

# First Time Branch Manager's Program (FTBM)

## Program Description:

Succession planning for Branch Heads is currently a major challenge for banks, given the large number of superannuation and attritions at the middle level on the one hand, and the on-going branch network expansion plans on the other. Though banks have taken steps to increase the availability of officers through fresh recruitments and internal promotions, the task of preparing junior officers sufficiently for this demanding role remains a constant challenge. Evidently, the current generation of officers who are required to head branches early in their career do not have the benefit of long experience and 'seasoning'. The FTBM program recognizes this need and is designed to provide the essential elements of knowledge, skills and attitude that junior officers would need in order to take up confidently leadership positions at branches.

## Program Objectives:

Program aims to equip the participants with knowledge and skills in the following critical areas:

- ◆ Challenges of taking up the managerial position
- ◆ How to manage the role change
- ◆ How to set the goals and work towards them
- ◆ Credit skills in small loans and agriculture loans
- ◆ Concept of risk and the mitigation strategies

Duration: 5 days

Target Group: Officers in Scale-I/II who have been posted recently, or identified for posting, as Branch Managers for the first time in their career.

## Program Contents:

- ◆ Managing the role transition successfully.
- ◆ Business budgeting and execution.
- ◆ Resources mobilization and servicing.
- ◆ Credit management, management of stressed assets and NPA, recovery management.
- ◆ Strategizing for branch profitability.
- ◆ Internal controls, risk management, preventive vigilance and compliance.
- ◆ Management of customer service and resolution of customer grievances.
- ◆ Team building, motivation, goal orientation and relevant interpersonal skills.



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