

Branch Manager Excellence Program

Build the leadership, business planning, and customer management skills to grow your branch

THE GAP

High-performing Relationship Managers are often promoted to Branch Manager based on their ability to manage individual portfolios. They are then expected to lead teams, drive branch-wide targets, acquire new customers, and retain existing ones, without the structured toolkit to do it. Branches run on instinct rather than structured plans. Business development is reactive. Teams lack direction because their manager has not been given tools to coach or set KPIs. Performance reviews happen, but traction does not.

THE SHIFT

- They understand their own portfolios, customer personas and spot growth opportunities
- They can build a structured Branch Business Development Plan
- They know how to lead their team toward that plan with accountability

WHAT'S INSIDE

- Leadership and people management: leading high-performing teams, setting KPIs, coaching
- Service excellence: customer-centric branch culture, key service drivers, NPS
- Business planning and growth: structured Branch Sales Plans, ETB/NTB/walk-in opportunities
- Customer profiling and segmentation
- Product mix alignment with revenue strategy
- Performance accountability and structured execution

WHAT YOU WALK AWAY WITH

- Strengthen leadership and team management capabilities
- Drive structured business growth and revenue expansion
- Enhance customer acquisition and relationship management
- Improve branch performance through disciplined execution

WHO IT'S FOR

- Branch Managers
- Area Managers
- Senior Relationship Managers responsible for business performance and team leadership



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.



Shabnam Minhas brings 25+ years of banking leadership building inclusive teams across ABN Amro, RBS, Faysal Bank, and Citi Bank. An MBA Gold Medalist from IBA and founder of VisionHer, she advocates for women's advancement in leadership and conducts programs on building high-performing diverse teams.