

ABSTRACT

This study aims to analyze the effectiveness of the Brilliant Leadership Development Program (BLDP) at Bank BRI, particularly in preparing future leaders within the Regional Consumer Loan Factory (RCLF). Using a qualitative approach with a case study method, data were collected through in-depth interviews and document analysis to explore experiences, challenges, and factors influencing the program's implementation. The participants included all 108 employees of RCLF and eight members of the management team responsible for strategic decision-making.

The findings indicate that BLDP is effective in shaping future leaders by strengthening both strategic and practical competencies, as well as enhancing leadership skills in terms of soft and hard capabilities. The program's success is supported by management commitment, relevant training materials, and a strong mentoring system. However, several challenges were identified, including the gap between theory and practice and resistance to adopting new leadership styles in the workplace.

Furthermore, the challenges of implementation can be addressed through curriculum adjustments tailored to unit needs, greater involvement of supervisors in the development process, and alignment between individual participants' goals and program design. These findings provide important contributions to the development of sustainable leadership training strategies in the banking sector, particularly for Bank BRI in preparing adaptive and innovative leaders who can meet the demands of an increasingly competitive industry.

Keywords: *Leadership development, BLDP, program effectiveness, Bank BRI, case study, leadership skills.*

