



**UNLOCK THE FULL
POTENTIAL WITH
*LEAN FOR BANKING***



An Award-Winning Organization **Empowering Minds, Widening Horizons**

WE INVITE YOU TO LEARN, EXPLORE & TRANSFORM YOUR CAREER

Blue Ocean Academy, the region's leading knowledge empowerment enterprise, is one of the most trusted names in the field of corporate training in the UAE. It is an award-winning training institute that boasts a long history of more than 20 years. It has mentored thousands of professionals in varied fields, helped them reach their goals and provided outstanding career support.

Blue Ocean fosters collaborative learning and novel thinking that create a positive impact on business. From its humble beginnings in 1998, **Blue Ocean** has come a long way. Today, it has a strong presence in the UAE and Other GCC Countries, with more than 80,000 alumni worldwide, a global network of certified trainers, international affiliations and multinational partners. The main goal of **Blue Ocean** is to help professionals grow in the corporate world and to navigate organizations through tough times to be profitable.

The technology boom has magnified the significance of industry-specific training and in-depth knowledge. **Blue Ocean's** pragmatic approach ensures that all students can apply the ideas they have acquired, in real-life situations to get optimal results.

INTERNATIONAL AFFILIATIONS

Blue Ocean strives to provide a matchless professional learning experience to our students by partnering with the esteemed international certification institutes. Each certified program has been developed by top-notch industry experts as per the accepted global standards. Training is integral to face the challenges posed by the ever-changing market and an international certification will enable you to learn the best global practices in your industry.



International Purchasing and Supply Chain Management



American Purchasing Society



Chartered Institute of Logistics and Transport in the UK



Chartered Institute of Procurement & Supply



International Air Transport Association



Society for Human Resource Management



Association of Certified Anti-Money Laundering Specialists



American Certification Institute



International Quality Federation



American Production & Inventory Control Society (APICS), USA



International Organization for Standardization



IN THE FACE OF INCREASING REGIONAL AND INTERNATIONAL BANKING REGULATIONS, COMPRESSED MARGINS, AND CHANGING CAPITAL ADEQUACY STANDARDS, BANKS ARE LOOKING FOR A MORE ADAPTABLE, TRANSPARENT APPROACH TO BUSINESS.

A more informed, more demanding customer base is forcing financial institutions to rethink their approach to customer service and support - causing fundamental shifts in the culture of the industry, especially as millennial-friendly startups are beginning to threaten established players. Meanwhile, the financial industry as a whole is still working to resolve its credit and capital problems, caused by the recession nearly a decade ago. Major players are shifting their focus to improving operational efficiency as a way to safeguard against future turmoil, improve customer satisfaction, and gain the momentum needed to propel them into the digital age of banking. Many banking institutions are turning to Lean methods as a framework to embrace continuous improvement, optimize processes for delivering customer value, and gain a competitive edge. Below we will discuss how Lean practices, principles and digital trends can help banks to predict and prepare for shifts in a market rooted in uncertainty.



Blue Ocean Academy has built an enviable reputation in the Middle East through thousands of success stories. Blue Ocean has also won several accolades and awards over the years in recognition of its skills to impart sound knowledge to the students

23⁺ years of excellence

12+
AWARDS



5 ★★★★★

RATED ORGANIZATION
BASED ON
GOOGLE REVIEWS

ACCREDITED
INTERNATIONAL
CERTIFICATION



STATE-OF-THE
ART TECHNOLOGY



JOB PLACEMENT &
INTERNSHIP
ASSISTANCE



Collaborative Learning



Learning is no more unidirectional. Interact with your trainers and fellow students for an enriching experience. We never 'teach' our students. We enable them to realize their knowledge gaps and unleash their hidden potential

Discuss with Industry Leaders



Learn from the experts in your industry. We have the world-renowned faculty who have blazed a trail in their field. They are more than happy to share their valuable experiences that can form newer perspectives of thinking.

