Training On
“EFFECTIVE BRANCH MANAGEMENT FOR
BRANCH MANAGERS”
Training Date: 29-30 June, 2017

Branch Management in today’s environment is much more challenging and demanding than ever before. Branch Managers now are required to think in different dimension and perform multi-tasks so that they could achieve their hard-earn target.

Therefore, this course is perfectly fit for upcoming and new appointed branch managers to increase their knowledge-based and learn the art of managing their hard-ship. Additionally, is also suitable for experienced branch managers as it serves as refresher while encouraging of new techniques and methods of today effective branch management.

Training Information:
• Time : 8:00AM- 5:00PM
• Deadline Register: 23 June, 2017
• Venue: Confirm later
• Language: Khmer

Course Objectives
At the end of this informative and practical training course, the participants will be able to:
1. Understand the fundamental skills in managing today changing branch
2. Know the functions and tasks of a branch manager
3. Identify the branch major problems and solve them professionally
4. Set & agree standards and targets with which to measure performance
5. Manage people performance more professionally
6. Coach and familiar branch staff with target & expectation
7. Create strong performance-based team
8. Manage branch customer service effectively
9. Identify the common issues and challenges at branches
10. Learn and share practical experiences among other
Course Contents

I. The Performance-based Branch Manager
- Roles of today branch managers
- Branch Manager and branch performance
- Qualities of effective branch manager

II. Leading & motivating team
- Branch managers and their hand-on leadership
- Build performance-based team
- Managing internal conflicts

III. Branch Sales & Services
- Effective products & service positioning
- Customer retention & up-selling
- Competitive advantage via customer experience

IV. Effective People Management
- People management
- Branch goal achievement
- Customer relationship management

V. Strategic cost and operational management
- Discover and manage wastage
- Optimize cost, resources and output
- Classify and manage operational risk

VI. Change Management
- Actual branch problem and solution
- Make and manage change at branch
- Personal effectiveness

Who should attend?
- New appointed Branch Managers
- Experienced Branch Managers who need refreshment program
- For those who are involved in effective Branch Management

Training Methodologies: Flipcharts, color papers, handouts, pens, papers and other stationeries, especially, and final evaluation and other specific materials were used to present key learning concepts and structures and to make good environment for learning to ensure the presentation run smoothly and efficiency.

Training methods: included Presentation, Group discussion, Role Play, Activities, Case Studies and Question &Answer.

Training Fee: (Exclude Tax)
- 150 USD for CMA members only
- 180 USD for Non-members
- Fee Include (Lunch, Refreshment, Course Material and certificate of attended)

Discount Package:
- 5% off for institutions sending 2 staffs
- 10% off for institutions sending 3 or 4 staffs
- 1 more free for institutions sending 5 or more staffs
Facilitator s’ Profile:

LUN BOREY (HR Practitioner from Japan & Leadership Development Specialist from Singapore)
He is an experienced seasonal trainer through his 18 years of experiences in HR Capacity Development. He also has over 8 years of experience lecturing at university level for both Bachelor and Master Degree Program.

As a practitioner in Customer Service, Sale Enforcement, Management & Leadership, he has participated many professional training programs visits included Thailand, Malaysia, Philippine, Singapore, Vietnam and Japan.

Starting his HR Capacity Development since 1997, he brings no less than 12 years extensive experience in People Management; he strongly emphasizes that right human capital is the most valuable asset for all organizational success.
Within 3 years in Social Development, 8 years in Banking Industry and 18 years in HR Capacity Development, he used to serve as Head, Learning & Development, Head of Sale & Service, Deputy HR Manager, Branch Manager, Director of English and University Lecturer. Currently he is a Head, Branch HR of a largest commercial Bank in Cambodia which main responsibilities are to lead and manage more than 50 Branch Managers to not only meet but exceed financial budget.

Cancellations
Registration by email/ Application form sent shall be deemed as confirmed.
If you cancel with:
- Two weeks’ notice before event there will be a no charge for cancellation.
- One weeks’ notice before event there will be a 25% cancellation fee charge
- Less than One weeks’ notice before event there will be a 50% cancellation fee charge.
- Less than Three days’ notice before event there will be a full fee charge.
- However, nominated participants may be substituted at any time before the training date.

For Registration, Please:
Seat are limited, please book your seat now.
For more information, please feel free to contact us as below address:

Cambodia Microfinance Association, CMA
Address: #30B, St. 652, Sangkat Tek La-Ak, Khan Tuol Kork, Phnom Penh.
H/P: 011 795 625/ 093 501 625
O/P: (855) 23 219 406
Email: tm@cma-network.org
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Note: CMA RESERVES ALL RIGHT TO MAKE ANY CHANGES

Million Thanks for always support!