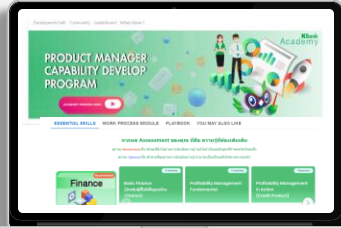


Product Manager Capability Development Program



The Program enhances product managers' capabilities in terms of essential skills and crucial technical skills by work process.

Program Objective

To increase the competitive advantage in the marketplace by **enhancing the capabilities of product managers** to deliver the products that serve customer's needs/ solve customer's pain points and delivering sustainable value to all stakeholders.

Target Participant



Target Participants of this program are **Product Manager, Business Strategy and Related Positions** in Credit Products Business Division, Transaction Banking Business Division and Wealth Management and Bancassurance Division (Junior-Senior-Head of)

Components : Product Manager Capability Development Program



Competency

- Identifying necessary skills and expected behaviors for product managers
- Redefining the competencies



Self-Assessment

- At the beginning of this program, participants are prompted to conduct a self-assessment to evaluate their capabilities for identify individual gaps.
- Upon completion of the assessment, participants receive an Assessment Report and a Learning Recommendation.



Learning

- The Program sets the strong foundations for product development/ management and also has intensive courses for support the strategy that takes KBank business to the next level.
- This Program is designed to blend multiple learning modalities that provides effective learning result through 10 : 20 : 70 Model with
 - Self-Assessment
 - Workshops with coaching & project assignments
 - e-Learning courses
 - Expert sharing sessions
 - Behavior Changed Assessment (Assessment & Coaching)
 - Playbook (End to end product development & management process, tools and templates)
 - Community of learnings between product managers across departments
 - Learning platform to keep learning engagement with gamified element



On the job Application

- At the end of every learning module, whether facilitator-led or self-paced, the participants are introduced to "Go-Do" or a bite-sized, on-the-job application that helps them apply any key learnings from the module back on the job.



Result Measurements

- Monitor the progress of skills development aligned with expected behaviors and desired business outcomes
- KBank uses the Kirkpatrick's Four Levels of Training Evaluation to measure the program's benefits.

Product Manager Capability Development Program



Program Benefits

The program enhances Product Managers' capabilities in terms of essential skills and crucial technical skills by work process. These skills enable them to offer products & services that meet customer needs/ pain points and support KBank's strategies.

This program supports Product Managers to integrate new perspectives, external trends, and insights from data to address customer needs, identify new opportunities/ competitiveness, improve the quality of offering (product features, bundling, services and experience) or functional deliverables with calculated risk. In addition to enhancing capabilities, the program supports Product Managers to analyze current strategies and practices to identify areas for improvement, develop strategies, policies, measures, and plan resources necessary to achieve current and future business goals.'

Business Impact

• **Sales Impact:**

1 THB of investment in the program contribute to 100.5 THB in sales

• **New Product Concept Developed:**

12 Products

• **Behavioral Change:**

49% of Learners report change in their behaviors on the job

• **Net Promoter Score (NPS):**

64%