Personalized Learning Experience



Every individual is different! We provide a personalized learning experience to ensure that students can learn at their own pace. We will identify your needs and tailor the programs to suit your requirements.

Put your Learning into Action



At Blue Ocean, we realise that the lessons learned will linger in memory only for some time and then vanish. So, we train our students to apply them in real-life situations to reinforce their learning and facilitate the retention of knowledge. Our faculty provide continuous support, even beyond the classroom, to convert learning into measurable action.

The Blue Ocean Strategy



At **Blue Ocean**, we don't believe in following the footsteps of others, we create our own path. We encourage our students to explore the unexplored and come up with novel ideas that can redefine their industry. Join us if you admire change!

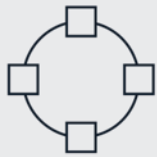
A Lucrative Career Ahead

Whether your goal is to find a better job opportunity in your field or switch industry, APICS CSCP certification can do wonders. 95% of our students have accepted great job offers within six months of course completion. Our team will support you to perform well in the interviews and create a better future.

Pulling multiple levers in a synchronized way maximizes impact

Manage incoming demand

Can processes be stopped, and/or level of demand reduced?



Process redesign

- Task elimination
- Process streamlining
- Organizational design
- Channel migration
- Operational simplifications
- Capacity management

Reduce manual work

Can processes be automated or optimized with hand-offs reduced?



Digitization and automation

- Input digitization (eg, optical character recognition, natural language processing)
- Automation (eg, robotic process automation, chatbots)
- Smart workflows (eg, business process management platforms)

Enable through advanced analytics and artificial intelligence

Can processes with significant decisions leverage analytics?



Advanced analytics

- Descriptive, predictive, and prescriptive analytics
- Machine learning and deep-learning algorithms
- Cognitive and virtual agents

Increase manual productivity

Can processes be centralized, offshored, or outsourced?



Workforce optimization

- Outsourcing
- Centralization
- Offshoring

WHY LEAN BANKING?

Banks have to deliver high-quality, customized customer experiences across digital channels while improving operational efficiency and reducing costs. These two, seemingly opposing, challenges leave banks looking for innovative solutions.

In today's age, providing quality experiences means having the adaptability and competitive intelligence to embrace and enable customers with new technologies. But in order to have the capacity to create high-quality customer experiences, banks first have to fix their underlying operational inefficiencies. This - operational inefficiency - is the initial reason many banks have turned to Lean. In manufacturing, engineering, software development, services and beyond, Lean has been proven to effectively help organizations control operating costs and reduce risk.

Banking has been no different: Four Principles established through project work, that Lean practices can effectively lower a bank's cost base by 25-30%. Lean has proven to be a particularly effective solution for lowering back and front-office costs.

Lean helps to improve team efficiency: Our projects show improvements in process lead times of 30-60%. Thanks to all these operational improvements, banks are beginning to realize other less tangible, but equally significant benefits of Lean. As Patrick Wiebusch, Co-Founder & Managing Partner of Four Principles puts it:

"Lean derives value from the customer's perspective, thus making it very transparent where improvements efforts should be focused on. Furthermore, Lean triggers an increase in employee motivation, thereby increasing engagement and reducing staff turnover. A successful Lean enterprise transformation changes the mindset to self-reliance and continuous improvement, which will sustainably improve the organization's performance in terms of quality, service delivery and costs."



Beyond the classroom

At **Blue Ocean**, learning is never limited to the four walls of your classroom. We provide a plethora of opportunities for our students to interact, learn and improve their skills to be a great leader.



BLUE OCEAN® Free Seminars / Webinars

Every year, **Blue Ocean** conducts free seminars/webinars for individuals who wish to go the extra mile to broaden their knowledge. Insightful sessions on relevant contemporary topics are delivered by world-renowned speakers. Every **Blue Ocean** Seminar/Webinar is a platform to meet industry experts, various nationalities and learn priceless lessons.

