

# AML Training Program for Financial Institutions Professionals

AML Certification Centre is a unique organisation-wide AML/CTF+ compliance training platform that's not only scalable and integrable but also tailored for Financial Institutions professionals like your team. Our approach to creating programs is underpinned by a strong academic foundation, ensuring that every program is highly efficient in imparting knowledge.

Stay compliant efficiently

Grow the new generation of AML professionals

According to the recent researches:

**46%**

of compliance departments of financial institutions around the world will significantly increase the training budget in 2024 comparing to 2023

**60%**

of compliance staff of financial institutions around the world keeps up to date with external training



## Our training



### Effective

the effectiveness is 16.2%<sup>3</sup> higher



### Enhance

raise the compliance rate by 40%<sup>12</sup>



### Competitive

is 30% price competitive



### Specific

We focus on particular industries and jurisdictions



### Retainable

Catering to **nine** different learning styles



### Advanced

User-friendly & cross-platform LMS



### Acknowledged

Accredited by CPD and approved by the Ministry of Education

## Training from the employees' point of view

According to the recent survey of 150 European banks, Compliance staff keep up with regulatory and legislative changes and emerging financial crime risks primarily through external training (60%), government and regulatory websites (62%) and professional networks and associations (55%). Therefore, providing your employees with the most desirable way of receiving updates and keeping knowledge up-to-date is crucial for their satisfaction, which also raises the effectiveness of compliance and ethical efforts.

According to The State of Financial Crime 2024 report, which surveyed 600 compliance decision-makers in financial institutions, 46% of respondents will increase the budget allocated to upskilling and training of compliance staff in 2024. This is due to the advancing technologies, more dynamic ML TF methods, and increasing regulatory focus.

# 60%

of staff keep up with changes through external training

# 46%

will increase the training budget

### More about our advantages:

**We are officially accredited by the CPD Standards**, which means that your employees receive CPD points for each activity.



## We pay close attention to these risks

According to the survey conducted among 5 000 compliance professionals in financial institutions, the major risks AML staff sees are:

- Increasingly sophisticated ML techniques, incl GenAI technology
- Cybersecurity threats
- Cryptocurrency-related risks
- Growing volume and complexity of transactions

These risk categories require particular attention in AML training programs. If they are not thoroughly communicated and explained to the employees, the risk landscape evolves faster than the knowledge of your staff, therefore increasing the overall **risk exposure of the whole organisation**.

In a study conducted by the Wharton School of Business, it was found that the use of visuals in learning significantly enhances retention rates. The research indicated that presentations using visual aids were 43% more persuasive than unaided presentations. Another pivotal study by the Educational Technology Research and Development journal revealed that learners retain up to 65% of information when it's complemented with relevant visuals, compared to only 10% retention when learning from text alone.

Furthermore, the Journal of Educational Psychology reported that learners who were taught with both text and images performed on average 89% better in applying what they had learned than those who learned from text alone. These findings provide empirical evidence supporting the superior retention benefits of visual learning, offering a significant edge over more traditional, text-heavy approaches. We have achieved that our training materials (not accounting for videos) include a visual every 1000 words, whereas on average, other training providers include visuals every 6000-9000 words.



**This is one of the best AML/CTF training I've ever had in my professional career combating financial crime for over than 15 years. In my opinion AML Certification Center's AML/CFT course is more valuable and relevant than other similar organisations provide. You can choose the tailored training based on your knowledge level and improve it. If you want to have interesting reading and localized training - you should definitely take it!**

Viktor Tkatsenko  
Head of AML & Security Department  
Citadele Bank



# 65%

retention rate when using visuals  
**vs 10%** without them

# 1000

 words

we include visuals every  
**1000 words vs 6000-9000** in case of  
other training providers

### More about our advantages:

**We are approved by the Ministry of Education**, and we operate in accordance with the ISO standard of education and the Estonian Law, which is one of the most robust legal frameworks for education.

## What should a typical training program include?

What we found during the academic research.

