

Specification of Competency Standards for the Retail Banking

Unit of Competency

Strategic Business Development and General Management > 9.1 Global Business Acumen

Title	Evaluate achievement of business initiatives and improve their effectiveness
Code	107554L5
Range	Evaluate the effectiveness of a specific business initiative. This applies to large-scale initiatives at regional level
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Evaluate the performance of business initiatives based on different analyses Be able to: <ul style="list-style-type: none"> Analyse the results on different performance indicators and find reasons to explain the figures Assess progress of the business plan implementation by checking against the milestones Analyse tracking reports on business plan implementation to evaluate the process Evaluate the achievement of business plan against the stated objectives Recommend improvements based on the analyses of outcomes achieved and changes in environment Be able to: <ul style="list-style-type: none"> Identify gaps in existing performance and explore the causes by observing market trends to identify the bank competitive advantages and disadvantages such as pricing, product / service quality etc. Evaluate what the competitors do and fine-tune the bank's business plans for sustaining competitiveness Demonstrate professionalism in evaluation and recommending improvement measures Be able to: <ul style="list-style-type: none"> Take steps to ensure the measurement data are processed accurately and precisely Set highest priority for customers' needs when structuring improvement measures
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Evaluation of the business initiatives. The evaluation should include analysis on different performance indicators and explanation on how the outcome performance are affected by different factors Recommendations on improvement areas. The recommendations should be based on analyses of evaluation results and review of market trends
Remark	