

# Specialized Learning

*Attendees master complex concepts related to market systems and technology that can be leveraged for optimizing innovation strategy.*

## Modules

### Optimizing Buy-Side Fixed Income Trading Tech

This session examines the technology and workflow trends for fixed income asset management. Materials outline ideas for improving fixed income asset management.

#### Areas covered:

- Enhancing the use of market data to improve trading
- Best practices for electronic trading
- Industry Trends
- Dominant vendors and new solutions

### Optimizing Sell-Side Fixed Income Trading Tech

This session articulates how to use technology to optimize fixed income market making performance. Materials outline the next steps for modernizing fixed income market making.

#### Areas covered:

- Applying market data to improve market making
- Leveraging electronic order flow
- Sales workflow technology
- Dominant vendors and new solutions

## Fixed Income User Profiles

This session covers the mechanics of technology solutions that are primarily used in fixed income markets across all user profiles (market makers, portfolio managers, etc).

### Areas covered:

- Front Office – Middle/Back Office – Management
- Broker Dealers – Inter Dealer Brokers – Buy-side Institutions
- Key end user themes
- Key technology solutions

## Disruptive Technology Sales Strategy

This session helps financial technology sales professionals develop their skills by examining the behavior and patterns of disruptive technology adoption.

### Areas covered:

- What are the obstacles to new solution adoption?
- Profiling gatekeepers and decision makers
- Customizing your pitch to fit your audience
- Controlling and closing

## Corruption as Culture

This session outlines the origin and mechanics of some of the most impactful financial market corruption scandals.

### Areas covered:

- Opportunism and Restraint Theory
- LIBOR Fixing, Odd-Eight's, TSY Auction
- Identifying the signals of corruption
- Pending judgements on key cases

## Racial Inequality in Finance

This session articulates the financial market policies and practices that have led to and exacerbate the racial wealth gap.

### Areas covered

- History of financial inequality
- Different dimensions of capital access
- Impact that racial equality had on the way the financial industry is structured today

## Adaptive Market Theory

This session presents the key concepts of the Adaptive Market Hypothesis, a theory for explaining how markets evolve.

### Areas covered:

- Origin of Adaptive Market Hypothesis
- Theory definition
- Adaptive vs. Efficient Market Hypothesis
- Explaining current market systems via Adaptive Theory

## Innovator's Dilemma

This session presents the ideas articulated in the famous 'Innovator's Dilemma' by Clayton Christensen

### Areas covered:

- Origin of the Innovator's Dilemma
- Why do organizations struggle with disruptive technology?
- New entrant strategy (how to take out an incumbent)