From the technical perspective, for the most effective retention, any training program should include visuals and be designed in accordance with different learning styles. What a good training should include:

- Training should be structured to engage various learning styles
- It should be interactive, incorporating real-world scenarios and case studies
- Regular assessments and feedback mechanisms are essential

According to Kolb (2013) here are 9 learning styles and how we address them:

Learning style	Description	How we address
<b>Initiating</b>	Starts tasks, enjoys leading	<b>Knowledge recap quizzes</b> allow learners to <b>take charge</b> of their learning by actively testing their understanding and applying their knowledge immediately.
<b>Acting</b>	Quick, spontaneous decision-making	
<b>Experiencing</b>	Hands-on, learns by doing	<b>Interactive elements</b> like video animations provide opportunities for <b>hands-on learning</b> and engagement with the material.
<b>Imagining</b>	Thinks in metaphors, visualises	<b>Visual schemes, images, and cartoons</b> , along with <b>comments and notes sections</b> , encourage learners to <b>visualise concepts</b> and <b>critically reflect</b> on the information presented.
<b>Reflecting</b>	Observes, thinks before acting	
<b>Analysing</b>	Logical reasoning, questions concepts	The training incorporates <b>clear explanations and logical reasoning</b> within the video content, promoting a <b>theoretical understanding</b> of AML/CFT principles.
<b>Thinking</b>	Abstract, theoretical, conceptual understanding	
<b>Deciding</b>	Problem-solving, conclusion-oriented	Case studies and scenarios presented throughout the training encourage learners to <b>develop problem-solving skills and weigh different options</b> to make informed decisions.
<b>Balancing</b>	Weights options, open-minded approach	

### More about our advantages:

**We work closely with the financial intelligence units and international organisations** to stay in touch with all the recent developments and receive insights.

## The main aspects of our training

### Why Include Diverse Learning Options:



#### Retention

Catering to various learning styles ensures deeper understanding and retention of AML/CTF concepts.



#### Engagement

Utilising visuals, animations, and interactive quizzes makes complex subjects more accessible and engaging. Especially in the AML/CTF concept.



#### Deep understanding

Addressing all learning styles encourages learners to approach the material from different angles, leading to a more comprehensive understanding of complex compliance regulations.

### Impact on Overall Compliance (Snowball Effect):



#### Practical application

Enhanced comprehension from effective training leads to better application of AML/CTF knowledge in practical scenarios, leading to an improvement in the overall compliance.



#### Continuous improvement

This improvement in compliance fosters a more proactive approach among staff, where they continuously seek to enhance their understanding and application of compliance practices.



#### Snowball effect

This creates a positive snowball effect where better training leads to improved compliance, which then inspires further learning and innovation in compliance strategies.

### Effect on Compliance Costs:



#### More compliant

More effective training leads to a reduction in compliance breaches, decreasing the likelihood and cost of regulatory fines and reputational damage.



#### Less expensive

The reduction in the frequency of compliance issues means less expenditure on reactive measures, thus saving costs over time.



#### Long-term effect

A strong culture of compliance and ongoing improvement in practices can result in long-term financial stability and fewer resources spent on crisis management.

### More about our advantages:

**We have a wide and diverse experts base comprising over 25 industry-experts** from public and private sectors.



## Comparative analysis of our methodology

Why will these groups benefit from AML Certification Centre's training? Our training methodology sets itself apart in several key ways:

	Description	Outsource (AVG)	AML Certification Centre
<b>Effectiveness</b>	60% <sup>1</sup>	74% <sup>2</sup>	86% <sup>3</sup>
<b>Usefulness (informativeness)</b>	<b><sup>4</sup>Highly Useful</b> (Tailored to company needs can be achieved)	<b><sup>5</sup>Somewhat Useful</b> (Standardised approach may not cover all needs)	<b><sup>6</sup>Highly Useful</b> (Industry & jurisdiction specific focus increases relevance)
<b>Retention rate</b>	<sup>7</sup> 50-75%	<sup>8</sup> 20-40%	<sup>9</sup> 75-85%
<b>Compliance rate chg</b>	<b><sup>10</sup>+25%</b>	<b><sup>11</sup>+30%</b>	<b><sup>12</sup>+40%</b>
<b>Industry and jurisdiction-specific training</b>	Yes	No	Yes



Equipping compliance professionals with the tools to identify and neutralise threats obligated entities face - AML Certification Centre training programs are an effective Anti-Financial Crime toolkit from practitioners for practitioners.

