



CUSTOMER-CENTRIC LEADERSHIP AT BRANCH LEVEL

A LEGO® Serious Play® Workshop for Branch Managers

19-20

August 2026



FEE:
PKR
36,000
(Plus Tax)

 9:00 AM - 5:00 PM

 **NIBAF, PAKISTAN (Islamabad)**


COURSE OVERVIEW

The Challenge Every Branch Manager Knows

Your branch results don't just reflect your systems or your products – they reflect your leadership. Every inconsistent customer interaction, every disengaged team member, every complaint that keeps coming back – these are leadership signals, not just operational problems. This workshop helps you see them clearly and do something about it.

 042-99214798 | 042-99210479 | 03353937198

 registration@nibaf.gov.pk

 0344-5007115 | 03353937198

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WHAT YOU WILL EXPLORE

Your Branch Reality — Surface the pain points that matter most and understand the leadership behaviors sitting beneath them.

The Leadership-CX Connection — Map your branch's customer journey and identify exactly where your leadership makes the biggest difference.

Seven Core Leadership Traits — From Clarity & Direction to Empowerment & Trust to Emotional Intelligence, grounded in service research and frontline reality.

Your Ideal Branch — Build a shared vision of a customer-centric branch and the leadership behaviors needed to get there.

From Insight to Action — Leave with concrete steps you can implement the very next day.

WHO THIS IS FOR

Branch managers, responsible for customer-facing teams who want to strengthen their leadership impact, improve team alignment, and drive measurable improvement in customer experience.

WHAT THIS WORKSHOP IS ABOUT

Branch managers sit at the most powerful level in customer experience: the space between organizational strategy and frontline reality. Using **LEGO® Serious Play®** methodology, this immersive one-day workshop helps you understand how your daily leadership decisions shape the experiences your customers have — and gives you practical tools to lead differently.

WHAT YOU WALK AWAY WITH

◊ Clarity on how your leadership

directly shapes customer outcomes

◊ A shared language for CX and leadership with your peers

◊ Insight into your leadership tendencies — and how to use them more intentionally - A concrete personal action plan for your branch

At branch level, customer experience is not a process problem — it is a leadership expression.

Facilitator

Syed Sajid Ali
Director Learning & Development - NIABF, Pakistan

An experienced economist with over 25 years of expertise in economic policy research and learning & development, specializing in Pakistan's economy, climate finance, and policy frameworks. Currently serving as Director Learning & Development at NIBAF, leading strategic training initiatives and competency-based frameworks for central bank professionals. Formerly with the State Bank of Pakistan, contributing extensively to national economic reports and policy analysis presented to Parliament. Highly skilled in analytical writing, research methodologies, and innovative training approaches, including design thinking and LEGO® Serious Play®. Passionate about translating complex economic concepts into practical insights and developing future economic leaders.

