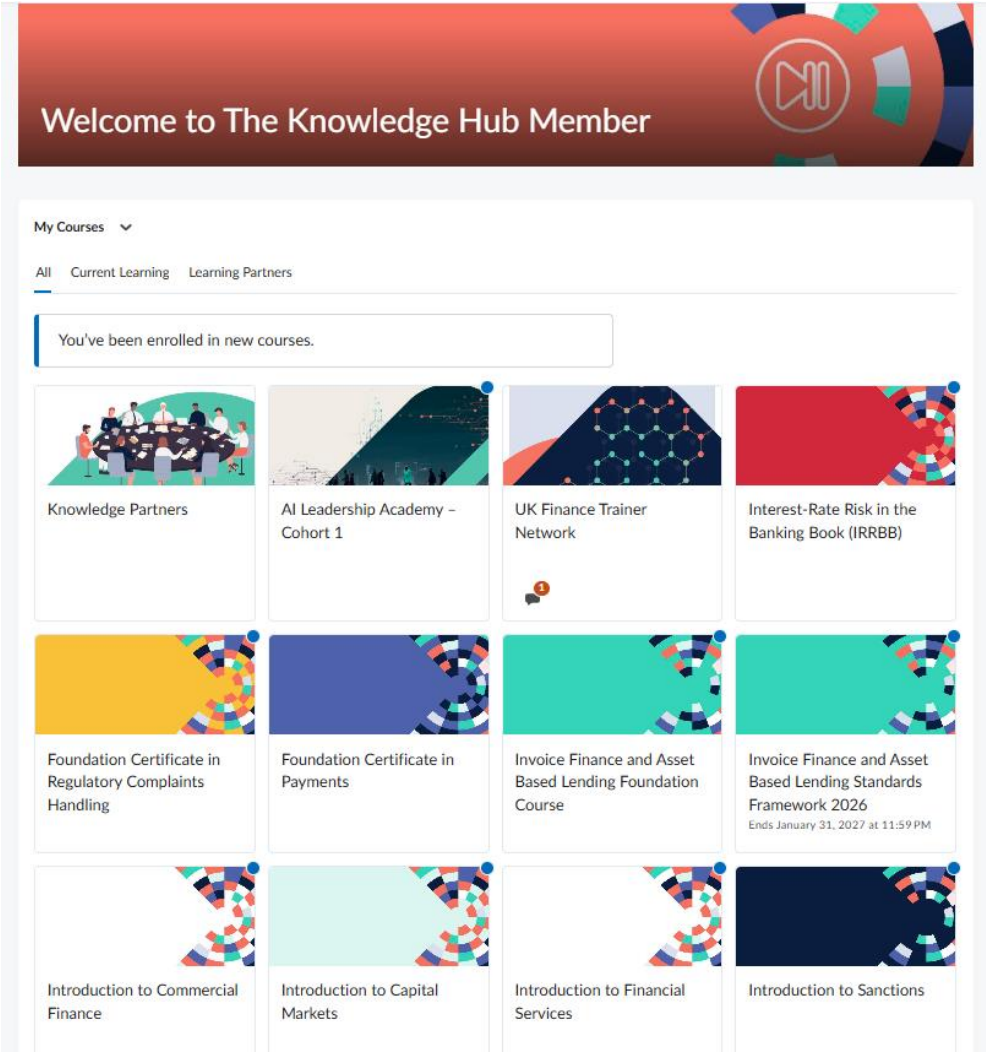
From LMS to Member Value:

Building the UK Finance Knowledge Hub



Who are UK Finance?

A membership organisation representing banking and finance across the UK.

UK Finance

MEMBERSHIP SCALE

300 members

220 associate members

HOW VALUE IS CREATED

VOICE

Advocates and engages on behalf of the sector.

INSIGHT

Provides policy expertise, research, data and analysis.

COLLABORATION

Connects members with peers, policymakers and regulators.



WHY IT MATTERS

The Knowledge Hub supports the above by turning trusted expertise into learning, supporting the development of our industry.