Igoris Krzeckovskis  
International Expert  
UNODC



### More about our advantages:

We collaborate with a variety of AML solution providers, including those specialising in cybersecurity and AML technology, to enhance the practicality and applicability of our training.



## We Certify

We certify a wide array of professionals at 3 career level, as demonstrated in the following overview:

### 1st level

#### (Foundations ABC)

- AML Compliance Assistant
- Junior Compliance Analyst
- Client Onboarding Analyst
- KYC Analyst
- Transaction Monitoring Analyst
- Compliance Administrative Assistant
- Regulatory Compliance Assistant
- Risk Assessment Coordinator (Junior)

### 2nd level

#### (CASS)

- AML Compliance Officer
- Senior Compliance Analyst
- Senior Client Onboarding Analyst
- Senior KYC Analyst
- AML Specialist
- Senior Regulatory Compliance Associate
- Risk Assessment Analyst
- Senior Transaction Monitoring Analyst
- Senior Risk Assessment Coordinator

### 3rd level

#### (CAPS)

- Head of AML
- Head of Compliance
- MLRO
- Chief Compliance Officer •
- Compliance Policy Manager
- AML Program Manager
- Compliance Training Manager
- Compliance Review Manager
- Risk and Compliance Manager
- Regulatory Affairs Manager

#### More about our advantages:

**User friendly, interactive and engaging training platform** available on PC and Mobile phones, which raises the effectiveness of education by 330%<sup>13</sup>.



## Regular training

### Level 1 & 2

#### For Junior, Associate and Senior Associate Specialists

- Regulations and trends
- ML TF Methods
- Case studies
- Test

### Level 3

#### For Managers, MLROs, Heads of Department and Board Members

- Regulations and trends
- ML TF Methods
- Case studies
- Management and tone from the top
- Test



Your whole compliance program depends on the knowledge of your employees.



## We offer tailored solutions!

Suitable for those, seeking to greatly enhance the education of AML staff.

Tailoring is an additional service dedicated to make the training specific to the technologies and procedures used, so the learners can start working with them instantly. The price of tailoring depends on the complexity and scope of the technologies and procedures.

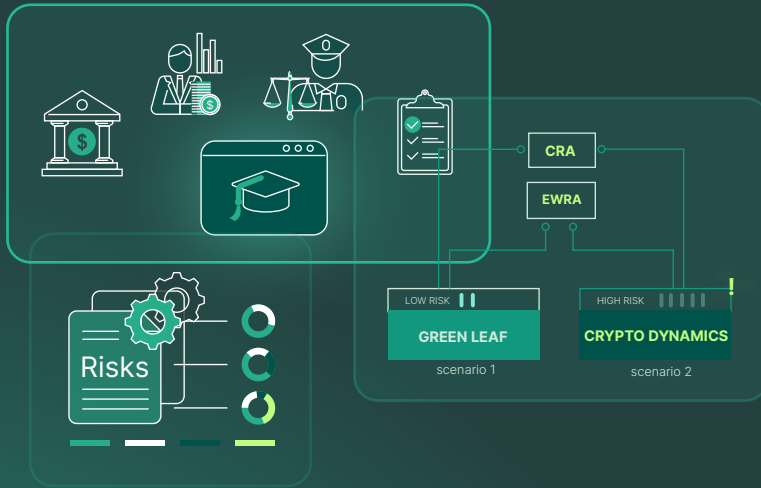
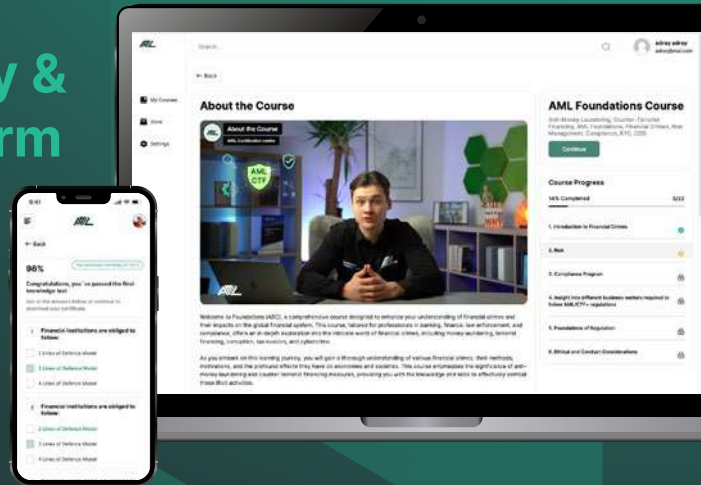
**Contact us to find out!**





