

Certified Branch Manager Development Program



Latar Belakang:

Kantor cabang adalah perpanjangan tangan langsung dari kantor pusat. Pencapaian kinerja cabang sangat memengaruhi kinerja organisasi secara keseluruhan. Inilah mengapa Kepala Cabang (Branch Manager) memiliki peran yang sangat penting dalam pengembangan bisnis.

Anda bisa menyiapkan para Kepala Cabang melalui workshop ini, supaya mereka mampu meningkatkan kompetensi diri dalam menghadapi segala perubahan ke depan. Seorang Kepala Cabang dituntut memiliki pengalaman yang tinggi di dunia bisnis, paham untuk menerapkan teknologi yang sesuai kebutuhan, serta memiliki motivasi diri yang sangat tinggi.

Pastikan para Kepala Cabang Anda mengikuti program ini agar dibekali dengan kapabilitas untuk mendorong performa cabang, mengendalikan segala fungsi bisnis dan operasional, sekaligus mengayomi seluruh tim di cabangnya.

Suasana Pelatihan:



Tujuan:

- Meningkatkan kompetensi peserta dalam pengelolaan cabang secara efektif
- Mampu menyusun strategi cabang yang selaras dengan strategi organisasi
- Mengembangkan kemampuan dalam menganalisis keuangan cabang hingga membuat strategi pelayanan cabang

Metode Pelatihan:

- Pre reading, refreshment test & final test
- Pelatihan
- Diskusi dan quiz
- Forum tanya-jawab dan sharing

Hal yang didapatkan peserta training:

- Pelatihan
- Pre-reading & pre assignment
- Materi dari setiap sesi
- Lembar kerja (Hand out)
- Pre-post test
- Assignment, pembuatan rencana improvement di cabang dan presentation (Optional)

Investasi Offline

Rp 14.500.000 + PPN 11%

Investasi Online

Rp 4.500.000 + PPN 11%



Workshop Outline:

DAY 1

Module 1: Leadership

- Trend In Leadership In Digital Era
- Understanding Concept Of Agile
- Leadership Agility
- Managing Agile Team Performance

Module 2: Business Strategy & Execution

- Understanding Of Business Strategy
- Branch Level Business Strategy Analysis
- Setting Top Priority Goals
- Creating Significance Initiatives for Achieve Goal
- Refreshment test-1

DAY 2

Module 3: Human Capital Management

- Recruitment & Selection
- Training & Development
- Career Management
- Talent Management

Module 4: Service

- Service Strategy Development
- Customer Experience Mapping
- Moment of Truth
- Customer Retention

DAY 3

Module 5: Financial

- Key Risk Management Strategy
- Budget Planning and Analysis
- Cash Management Cycle
- AR Management Strategy
- Refreshment test-2

Module 6: Cash Management

- Cash Management
- Cash Cycle & Cash Budget
- The Big 3 of Cash Management
- Basic in Credit Analysis

DAY 4

Module 7: Sales Management

- Sales Management principle
- Business Negotiation
- Territory Management
- Account Management
- Relationship Management

Module 8: Marketing Management

- Basic Marketing concept
- Market Segmentation
- Positioning & Value Positioning
- Market Differentiation
- Promotion & Branding

DEVELOPING DIGITAL AGILITY IN PEOPLE: PELATIHAN BERDAMPAK BAGI INDIVIDU DAN BANGSA



World-Class Curriculum



Top Facilitators and Practitioners



Experiential and Practical Learning Method



1. Prof Dave Ulrich (Honorary Advisor)
Speaker, Author, Professor, Thought Partner on HR, Leadership, and Organization at The RBL Group
2. Prof Budi Soetjipto
Vice Rector of Universitas Pertamina
3. Irvandi Ferizal
Ketua Forum of Human Capital Perbankan Indonesia (FHCP) & HR Director of MayBank Indonesia
4. Swandajani Gunadi
Human Capital & Marketing Director at Adira Finance
5. Maria T. Kurniawati
HC Expert & ICF Certified Coach

6. Dr. Paul Walsh
Program Director of BSC and Lean Six Sigma practice at Australian Graduate School of Management
7. Husein Samy
Country Manager HR of PT. IBM Indonesia
8. Suwardi Luis
CEO at ONE GML
9. Dr. Yunus Triyonggo
Chairman of GNK Steering Committee
10. David Rogers
Global Guru on Digital Transformation
Faculty Director, Columbia Business School

Kegiatan CSR Bersama Alumni

1

CDHX Goes to Campus

2

CDHX Bootcamps for Underprivileged Communities

3

Scholarship

Informasi Pendaftaran



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