The Journey to go live

Where were we, where are we

1 — 2 — 3

FOUNDATION

Build

- Expand beyond workshops, webinars and bespoke training
- Use policy insight and member feedback to identify learning gaps
- Define the style of content and platform design
- Review and cleanse current learning data

MIGRATION

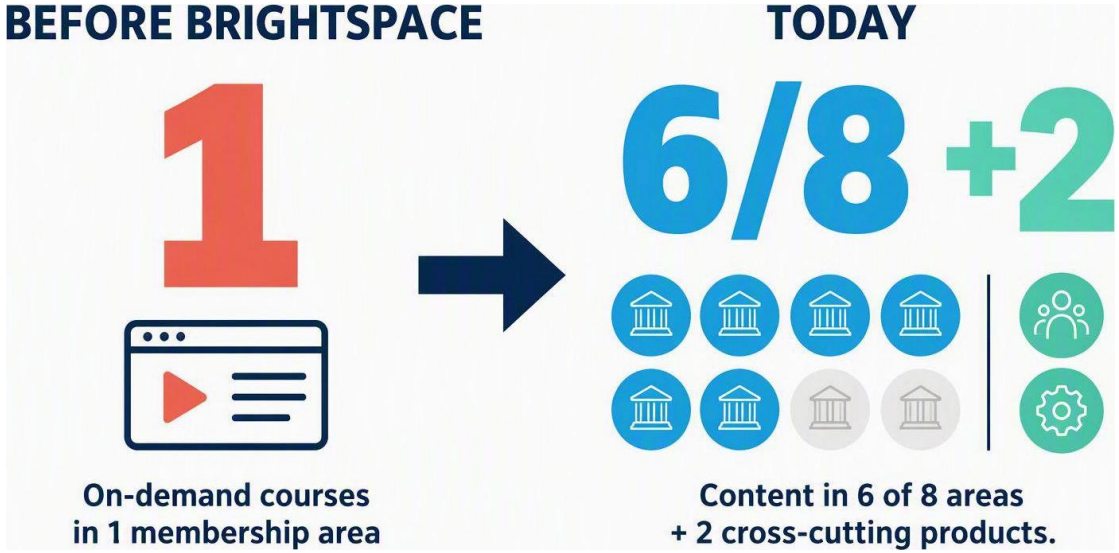
Connect

- Integrate Brightspace and CRM
- Migrate historical learning data
- Run internal and external communications
- Complete internal and external UAT
- Pilot launch

GO-LIVE

Launch

- Strengthen credibility through CPD membership
- Content in multiple specialist areas
- Put key member-support processes in place



What changed after go-live?

LAUNCH

Make it run

- Accurate migration of data
- Content easy to navigate
- Learner communications and support in place

VALUE

Make it matter

Proposition	**Naming**	**Learner journey**
why choose us	make it memorable	make it effortless
Awards	**Testimonials**	**Member messaging**
make progress visible	make value credible	make it relevant

What delivers member value

Trusted UK Finance content

We positioned our learning around trusted UK Finance expertise, using industry experts to support the delivery of our content