# Our LMS

## User-friendly & cross-platform



## Enhanced Visuals

## Integrable



## Engaging



## References

<sup>1</sup> The reduced effectiveness in case of onsite training is related to the lack and complexity of the monitoring process. Although the on-site training is more focused on internal processes, there is the need to continually monitor developments in the whole sector, not just a single company.

<sup>2</sup> While average training providers have a huge base of experts, the approach varies. More commonly, training providers demand experts to review the whole course with no focus on specialisation. Also, on average, Anti-Financial Crime training providers have less robust and effective design approach, making the satisfaction and retention rates lower.

<sup>3</sup> Our study showed that the effectiveness of our programs is significantly higher than that of other training providers. We conduct an initial evaluation of the AML staff (considering that the training was conducted using on site or outsourced solutions) before our training to compare it with the level of knowledge after the certification. The results showed a significant difference between the effectiveness of our programs compared to the onsite training (60% vs 86%) and other solutions (74% vs 86%). It is related to the methodology we use:

- Nominating specific experts to the specific modules, based on their specific expertise and background.
- The program design is undergoing several steps of quality review to maintain the quality of the overall content.
- Our design approach is innovative, we utilise different tools, such as knowledge recaps, visuals, animations, case studies, schemes etc. to address all the learning styles.
- We significantly increased our base retention rate by including post-training evaluation, which happens 2 months after the final exam.
- Also, interactive content simulates in-person participation.

## References

### Usefulness Rate:

<sup>4</sup> On-site Training: Given the focus on internal processes but limitations in sector-wide monitoring, the usefulness might be less than optimal. Let's estimate a 70% usefulness rate.

<sup>5</sup> Competitors (Outsource): Their broad expert base lacks specialisation and has a less robust design, which could reduce the effectiveness of learning. We can estimate their usefulness rate at around 60%.

<sup>6</sup> AML Certification Centre: Our specialised, innovative approach and the use of a variety of engaging tools elevate the usefulness rate. Based on our comprehensive training strategy, we can conservatively estimate an 85% usefulness rate.

### Retention Rate:

<sup>7</sup> On-site Training: While engaging, the lack of ongoing sector-wide updates may affect long-term retention. We estimate a retention rate of 50-60%.

<sup>8</sup> Competitors (Outsource): With their less engaging and less specialised content, we estimate their retention rate at 40-50%.

<sup>9</sup> AML Certification Centre: Our approach that includes post-training evaluation and interactive content significantly increases retention. Based on our studies and methodology, we estimate a retention rate of on average 80%. Retention rate of the knowledge acquired according to the study programs.

### Compliance Rate Change:

<sup>10</sup> On-site Training: The limitations in ongoing monitoring might slightly hinder the impact on compliance. We estimate a +25% compliance rate change.

<sup>11</sup> Competitors: The less specialised and engaging approach might result in a moderate impact on compliance. We estimate a +30% change in compliance rate.

<sup>12</sup> AML Certification Centre: Our method of using specialised experts and continual evaluation significantly boosts compliance effectiveness. Based on our comparative study, we estimate a +40% compliance rate change.

<sup>13</sup> If we take 20% as a conservative estimate of the retention of learning solely based on text and 86% as according to our research.



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Centre** By Crence



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## Book a meeting

