

# Promoting Sustainable Investments

An **Ω**ABSTRACT Guide

*Leading competent conversations  
around sustainability.*



# Promoting Sustainable Investments

“ The move towards a more sustainable world is a multi-decade one which has already begun. Many institutions are waiting for Regulatory guidance or hesitating to ensure they do the right thing by their clients.

We believe companies that move now by developing their people to engage with clients in competent conversations will command an early advantage.

This is not about checklists or ticking boxes, it is about learning with interesting content and ensuring it is applicable by client facing advisers.

”

## Our ESG Learning Programme

Successfully deployed in leading global financial institutions, our **ESG Learning Programme** has been purpose-built to help your people understand how promoting Sustainable Investments and leading competent ESG conversations can:



**Mitigate  
Risk**



**Unlock  
Opportunities**



**Deliver Long-Term  
Capital Growth**



**Andy Nicol**

Chief Executive Officer

ABSTRACT



# Our ESG Learning Programme

*An intellectually stimulating programme designed to drive a commercially focused culture amongst your teams.*

## **Gain New Clients and Better Retain Your Existing Clients By...**

- Increasing confidence to hold socially responsible conversations.
- Managing the ESG and Sustainability journey for your clients.
- Increasing the volume of client discussions about sustainability.

## **Key Learnings with Application**

- ✓ Defining Your and Your Client's Understanding of Sustainable Investments.
- ✓ Building Presence and Credibility.
- ✓ Leveraging the Psychology of Sales.
- ✓ Forming Unbreakable Relationships.



## ***High-Level Journey in 2 Moves...***

**1**

*How does Sustainability Effect You and Why Now?*

**2**

*Having Meaningful and Socially Responsible Conversations.*



# Our ESG Learning Programme



“

**Best ESG course &  
materials so far!**

”

“

**A really good balance of  
content and interaction.**

”

“

**Really well delivered, honestly  
the best training I have attended  
since joining.**

”

“

**A really good spirited session on  
an important subject.  
Really well facilitated, thank you.**

”

*Global Private Banking Delegates  
November 2023*



# Why Ω ABSTRACT ?

## We get results.

From some of the largest FTSE 100 companies to forward-thinking SMEs; we work with organisations of all shapes and sizes, so long as they are committed to change, open minded and prepared to collaborate.

If you're committed, then together we can create real beneficial change - and a suitable return on investment for the benefit of all!

## Award Winning Learning & Development.

ABSTRACT was founded as a Learning & Development company to seriously change people's lives through the implementation of new behaviours.

Our vision? To make the corporate world a fairer and better place.

## We model what we coach.

We're incredibly proud of the way our programmes positively affect the lives of our delegates, our clients and their respective businesses.

Don't just take our word for it - our client and delegate testimonials speak for themselves...

7iM

Bank of Ireland

BARCLAYS

HSBC

NatWest Group

Schroders personalwealth



WOMEN IN FINANCE AWARDS 2019  
WINNER DIVERSITY INITIATIVE OF THE YEAR



BRITISH HR AWARDS 2023  
FINALIST CONSULTANCY OF THE YEAR



THE LEARNING AWARDS 2021  
GOLD WINNER EXTERNAL LEARNING SOLUTION OF THE YEAR



INCLUSIVE COMPANIES AWARDS 2019  
WINNER CHAMPION OF INCLUSION AWARD



Building Trust

Without a foundation of trust, our ability to influence others will be severely limited and you may have to resort to coercion to get things done...



98%

of delegates rated our Learning & Development programmes as

EXCELLENT

Source:

ABSTRACT Delegate Data

5

4.5 Avg. Rating



Read 2000+ Independent Testimonials

COURSECHECK  
All you need to know





***Be the change...***

***If not you, who?***

***If not now, when?***



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