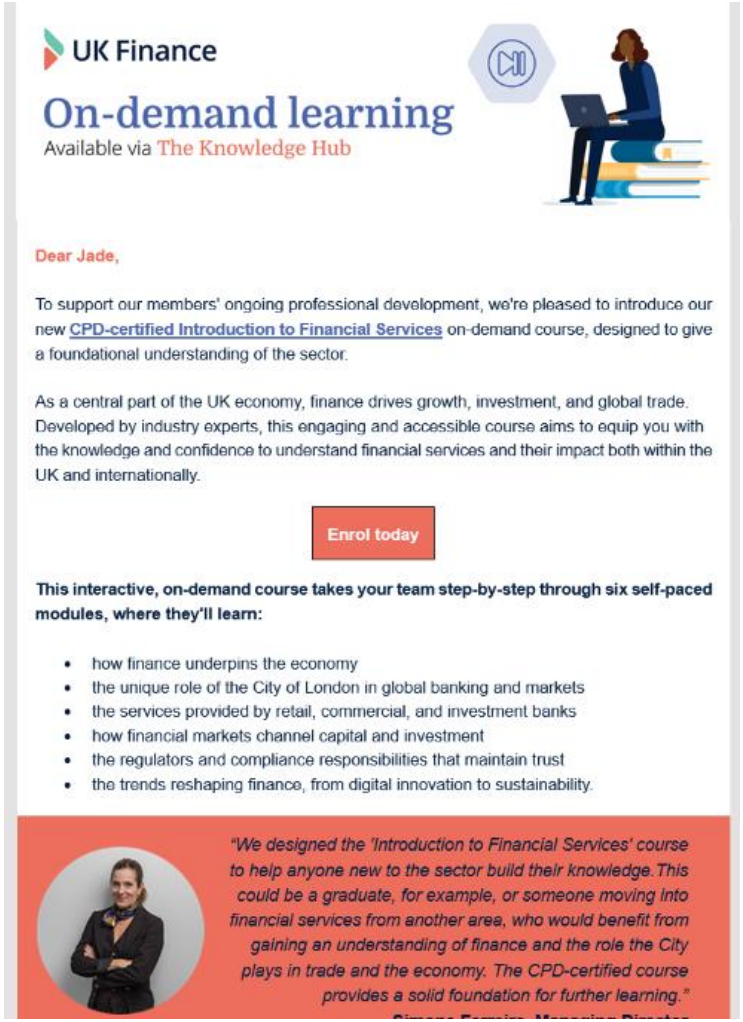
Celebrating Achievements

CPD certification, displayed on certificates of achievement.

