

CUSTOMER SUCCESS

Story

How Absa future-proofed banking talent with LRMG



Client

Absa

Industry

Banking

Solution

Knowledge Transfer Blueprint

Partner

LRMG

Challenge

Accelerating 'Time to Competence' for new talent and mitigating retirement risk

Impact

A scalable, repeatable blueprint for high-value talent development in banking

THE CHALLENGE

Bridging generational talent gaps in banking

Absa's Human Capital team faced a critical challenge: how to embed strategic knowledge transfer in Relationship Banking to unlock long-term value and mitigate the risk of near-term retirements. With new talent entering the banking workforce, Absa needed to reduce 'Time to Competence' while protecting institutional knowledge held by seasoned Relationship Executives.

This mission aligned with one of Absa's strategic focus areas: enabling strategic flow across the value chain. But how do you design a solution that's scalable, sustainable, and human-centric?

THE SOLUTION

A knowledge transfer blueprint for the future of banking

LRMG partnered with Absa to co-create a Knowledge Transfer Blueprint – a repeatable and scalable framework designed to capture, transfer, and embed critical skills across key banking personas:

- » Relationship Executives
- » Transactional Bankers
- » Credit Analysts
- » Industry Sector Specialists

At the heart of the solution was a 12-step "recipe" for internal knowledge transfer. LRMG also designed full learning journeys from foundational to advanced levels, backed by clear career paths and real insights harvested from Absa's top performers.

Critically, the program was endorsed by Absa's leadership and tailored to serve the next generation of High-Value Bankers.

IMPLEMENTATION

Implementation highlights: Building trust through stories

Absa's rollout was more than a program – it became a movement. Retiring leaders and top performers enthusiastically shared their stories, creating an emotionally rich foundation for learning. The process was rigorous yet inspiring, revealing hidden insights into high-performance cognitive and behavioural attributes.

Unexpected wins

Integration potential with VR and AI emerged late in the process, unlocking a new frontier in digital learning experiences tailored to multigenerational teams.

Measurable impact: Strategic wins for human capital

What changed?

- » Clearer, faster learning pathways for Relationship Bankers
- » Embedded knowledge-based development into Absa's talent lifecycle
- » Differentiated Absa with a long-term, strategic knowledge capability

Feedback from Absa:

"Stunning, stunning work – this is what we mean by value."

"This blueprint clearly defines the problem and gives us the tools to solve it."

"Excited for what this means for our Growth Mindset and Talent Strategy."

And some parting wisdom that will stay with us:

"We are ultimately in the business of building trust."

"We do not chase sales – we chase relationships."

Ready to design your talent blueprint?

Whether you're navigating retirement risks or scaling high-performance learning in a digital world, LRMG can help you build a repeatable model for knowledge transfer that's tailored to your people, strategy, and future.

Let's get your workforce ready! Want to find out more?

Let's connect.

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