



HSBC // Alia // Transcript

My name is Alia, I joined the bank in 2019 specifically in the Wealth and Personal Banking Graduate Programme.

The programme itself opened doors for great opportunities of growth, learning and development.

Through the programme which is designed to move into rotations, you get to learn from different departments within the business. This in itself will give you a taste and flavour of each and every department. You will be able to make decisions where you would like to start off your career, once you're done with the graduate programme.

One of the great opportunities we are given is to trust in our capabilities and empower us to deliver upon strategic ideas and strategic engagements.

One of the areas where we came together as graduates and proposed an idea to build a collaboration with one of the external entities and to deliver upon youth engagement and youth empowerment. We wanted to give better culture awareness and exchange knowledge.

Wealth and Personal banking aims to be ambitious about growth. First; serving our customer needs in a more distinctive way and creating customer lead propositions tied with a brilliant customer experience.

We make investments and digital capabilities to better support our customers and colleagues. The exposure that I've gained in the past 2 years has paved the way to where I am today.

One piece of advice is to invest in your energy, your capability, your hopes and dreams to prosper towards the future.