



SIGNING BANKS
SHORT COURSE



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E-Course for Bank Trainers

Deafness and Communication
Training in the Financial &
Banking World

2023



Co-funded by the
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Signing banks e-course for bank trainers

The learning objectives and outcomes for this e-course on deafness and communication in the financial and banking world are as follows:

Learning Objectives:

- To develop strategies for effective communication and interaction with d/Deaf individuals.
- To identify the difficulties that d/Deaf individuals face when accessing the financial world, and how to overcome these barriers.
- To learn about accessible tools for d/Deaf individuals to be implemented in the banking system.
- To understand the differences between oral, written, and sign languages, and how they affect communication with d/Deaf individuals.
- To explore how web technologies can make communication accessible to d/Deaf individuals.

Learning Outcomes:

- Learners will be able to identify common barriers to access for d/Deaf individuals in the financial world and develop strategies to overcome them.
- Learners will be able to describe the differences between oral, written, and sign languages, and how they affect communication with d/Deaf individuals.
- Learners will be able to communicate and interact effectively with d/Deaf customers using strategies such as visual aids and cultural competency.
- Learners will be able to describe accessible tools for d/Deaf individuals to be implemented in the banking system and identify best practices for their implementation.
- Learners will be able to make better use of web technologies to make them more accessible to d/Deaf individuals using appropriate systems.

Overall, the goal of the e-course is to equip learners with the knowledge and skills necessary to effectively communicate with and serve d/Deaf individuals in the financial and banking world, while promoting accessibility and inclusivity.

Methodology:

The e-course will be designed as a webinar, a short online learning experience, which can be delivered by bank trainers. The course will consist of several themes covering different aspects of deafness and communication, and the needs of d/Deaf customers including:

- Introduction: The idea behind the Signing Banks project
- Difficulties that d/Deaf people face when accessing the financial world
- How to communicate and interact with d/Deaf customers
- Differences between oral, written, and sign languages
- Strategies that banks and other organizations can adopt

- Discussion of web technologies to make them more accessible to d/Deaf individuals using appropriate systems to d/Deaf people

This can be delivered with interactive activities, and quizzes to help learners engage with the material and assess their understanding. The material provided by Signing Banks includes case studies and customer scenarios that will allow learners to apply their knowledge to real-world situations.

To develop the course content, we have consulted with experts in the field of deafness and communication, including Deaf individuals, sign language interpreters, and educators with experience teaching in the field of deafness. We will also consult with financial and banking industry experts to ensure that the content is relevant and applicable to their needs. We have produced a baseline slide set that trainers can adapt and add to with examples from their own organizations.

Learners will learn about the difficulties that d/Deaf individuals face when accessing the financial world, based on the research undertaken across Europe during the signing banks project. This explores common experiences of barriers to access, such as lack of accessible information and communication barriers. They will also be introduced to case studies of more positive examples of banking practice. They will also be able to see how different organizational practices contrast.

Learners will explore what are the range of hearing impairments that customers may bring and the different impacts. They will also explore the differences between oral, written, and sign languages, and how these differences affect communication with d/Deaf individuals. Importantly they should understand how sign languages differ from spoken and written languages. They will also be given some simple tips on improving communication in direct contact.

Learners will learn how to communicate and interact with d/Deaf customers. The module will cover strategies for effective communication, such as using visual aids and avoiding distractions (Barnes et al., 2011). Learners will also learn about the importance of cultural competency when working with d/Deaf individuals, and how to avoid common communication pitfalls (Marschark & Spencer, 2018).

Learners will explore the business case for making banking more accessible and protecting vulnerable customers from risks and harms in making wrong decisions or in requiring third party interventions. This is not just about doing social good it makes business sense.

Learners will learn about accessible tools for d/Deaf individuals to be implemented in the banking system. The module will cover different technologies, such as video relay services and text messaging, that can be used to improve communication between d/Deaf individuals and financial institutions (Deaf Business Services, 2021). Learners will also learn about best practices for implementing accessible tools, and how to ensure that they are effective and sustainable.

Evaluation

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At the end of the webinar, learners could be required to complete a quiz to assess their understanding of the material, to allow learners to review their answers and identify areas for improvement.

Suggested Webinar running order

Time	Content heading	Presenter	
10.00	Introduction		Welcome and explains who is hosting webinar Signing Banks
10.05			Warm up Setting expectations
10.10			The target audience and the aims and objectives
10.15	What we know about what banks offer d/Deaf customers		Talk about the Signing Banks research
10.25	What we know about the experience of d/Deaf customers		Trainer explains what Signing Banks found about d/Deaf customer experience
10.35	The d/Deaf customer		Trainer talks through the d/Deaf customer profile/Deaf culture. Q and A if possible?
10.45	How to communicate and interact with d/Deaf people		Trainer talks through communicating with the d/Deaf customer. Ideally having a Deaf presenter here.
10.55	Making the Business Case for Widening Accessibility for the d/Deaf customer		Trainer presents the business case for widening access. Purple Pound Grey pound
11.05	Strategies for banks and other services		Trainer discusses what banks could do
11.15	Q and A		Summary
11.20	Final conclusion and knowledge check		Can use e.g. Mentimeter poll
11.30	END		

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Signing Banks

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