



INFORMATION

Date: December 2005

Rhema allies with Profiles International to help employers win the Talent War

The battle is on. UK based multinational companies are fully engaged in the fight to find, appoint and retain talent in a well-recognised environment of serious skills shortage.

Rhema Group and Profiles International – described by Rhema Director Lorraine Cribben as “the provider of the best psychometric testing available now or in the foreseeable future” - have formed a strategic alliance, because they believe that to achieve ongoing success organisations have to address two key issues today: they must screen efficiently to appoint the best new talent and then *really* develop the talent already in their business.

Richard Marsh, MD of Profiles Great Britain, is certain that the link between Profiles and Rhema Group will greatly benefit any sizeable organisation’s people development strategy. The combination of Profiles’ exceptional assessment solutions, and delivery of these solutions by a people development expert of Rhema’s experience and reputation, will ensure unrivalled value for client companies.

He summarises the business benefits: “A Profiles and Rhema alliance offers measurable performance improvement, reduced costs for recruitment and elimination of wasted money on poorly-targeted training, retention of top performers and their talent, creation of top-line growth plus improved customer relationships and retention.”

From the point of view of the management development and training provider, Cribben sees that corporate people development strategies need tactics and tools. The prime tactics must include appointing the best and fittest candidates for every role, using truly bias-free assessment; then optimising every recruitment pound by also screening job applicants for talent applicable elsewhere in the organisation. Finally, assessments must identify coaching and training needs to retain talent and develop people efficiently and cost-effectively. “In the past, truly individual training was not possible in any company with more than a handful of employees (and often not affordable for small companies). Tailored personal development programmes for scores, hundreds or even thousands of employees could not easily be created.

“Now it really is possible - by making optimum use of sophisticated online tools for psychometric analysis, and linking the results to customised training input from an expert and experienced blended solutions provider such as Rhema Group.”

Marsh asserts that Profiles is “the user-friendly face of assessment” – a view frequently reinforced by feedback from those who have used these particular psychometric assessments and the personal training and development plans which are created from the assessments.

“We do not just provide off-the-shelf tests. Our approach is holistic, and psychometric tests are only a part of the whole”, says Marsh. “Companies and individuals benefit hugely from the wide range of data and management information Profiles provides – for recruitment, but also way beyond that for the career development of their most valuable assets.”

“Psychometrics used badly can be anything from irrelevant to damaging,” Marsh stresses. “It is very important for Profiles to have business partners like Rhema who can apply these assessment tools properly for their own clients, can train managers to use them properly, and then can add value by bringing in customised training programmes behind assessment results.” His illustration is that if a company spends £10,000 to gain Rhema Group’s expertise using Profiles tools, 90% of that will be on the added value of training based on the initial Profiles report.

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Notes to Editors

The Rhema Group www.rhemagroup.com is a UK-based international human resource development company which has a highly respected and well-established European operation via partners with offices in Brussels, Madrid, Lisbon, Prague, Vilnius and Copenhagen – delivering client-customised Talent Development, Management Development, Performance Management, Sales Training and Skills Development, through blended solutions involving business consultancy, training, coaching, software and E-learning (via internet and client intranets) and expert resource in support of learning and HR functions– all on a 24/7 basis. Through its networks of people development professionals, Rhema has identified and linked with proven best practitioners in each region. A “flexible logistics” approach enables these partnerships to

channel Rhema training programmes, diagnostics, learning materials and software to clients (Rhema's or their own) with local cultural adjustments - in English and in local languages.

European client organisations are therefore offered extremely rapid roll-out in all their territories of any centrally-mandated training or people development programme, with consistency of content and quality plus uniformity of messages – as well as cost effectiveness and ease of management

Rhema clients include leading Dutch vendor lease organisation De Lage Landen, Société Générale, Reed Business Information, SG Hambros and BOC Group.

Profiles International www.profilesinternational.com was founded in 1991, and is now operating in 80 countries, with assessments meticulously rendered in national languages. Validation of Profiles products is central to maintaining its leading position in a market with a variety of offerings. Because of the way that Profiles technology is structured it can run validation studies of around 200,000 people world wide as well as smaller studies in individual territories; it can handle very big amounts of data, and so can say with certainty that Profile product works in a very localised or specific population – even down to within a company culture.

Adopting best, rather than common, practice, Profiles has chosen to meet and exceed the toughest standards in the world which can be found in this field which are those of the US Department of Labor. And to reinforce the certainties which such an approach offers clients, Profiles publishes its validation data.

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