



INFORMATION

University Challenge: Rhema Group helps Cambridge University Press reach business goals through Leadership and Management

An ambitious global business expansion strategy across all areas of activity in Cambridge University Press set demanding goals for the publishers in English Language Training (ELT)- which accounts for over a quarter of the Cambridge University Press publishing sales revenue and over a half of all publications sold.

Rhema Group was asked to run a full-day session on Leadership and Managing Change for ELT publishers, as part of a week-long CUP conference.

In the context of a business which was established in the mid 1970s, and within thirty years has become one of the world's leading publishers of ELT material,, Rhema Group consultant Paul Anderson-Walsh facilitated a programme entitled *Leading in times of Change: The Intellectual and Emotional Journey* at a Senior Publishers workshop.

The programme covered the following three key issues:

- Empowering for A Change -Understanding Change and Our Role as Change Agents.
- Embedding Change Inside Out.
- Engaging with Change Outside In.

The workshop was designed to take participants on a journey from understanding emotional intelligence and leadership to engagement and transformation via a *Must Win Battles* process.

Paul Anderson-Walsh says: "This was a programme created for this group to motivate and equip them to play their part in the Cambridge University Press drive for further rapid expansion of global sales."

"The value of the programme won excellent feedback from participants, with comments including *"All was engaging, relevant and interesting with positive outcomes; lots to take away"* ; *"Excellent all round"*; *" All fabulous, but leadership v. management was particularly resonant.*

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Founded in 1985 by MD Jeremy Francis, Rhema (a name derived from the Greek for *inspired word*) has won a solid reputation for innovation, quality and reliability of delivery of people development and performance.

Focusing on Talent Development, Management Development, Performance Management, Customer Service and Selling Skills, Rhema provides on a 24/7 basis customised and blended solutions involving business consultancy, assessment/psychometrics, training, coaching, software and E-learning (via internet and client intranets).

Rhema Group includes a roster of talented and experienced UK consultants, and through 25 international partners of best practitioner status in Europe, USA, South Africa, Australia and S.E. Asia, Rhema delivers proprietary products and services globally in a variety of languages – in particular to multinationals looking for high quality, customised and consistent international roll-out of centrally mandated people development programmes and assessments. Clients include Microsoft, Société Générale, Reed Business Information, BOC Group, International Financial Data Systems, Institution of Civil Engineers and leading Dutch vendor lease organisation De Lage Landen.

