



## INFORMATION

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### **US Investment Bankers use Rhema Group Communication Specialist to increase Assets Under Management**

In the highly competitive Asset-Backed Securities Market, Investment Bankers, whose role is to structure and present Collateralised Debt Obligations to clients, require the highest levels of communication skills if they are to attract investments and increase assets under management from very sophisticated audiences. Standard presentation skills training is not enough to equip them with the necessary skills.

It is for this reason that Los Angeles based Trust Company of the West looked to UK based Rhema Group and its communication skills specialist Stephen Wilkinson-Carr for help.

In two days of intensive training, and one day of personal coaching, Stephen focused on how to structure and deliver high impact, compelling presentations to investors using skills modelled on master presenters globally. The objective was to maximise audience appeal and secure commitment to invest by creating and delivering highly audience-centric persuasive presentations.

As a result the team of ten Senior Investment Bankers have been able to improve their management of current investor relationships and attract substantial amounts of new business by presenting in a more advanced, professional and compelling way.

Stephen Wilkinson-Carr commented – “In the highly competitive world of Investment Banking, investor presentations still fail to connect because there continues to be far too much focus on the content of the presentation, yet research shows that this contributes only 7% to the successful communication of key messages. The remaining 93% is down to the structure of the presentation and the personal impact of those delivering it. The message is clear – investment bankers need to be world class in their communication skills.”

Vince Fiorillo, Managing Director from Trust Company of the West added – “After spending 30 years in front of different audiences the course helped me to formalise and more efficiently deliver my presentations.” When asked what he will do differently in the future Vince’s response was to the point – “Prepare better for meetings using the concepts imparted.”

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## Notes to Editors

**The Rhema Group** [www.rhemagroup.com](http://www.rhemagroup.com) is a highly respected and well-established UK human resource development company which also operates globally. 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.