

## Group Exercise Example

Silverman & Briar (S&B) is a regional banking firm headquartered in the north east of England. Its services include investment, merchant, retail and private banking; with the bulk of its revenue generated by its retail banking service. S&B's current marketing strategy and unique selling point is to cater exclusively to customers in the region, cementing its position as the traditional "local bank" in the area. However due to increased competition from the big names in international banking, S&B is losing its grip on the north east, threatening its position as the chosen bank in these communities.

You have recently joined S&B as a graduate management trainee. As part of your development, you have been asked to participate in a meeting to address current and strategic issues alongside senior management. In preparation for this meeting, you and a number of your colleagues are attending a committee meeting to discuss the way forward and to provide practical recommendations.