UK Finance Award design – the ability to showcase success on social media





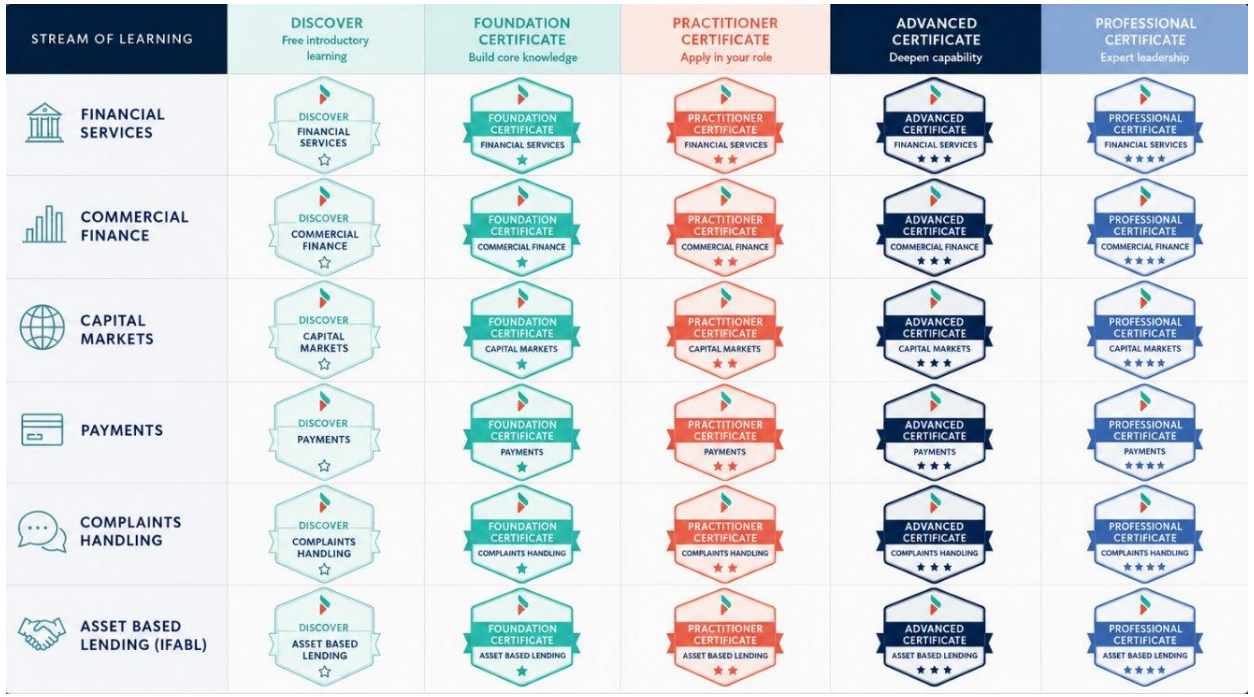


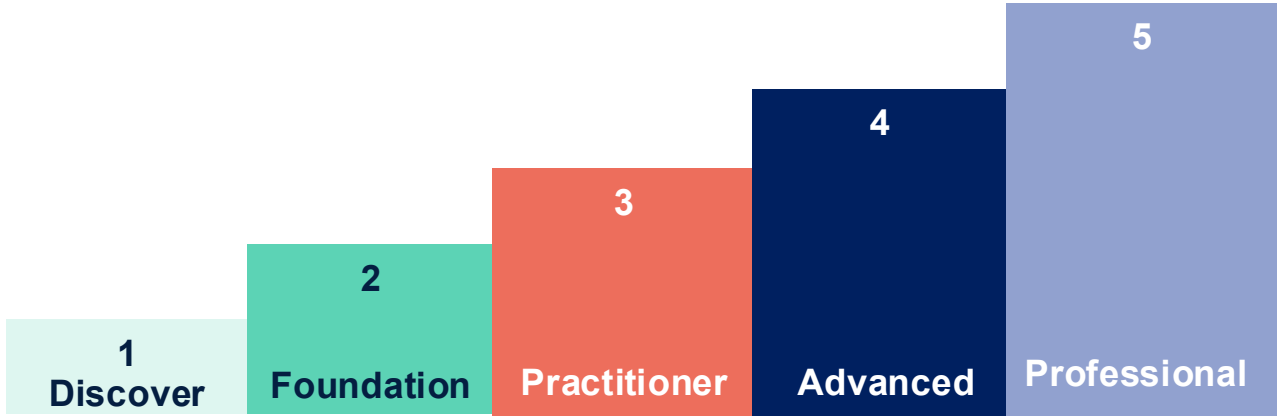
What delivers member value

Career progression

A visible reason to continue learning and the ability to easily manage teams' development

Level	Focus	Outcome	Audience
Discover	Free introductory learning	Awareness	Anyone