BLUE OCEAN® Toastmasters Club

Blue Ocean Toastmasters Club serves as a platform to improve your proficiency and excellence in communication and leadership. You will learn and practise in a friendly, comfortable environment with people who are there for the same reason—to become better communicators and leaders.

BLUE OCEAN® Events

Blue Ocean Academy has organized varied events in which our alumni, eminent leaders and celebrities have participated. In March 2020, we launched the **Blue Ocean** Women Leadership Development (**BOWLD**) program, an exclusive conference held for the empowerment of women in the Middle East. Top 100 women professionals from GCC Countries attended the conference which also honoured some of the most successful women in the region like Dr Zulekha Daud, the chairperson of Zulekha Hospital Group.

BLUE OCEAN® International Conferences

We conduct international conferences where industry leaders share their experience and expertise. All our conferences have made headlines and attracted the senior decision-makers and leaders in the Middle East.



Dr. Sathya Menon

FCIPS | FCILT | FCMI | CPM | CISCMI | CPPM | CICCMI
CERTIFIED SAP | CONSULTANT - SCM/MM

Dr. Sathya Menon is a trailblazer in logistics and supply chain training and consultancy in the Middle East. He has 28 years of experience (**including consulting and training**) in the field of Logistics, Supply Chain Management and Purchasing. He has worked with various MNCs like Ericsson, Compaq and large conglomerates like Samtel, Al Futtaim helping them to expand their Supply Chain operations. He is a SCM consultant for various organizations and has personally trained more than 25,000 professionals in the field of Logistics, Procurement and Supply Chain.

Qualifications

▶ PhD in Logistics and Supply Chain Management	▶ FCIPS Chartered Fellow of the Institute of Purchasing and Supply (CIPS), UK
▶ MBA in Supply Chain Management	▶ FCILT Chartered Fellow of the Institute of Logistics and Transportation (CILT-UK)
▶ MBA in Materials Management	▶ FCMI Fellowship from Chartered Management Institute (CMI), UK
▶ CPM Certified Purchase Manager from Institute of Supply Chain Management (ISM), USA	▶ Executive Program in Artificial Intelligence - Future and Impact on Business Strategy - From MIT Sloan School of Management
▶ SAP Certified SAP Consultant for Supply Chain Management from SAP , Germany	▶ CIPTC Certified International Professional Training Consultant (CIPTC) from American Certification Institute (ACI), USA
▶ CISCP Certified International Supply Chain Professional from International Purchasing and Supply Chain Management Institute (IPSCMI), USA	▶ CPP Certified Purchasing Professional from American Purchasing Society. (APS), USA
▶ CISCMI Certified International Supply Chain Manager from International Purchasing and Supply Chain Management Institute (IPSCMI), USA	▶ CPPM Certified Professional Purchasing Manager (CPPM) from American Purchasing Society (APS), USA
▶ CISC Certified International Supply Chain Management Consultant from International Purchasing and Supply Chain Management Institute (IPSCMI), USA	▶ CIPC Certified International Purchasing Consultant from International Purchasing and Supply Chain Management Institute (IPSCMI), USA
▶ CICCMI Certified International Commercial Contracts Manager from International Purchasing and Supply Chain Management Institute (IPSCMI), USA	▶ CIWIM Certified International Warehousing and Inventory Manager from International Purchasing and Supply Chain Management Institute (IPSCMI), USA

