

# Bank Branch Effectiveness

“Understanding Key Trends and Levers in an Evolving Market”

In the case of a bank, it's the chemistry between customers and employees that makes the results. The overriding challenge for the branch manager is to develop both the intangible and tangible assets of the bank and to secure the long-term profitability.

Bank Branch Effectiveness Business Simulation helps organizations understand the key trade-offs, trends, and challenges that bank branches face in order to maximize profitable growth.

In the simulation, small teams collaborate, build fundamental capabilities, and practice real-world decision making in a risk-free environment as they reason through the following realistic scenarios:

- Elevate the role of the branch
- Review and restructure branch footprints
- Optimize the branch cost base
- Improve the customer experience at branches
- Jump-start sales force effectiveness at branches

After each round of the five-round experience, feedback and analysis of the team's results is presented to demonstrate the outcome of the various strategies at play and to create a fun, learning environment.

After successfully completing the program, participants are able to understand the banking industry dynamics, general trends and business challenges; how these factors relate to individual roles, day-to-day operations and the company's success; and the relating decisions that drive results.

Upon completion of the program, participants will be able to:

- Articulate the key factors and considerations that drive bank branch decisions and performance.
- Explain interdependencies in the banking operating model.
- Engage in conversations regarding industry trends and the implications of those trends on the bank business.



## Participants about the simulation

“... Struggling with everyday challenges as a branch manager, I did not have a chance to see the big picture of my work. Before, I thought it is all about the strategy developed by the HQ, and that we were only front line “soldiers”...”

*Branch manager - Leading bank in Bulgaria*

“... This workshop has changed the way I look on my job. I have discovered that implementation of the strategy is not only its execution. ...”

*Branch manager - Allianz Bank in Bulgaria*

“Nice workshop. It has put our branch managers in a position to see all important components of their job. Working with the challenges and solution instruments made them reshape the way they execute their everyday work...”

*Retail Banking Director - Leading Bank in Romania*

## Learnings

- Business of Bank Branch;
- Value adding processes;
- Impacts on employees satisfaction;
- Operational management;
- How small changes in operations can significantly alter outcomes and improve bottom-line result;
- How to deliver results on highly competitive market;
- Meeting customer demands by developing RIGHT strategy with outstanding services.

Working together, participants increase their awareness of the complex nature of inter-departmental financial relationships. And in the process, they understand what it takes to win – as well as how to bring their new skills and insights into reality.



## Key results

Participants learn how to:

- Manage employees more effectively.;
- Manage the mix of clients and people to improve long-term chemistry, productivity and profit;
- Find the balance between effective short-term goals and successful long-term planning;
- Assess how an employee's job and development path fits into the overall corporate strategy.

## Key concepts

- Market share;
- Capacity utilization;
- Profitability;
- Brand image and reputation;
- Competence development;
- Growth potential of people;
- Recruitment and retention;
- Team chemistry;
- Operational Planning;
- Improvements in tools & processes.



## Facts

### Material

Board-based business simulation.

### Number of participants

6 teams. 12-24 participants.

### Participants

Every manager and employee that has influence on the decisions for sales and distribution, corporate positioning, product portfolio or merchandise purchases:

- Branch managers;
- Banks' products Distributors;
- High Potential employees.

### Time required

1 day, corresponding to 5 rounds of simulation.