

# **Investigating the Effect of Bank Branch Bodies Effect on Branch Performance with Performance-Based Approach (Case Study of Export Banks of Guilan)**

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**Personality traits are regarded as motivating motives to achieve the goal. Research has shown that personality factor plays a very important role in many cases. In this sense, these characteristics tend to be human-prone to different behaviors in particular situations. Traits researchers, especially industrial psychologists, continue to seek out those personality traits that affect career success. It seems that the five-factor model of the person, with a general and comprehensive structure, regulates the contradictory structures of personality psychology. The results of the survey of personality characteristics of managers of branches of Sadegard Bank of Guilan province showed that among four main factors of personality; two indicators of emotional stability. Conscientiousness has had a significant relationship with the performance of the branches of SADERAT Bank, and the amount and type of this relationship will continue. In addition, extraversion and acceptance of experience with the performance of branches of Saderat Bank in Guilan province were not significantly related.**

**Keywords : Keywords: Personality, Performance, Extroversion, Conscientiousness, Bank of SADERAT**

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