AWARDS & APPRECIATIONS



UAE's First Corporate Training Enterprise to Achieve 'Superbrands' Status

Great Place to Work® Certified Organization

MEA Markets - Most Trusted Corporate Consultancy Dubai

GFEL- Top 50 Organizations in Education

GFEL-Top 100 Leaders in Education

CEO of the Year Award

Arjun Award-Hindusthan Art & Music Society

Appreciation Certificate from MoHaP

Aviation Business Awards Finalist

Corporate Social Responsibility of the Year Finalist

Appreciation Certificate from Alfamar

Outstanding Contribution to Global Learning

Best Training Initiative for Logistics and SCM Award

Appreciation Certificate from RAK Ceramics



IATA Regional Top Performing ATC	Gulf Customer Experience Award Finalist
Dr Sathya Menon honoured with CIPS Fellowship	Appreciation Certificate from SCLG
Appreciation Certificate from Department of Culture & Tourism	Appreciation Certificate from Albatha
10 Best Six Sigma Training Institutes Worldwide	Excellence in Training and Development Award
Appreciation Certificate from Al Rawabi Dairy Company	Appreciation Certificate from Chalmers Engineering Co
CHRO Asia – Global Training & Development Leadership Award	Appreciation Certificate from Thumbay Group

Hear From Our Students

The course was informative, and I learned how I can apply it in my current job. Also, I want to thank the teacher and the academy for the great work and effort put in delivering this course effectively



Sara Abdulla,
Treasury Sales,
Dubai Islamic Bank

The feedback received from the participants of the training program was very good in terms of training methodology, professionalism, course materials and customer service.



Syed Ziauddin Ahmed
PSCM Manager
Sharjah National Oil Corporation (SNOC)

I am thankful to Blue Ocean Academy for providing excellence through their expert trainers and I will surely recommend all to take a professional course with Blue Ocean Academy.



Rohit Sharma
Planning Engineer (PMO)
Adearest LLC.

Our team valued your attention to detail and dedication to provide quality training.



Ata Elyas
Siemens

I appreciate Blue Ocean Academy for giving me a chance to advance my career.



Salama Alqubaisi
ADNOC

The practical knowledge imparted during the training will greatly benefit our organization



Athman M Juma
Category Manager
Dubai Airport

I appreciate your coordination and professional approach. The trainer used a simple and clear delivery method to impart knowledge.



Noorul Hassan
Supply Chain Manager
Landmark Group

Thank you for the training provided by Blue Ocean Academy. The faculty, course and venue were amazing.



Nambirajan Ganesan
Procurement Officer
SAPCO

I would request my company to contact Blue Ocean for all my future courses.



Lane Pascua
Supply Chain Customer Executive
Pernod Ricard Gulf

The course had excellent knowledge of problem solving and truly exceeded my expectations.



Sabri Spaih
Facilities Head
Nakheel Group

Training Sessions



Convocations and Seminars



Making Waves



GULF NEWS
 Banking Aviation Energy Analysts Tourism Markets Retail
CEO of Blue Ocean Academy honoured with CIPS Fellowship
 Dr Sathya Menon has been recognised as a procurement and supply leader in The Middle East



Dr Sathya Menon, CEO of Blue Ocean Academy, was recently recognised as the highest calibre of procurement and supply from the UK organisations. This esteemed CIPS qualification from the UK recognises his expertise in procurement and supply management. It is a testament to his outstanding level of achievement in the field of procurement and supply management. Dr Sathya Menon is a highly experienced professional with over 20 years of experience in the field of procurement and supply management. He has held various senior positions in the field of procurement and supply management, including CEO of Blue Ocean Academy. He is a member of the CIPS Fellowship, a prestigious recognition of his expertise in procurement and supply management.

Gulf Today

Academy supports Emiratis with free training



DUBAI Blue Ocean Academy is proud to support Emiratis with free professional training. The academy has been established to provide a platform for Emiratis to gain the skills and experience needed to succeed in the professional world. The academy offers a range of courses, including professional training, leadership training, and business development training. The academy is committed to providing high-quality training and support to Emiratis, and is proud to be a part of the UAE's professional development landscape.

Gulf Today

Blue Ocean supports healthcare professionals

This is one of the most important training initiatives that the academy has been providing. The academy offers a range of courses, including professional training, leadership training, and business development training. The academy is committed to providing high-quality training and support to healthcare professionals, and is proud to be a part of the UAE's healthcare development landscape.