Foundation	Core knowledge	Understand	New entrant
Practitioner	Apply in role	Competence	Working professional
Advanced	Complex judgement	Capability	Experienced professional
Professional	Strategic expertise	Mastery	Senior specialist





What delivers member value

Immediate insights and reporting

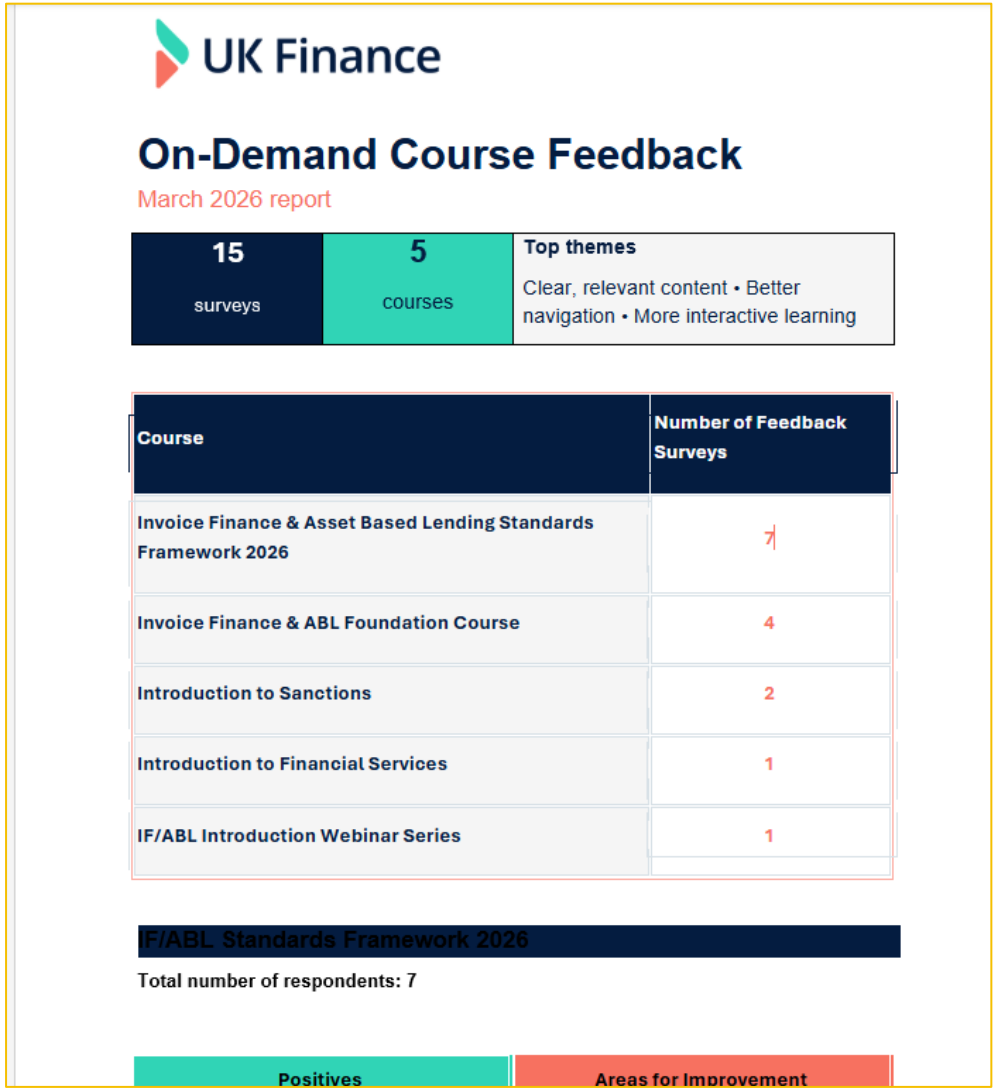
Giving our key L&D contacts the ability to oversee team engagement and completion reports

