

# CUSTOMER CENTRIC LEADERSHIP AT BRANCH LEVEL

A LEGO® Serious Play® Workshop for Branch Managers


**14-15**  
**JULY 2026**



**FEE:**  
**PKR 36,000**  
(Plus Tax)

**DISCOUNT**  
**5%** discount on 5 to 9 nominations  
**10%** discount on 10 or more nominations

 **9:00 AM - 5:00 PM**

 **NIBAF PAKISTAN, FORMER IBP BUILDING, M.T. KHAN ROAD NEAR SULTANABAD KARACHI**

## COURSE OVERVIEW

Customer experience is a key driver of business growth and customer retention. This highly interactive workshop equips Branch Managers with practical leadership tools to identify service gaps, strengthen customer centric decision-making, and enhance team performance. Through the LEGO® Serious Play® methodology, participants will develop actionable strategies to improve customer satisfaction, operational effectiveness, and branch-level leadership excellence.

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## LEARNING OBJECTIVES

By the end of this workshop, participants will be able to:

- Identify key customer pain points and service gaps affecting branch performance.
- Apply customer-centric leadership principles to enhance customer experience and loyalty.
- Assess personal leadership strengths and areas for development using a structured leadership framework.
- Strengthen team engagement, accountability, and service excellence through effective leadership practices.
- Develop practical strategies to address branch-level challenges and improve customer outcomes.
- Formulate a personalized leadership action plan to drive sustainable improvements in branch performance and customer satisfaction.

## KEY TOPICS COVERED

- Customer-Centric Leadership
- Understanding Customer Experience and Customer Retention Dynamics
- The Branch Manager's Leadership Role and the "Pressure Sandwich" Reality
- Identifying and Prioritizing Customer Pain Points
- Mapping Branch Systems and Customer Journeys
- Building an Ideal Customer-Centric Branch Model
- The Seven Leadership Traits for Branch Excellence
  - Clarity and Direction
  - Consistency and Role Modelling
  - Empowerment and Trust
  - Coaching and Capability Building
  - Customer-Centric Decision Making
  - Emotional Intelligence and Presence
  - Collaboration and Systems Thinking
- Translating Customer Insights into Practical Improvement Measures
- Leadership Development Planning and Action Prioritization
- Building Sustainable Customer Experience and Service Excellence Culture
- Personal Leadership Commitment and Continuous Improvement Framework

## TARGET AUDIENCE

This workshop is designed for professionals responsible for leading branch operations, managing customer relationships, and driving service excellence, including:

- Area Managers, Branch Managers, Operations Managers, Customer Service Managers and Relationship Managers,
- Service Quality Professionals, Retail Banking Team Leaders and Supervisors
- Professionals seeking to strengthen customer-centric leadership and team management capabilities

## TRAINING METHODOLOGY

The course is designed as a highly interactive, experiential, and practice-oriented workshop through LEGO® Serious Play® (LSP) Facilitation, interactive group discussion, model-building activities, prioritization exercises, action-planning sessions, case based learning where each participant develops a personalized leadership development plan with practical commitments for immediate implementation at the branch level. The methodology has been designed to ensure maximum participant engagement and real-world application.

## FACILITATOR



**Syed Sajid Ali**

The workshop is facilitated by a seasoned learning and development professional with over 22 years of experience in economic policy research and central banking, complemented by 8 years of leadership in learning and development. With expertise in training design, analytical thinking, organizational development, and customer-centric leadership, he specializes in transforming complex concepts into practical, actionable insights. His academic credentials include a Master's degree in Development Economics from Williams College (USA) and advanced degrees in Economics from Pakistan. Currently serving as Director (Learning & Development) at NIBAF Pakistan, he brings a unique blend of strategic insight, facilitation excellence, and innovative LEGO® Serious Play® methodology to create impactful learning experiences.

