

Bank Branch Management

"Customers see what is IN FRONT"

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.

"Convert employees' personal skills into bank-owned tools and processes."



Each branch is small and stable at start, but the market is growing quickly. Success is dependent on the management team's ability to develop an agile, yet consistent branch.

Teams need to:

- Utilize resources wisely by monitoring the balance sheet and KPIs;
- Harvest people-owned competence into company owned tools and processes;
- Build a solid corporate culture;
- Attract the right type of employees, grow their competence, and keep them;
- Win the desired type of clients, and earn their loyalty;
- Stop competitors from stealing their key employees and clients;
- Generate cash flow and profit.

Participants about the simulation

"... It takes years to acquire the skills of a good branch manager. It takes even decades to understand the importance and the role of the branch manager. The simulation allows participants to understand the role of a branch manager in only a few days..."

Branch manager - Leading bank in Poland

"... I have never had a chance to see my performance from above. Participating in the simulation, i could oversee all the processes and their importance for the final result of our branch. During the simulation participants can see how they can create value even though they think that it is off their reach..."

Branch manager - Allianz Bank in Bulgaria

"One of the most value adding seminar for my employees. The simulation puts them in real everyday surrounding and challenges. Participants have to build their branch to suit their clients and create value at the same time..."

Retail Banking Director - Leading Bank in Romania

Learnings

- Economics of Bank Branch;
- Value adding processes;
- Impacts on customer satisfaction;
- Operational management;
- How small changes in operations can significantly alter outcomes and improve bottom-line result;
- How business generates profits today, and how it can generate profits in the future;
- Competition on the market and customer preferences - "How do customers choose their bank?";
- Meeting customer demands by developing RIGHT strategy with outstanding services.

Working together, they 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:

- Target customers 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;
- Growth of tangible and Intangible assets;
- 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

4 competing teams. 8-16 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

2 - 2.5 days, corresponding to 5 years of operations.