PROOF POINT

LINE MANAGERS

8 → 21

LAUNCH TODAY



UK Finance

On-Demand Course Feedback

March 2026 report

15 surveys	5 courses	Top themes
		Clear, relevant content • Better navigation • More interactive learning

Course	Number of Feedback Surveys
Invoice Finance & Asset Based Lending Standards Framework 2026	7
Invoice Finance & ABL Foundation Course	4
Introduction to Sanctions	2
Introduction to Financial Services	1
IF/ABL Introduction Webinar Series	1

IF/ABL Standards Framework 2026

Total number of respondents: 7

Positives	Areas for Improvement

What delivers member value

Engagement

Retaining key relationships and building new ones. Our members feel heard. We create engagement outside of course completions.

Hi {InitiatingUserFirstName},

Congratulations on completing the: **Invoice Finance & Asset Based Lending - Foundation Course**

Your Digital Badge Awaits you here: Course Awards

If you're happy to, we'd really encourage you to share your achievement on LinkedIn. It's a great way to recognise your learning, show you commitment to professional development and help others in the sector discover your training too. If you do post, please tag UK Finance, so we can celebrate with you.

Please remember to tell us what you thought by completing the online survey at the end of your course.

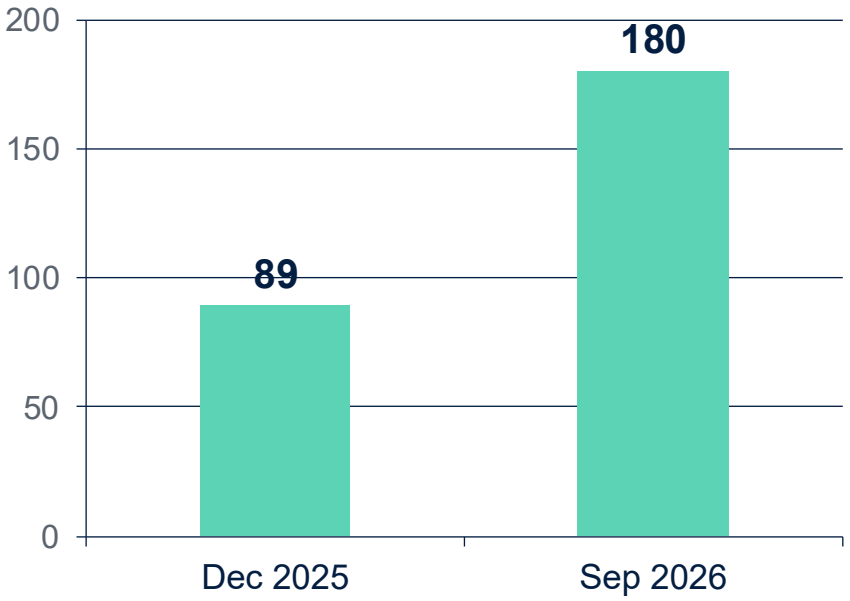
Our highly regarded IF/ABL training programme offers practical courses for every career stage. Want to keep the momentum going? At UK Finance, we believe that the Invoice Finance & Asset Based Lending - Certificate Course is a great next step in your learning journey.

