

Area Manager & Ops Development Program

Shift from operational oversight to strategic leadership across your retail banking network

THE GAP

Area Managers carry responsibility for multiple branches, regional growth, leadership pipelines, and service and compliance standards, often without a structured framework to operate at a strategic level. The result is short-term firefighting instead of long-term strategy, underleveraged growth across branches, and monitoring where coaching is needed. Data is available but not translated into action.

THE SHIFT

- From operational control to strategic leadership, aligning teams and owning regional outcomes
- From data reporting to data-driven decisions, turning MIS, portfolio, and P&L insights into growth actions
- From supervision to coaching, developing Branch Managers and driving accountability across the network

WHAT'S INSIDE

- Retail market landscape: industry trends, digital penetration, economic outlook
- Strategic role of the Area Manager: servant leadership, WIGs, skill transfer
- S.E.E.D Leadership: Select, Empower, Engage, Develop
- Reading business data to drive growth: MIS, P&L, portfolio and revenue trends
- Branch trade areas, customer needs, and product solutions
- Structured business planning: Area and Branch Business Plans
- Service management for excellence: NPS, VOC, SQMP drivers
- Case study: branch-level data analysis and strategy development

WHAT YOU WALK AWAY WITH

- Build structured Area and Branch Business Plans grounded in MIS and P&L data
- Coach Branch Managers and drive accountability across the network
- Run service excellence as a growth driver, not a metric
- Identify and act on growth opportunities across your branches

WHO IT'S FOR

- Area Managers (Retail Banking)
- Area Operations Managers
- Senior Branch Managers
- Regional Business Heads
- High-potential leaders preparing for area-level roles



Salman brings 30 years of Retail and Consumer Banking experience, having held senior leadership roles across Pakistan and Asia Pacific. His career spans ABN AMRO, RBS, NIB, and Citibank, where he built expertise in banking operations, customer experience, and business growth. As CEO of Green Peak, he helps financial institutions drive sustainable growth, operational excellence, and transformation.