

ABSTRACT

This study analyzes strategies for improving employee performance through performance bootcamp for consumer sector employees at the Regional Office of Bank Plat Merah. Data was collected through in-depth interviews with 13 informants, consisting of program participants and coach. The results show that this program has different impacts depending on the participants' experience. For those who successfully passed, the program was considered effective because it encouraged motivation and performance through mentoring. However, for participants who did not pass, the program actually created significant psychological pressure, mainly due to fear of termination of employment. This phenomenon is in line with the theory of job satisfaction and performance, which states that job satisfaction is important for productivity. If the work environment feels stressful, motivation and performance will decline. From the trainers' perspective, this program is considered strategic for shaping a productive work culture. However, they acknowledge challenges such as participants' lack of understanding of the program's objectives, the lack of effective coaching, and the need for more objective and transparent performance assessments. Overall, for this program to be sustainable, systemic improvements are needed, such as improving the quality of training, creating a supportive work environment, and integrating balanced incentives.

Keywords: *Performance Improvement, performance bootcamp, Bank Plat Merah*

