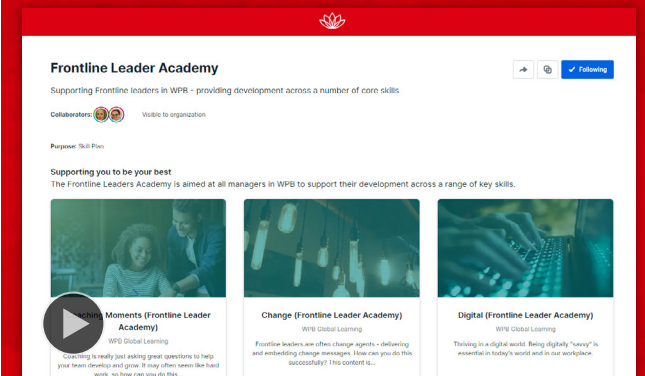
### What do I really want?



Your inspiration starts here: frontline colleagues tell us about the skills and qualities they look for in their leaders, which the Frontline Leader Academy can help develop. The purpose of this video is to generate curiosity and intrigue about the programme.

[Watch now >](#)

### Demo video



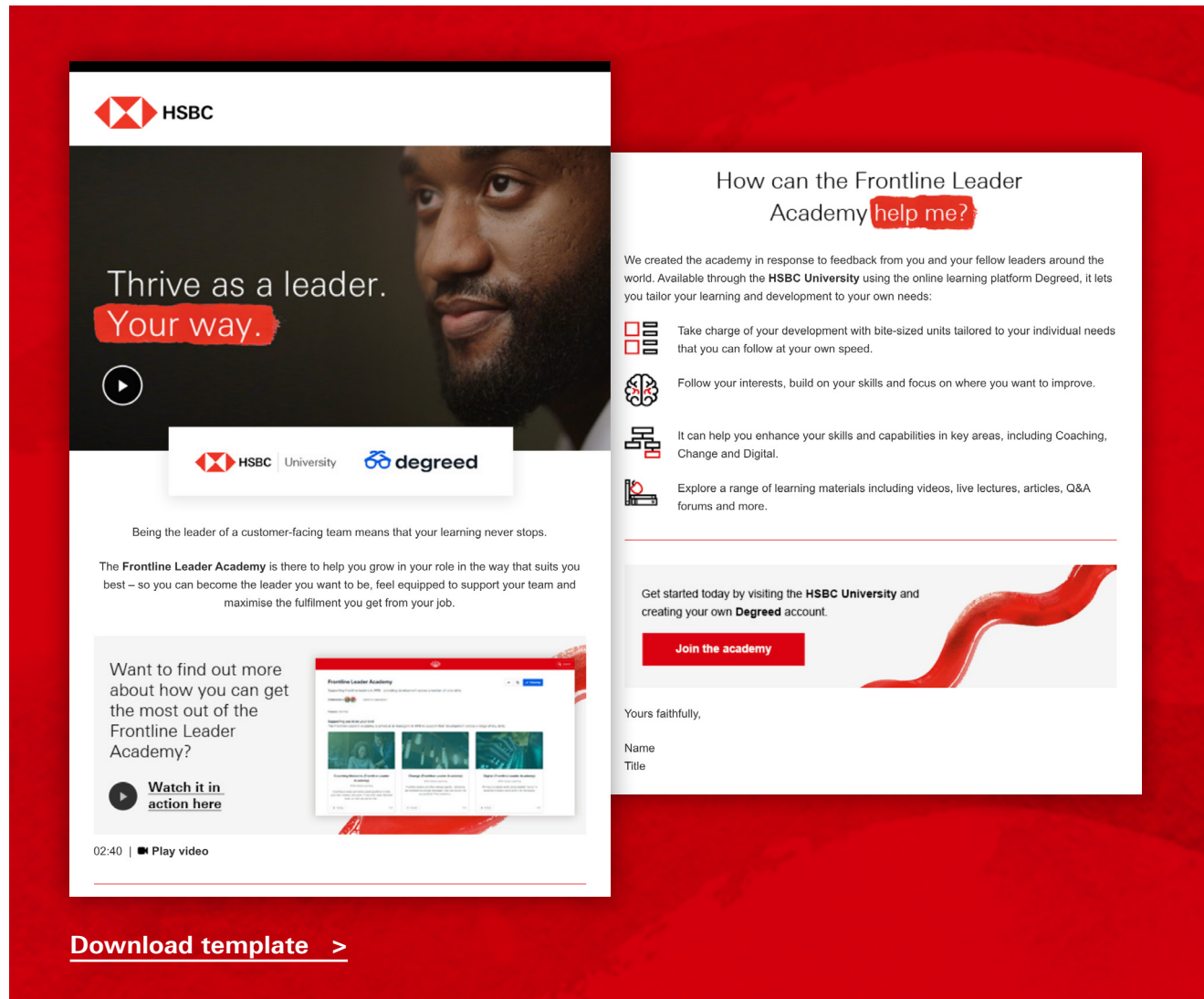
Experience the Frontline Leader Academy from the perspective of a new user as they explore its content and begin creating their own tailor-made learning journey. Share this with your frontline leaders to help them get up to speed on how to get the most out of the platform.

[Watch now >](#)

## Email template

This adaptable email template will help you drive awareness about the Frontline Leader Academy in a personal way, that expresses your own excitement and motivates leaders to get the most from the resource.

You can edit the content so that it works for your market, while including the signature of your market leader or sponsor.



**HSBC**

Thrive as a leader.  
**Your way.**

**HSBC University** **degreed**

Being the leader of a customer-facing team means that your learning never stops.

The **Frontline Leader Academy** is there to help you grow in your role in the way that suits you best – so you can become the leader you want to be, feel equipped to support your team and maximise the fulfilment you get from your job.





Want to find out more about how you can get the most out of the Frontline Leader Academy?

**Watch it in action here**

02:40 | **Play video**

**How can the Frontline Leader Academy help me?**

We created the academy in response to feedback from you and your fellow leaders around the world. Available through the **HSBC University** using the online learning platform Degreed, it lets you tailor your learning and development to your own needs:

-  Take charge of your development with bite-sized units tailored to your individual needs that you can follow at your own speed.
-  Follow your interests, build on your skills and focus on where you want to improve.
-  It can help you enhance your skills and capabilities in key areas, including Coaching, Change and Digital.
-  Explore a range of learning materials including videos, live lectures, articles, Q&A forums and more.

Get started today by visiting the **HSBC University** and creating your own **Degreed** account.

**Join the academy**

Yours faithfully,

Name  
Title

[Download template >](#)



## Digital banners

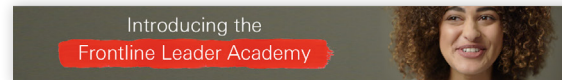
These banners can be published on your intranet site to keep the Frontline Leader Academy top of mind, encourage users to engage with the resource and build on the enthusiasm generated in your wider launch activity.

Header Banner



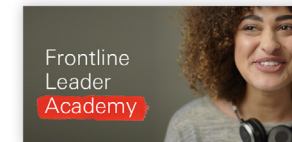
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