The course provides an in-depth examination of the management and control of invoice financing and asset-based lending, designed to offer a targeted yet comprehensive qualification.

To find out more, visit our full schedule or email us at training@ukfinance.org.uk

The Training Team

Evidence of credibility & demand



2.0×

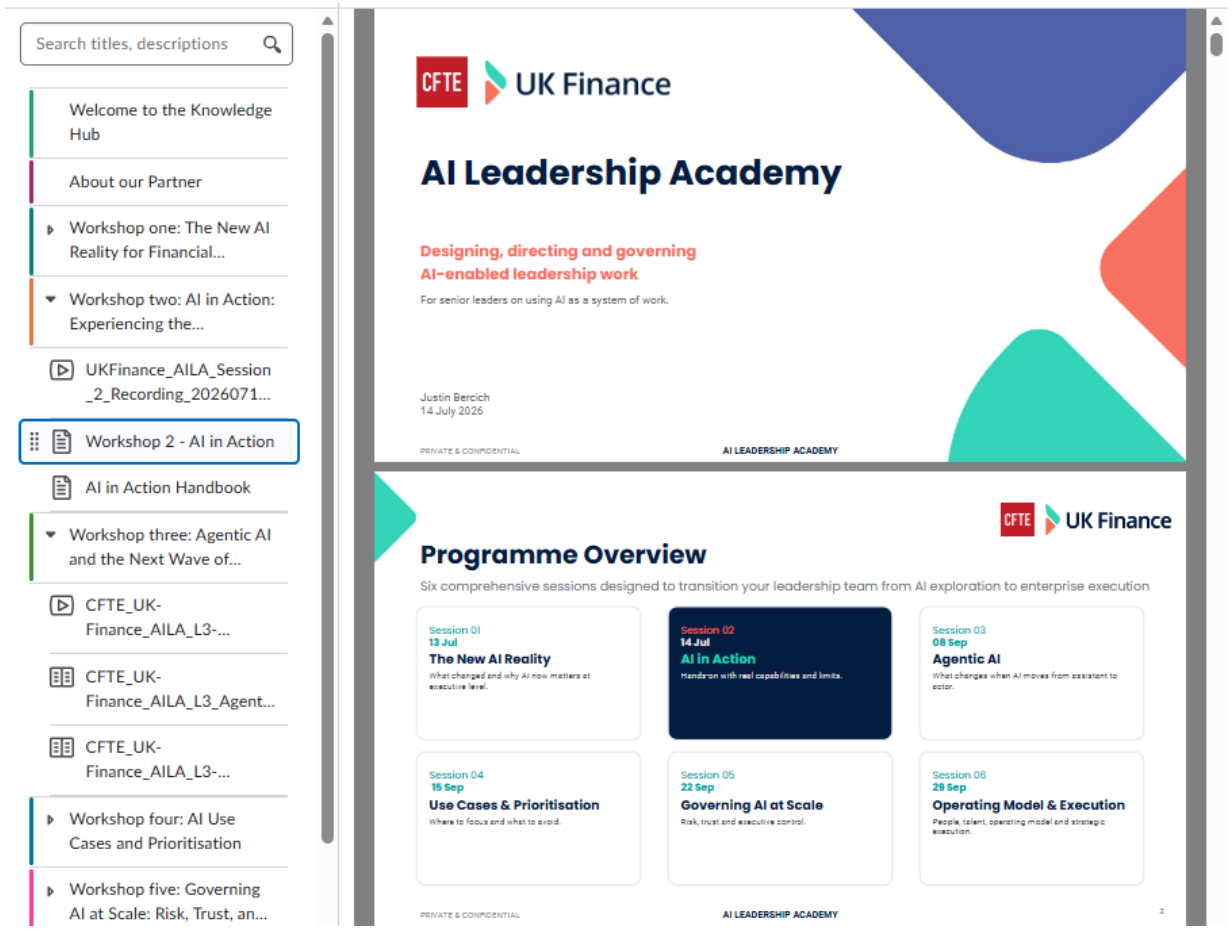
monthly average users

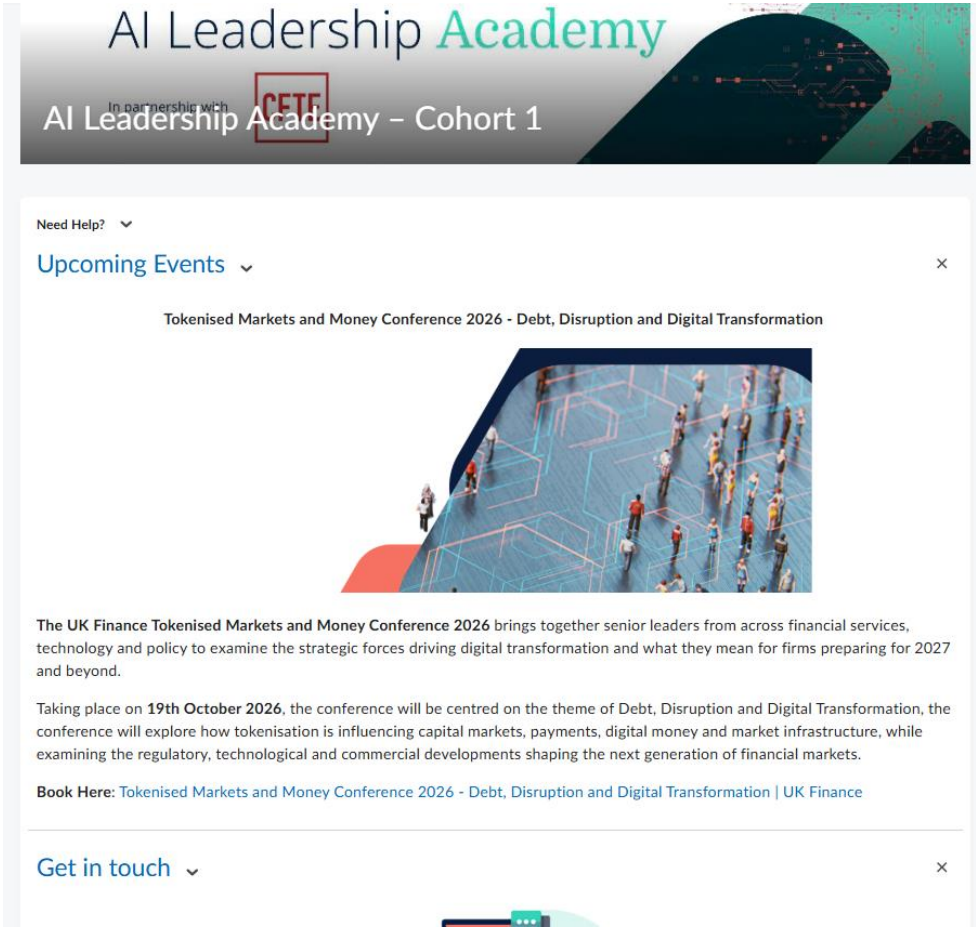
DEMAND SIGNALS

Bookings	growing
Bulk bookings	early appetite
Key accounts	active conversations



Supporting wider business needs





Establishing our audiences

INDIVIDUAL LEARNERS

Relevant content discovery based on interests and learning goals

Clear learning pathways matched to needs and experience

Seamless journey from content discovery to participation

CORPORATE TEAMS

Learning pathways aligned to shared team needs

Relevant content for different roles and experience levels

LARGER MEMBER FIRMS

Learning completed in members LMS environment using course publisher

KNOWLEDGE PARTNERS

A dedicated area to explore knowledge partner expertise

The opportunity to co-create content

A place to share relevant education to partners

What's next



Trusted UK Finance content

Foundation certificate in payments course launch

Driving Engagement

Intelligent Agents
Trainer Network

Career progression

The learning ladder

Celebrating Achievements

New award designs
Social media sharing

Audience Focus

Team development
New entrants & graduates
Partnerships

Future opportunities

Flagship events
AI Leadership Academy – cohort 2