Khaleej Times

INDIA EASES INTO LOCKDOWN 3.0

Free online professional courses for UAE nationals

DUBAI — Blue Ocean Academy, a training consultancy with over 20 years of experience and a strong presence in the UAE and GCC countries, is assisting UAE nationals with free online professional training to help them experience a breakthrough in their careers. The initiative, which is part of a nationwide campaign 'Education Uninterrupted', aims to provide UAE nationals with the skills and experience needed to succeed in the professional world.

Times of OMAN



DUBAI Blue Ocean Academy is proud to support Emiratis with free professional training. The academy has been established to provide a platform for Emiratis to gain the skills and experience needed to succeed in the professional world. The academy offers a range of courses, including professional training, leadership training, and business development training. The academy is committed to providing high-quality training and support to Emiratis, and is proud to be a part of the UAE's professional development landscape.

الخليج

أكد أن عام الامارات الذهبي سيكون مثمرا
 من بين اشد الامارات اسرع الدول تصافيا
 للتلقي في 2023 بشعارين ومباركات كبرى
 «جيتكس» أهم حدث تقني واقتصادي في 2020

إقبال كبير على التوتوت وسط اجراءات صحية مشددة
 حضور لافت للمرأة في الانتخابات الكويتية

السعودية تجدد التغطية
 بالتشاور في الاتفاق النووي مع إيران

أكاديمية بلو أوشن

تقدم تدريباً مجانياً لمواطني الدولة
 بمناسبة اليوم الوطني التاسع والأربعين
 تقدم الأكاديمية بلو أوشن من خلال فروعها
 في مختلف الإمارات العربية المتحدة
 مجموعة من الدورات التدريبية المجانية
 للمواطنين والمواطنات بهدف
 تطوير مهاراتهم ومعارفهم
 في مختلف المجالات المهنية
 والأكاديمية. الأكاديمية
 تقدم هذه الدورات التدريبية
 المجانية للمواطنين والمواطنات
 بهدف تطوير مهاراتهم ومعارفهم
 في مختلف المجالات المهنية والأكاديمية.

خدمات محافية

«أكاديمية بلو أوشن»
 تقدم مجموعة من الخدمات المحافية
 للمواطنين والمواطنات بهدف
 تطوير مهاراتهم ومعارفهم
 في مختلف المجالات المهنية والأكاديمية.

KUL AL USRA



كوال أسرا

مجموعة من الخدمات المحافية
 للمواطنين والمواطنات بهدف
 تطوير مهاراتهم ومعارفهم
 في مختلف المجالات المهنية والأكاديمية.

Our Corporate Training Solutions



Guiding businesses to reduce costs, secure cash flow and improve profitability

- Build a resilient business model
- Reduce operational costs, increase value
- Practise efficient working capital management
- Implement 5S, Kaizen, VSM to boost productivity
- Build an agile and lean supply chain
- Implement Six Sigma for operational excellence
- Improve warehouse efficiency
- Learn business process re-engineering



UPSKILL YOUR EMPLOYEES

Emerge stronger from the crisis
with process improvement in



Logistics and Supply Chain



Warehousing and Inventory Control



Operations



Human Resource Management



Purchasing and Procurement



Transportation and Distribution

TAKE THE FIRST STEP TOWARDS CREATING A BETTER FUTURE



LEAN BANKING

Visit our website to know more about the diverse programs of Blue Ocean, our expert faculty, alumni, awards, seminars and other events.

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International Affiliations



International Purchasing and
Supply Chain Management



American Purchasing
Society



Chartered Institute of
Logistics and Transport
in the UK



Chartered Institute of
Procurement & Supply



American Certification
Institute



International Quality
Federation



International
Air Transport Association



Society for Human
Resource Management



Association of Certified
Anti-Money Laundering
Specialists



International Organization
for Standardization



American Production & Inventory
Control Society (APICS), USA