



INFORMATION

Date: February 2007

Rhema Group and Carbon 360 jointly supply important performance management and measurement benefits for radio technology market leader Sepura

The major benefits of introducing a Competency Framework to define performance measures for all staff roles, while also providing excellent online feedback about that performance, are being delivered to leading worldwide radio technology company Sepura Ltd by Rhema Group and strategic partner Element 78 – via its Carbon 360 software.

Established in its field for over 60 years, and employing over 300 people at its Cambridge headquarters, Sepura designs and develops digital radios for the Emergency Services, the Military and the commercial sector. It is unique in focusing solely on the provision of TETRA terminals as the global market is migrating to that specific technology. It has a global team of account managers and support engineers and a network of distribution partners supplying and supporting some 600 organisations in over 80 countries.

This year Rhema Group has assisted Sepura throughout a large-scale project to create a full competency framework, including competency descriptions for

- Responsibilities
- Team Management
- Customer Satisfaction
- Problem-Solving
- Effective Communication
- Leadership.

It also involved achieving complete buy-in from managers and staff, and providing tailored training.

This was aligned with the installation of Carbon 360 as an easy-to-use, cost effective online 360 degree feedback solution, readily customised to meet Sepura's individual requirements.

Rhema Group has also ensured that both Carbon 360 and the competency framework are fully integrated into the Sepura culture - this focuses on unrivalled customer service through building close relationships and investing in R&D to meet and exceed customers' demands.

Rhema's approach was to link the new Sepura competency framework to the existing managers' competencies, the performance measures for the business and the Sepura Mission Statement. Standards were set at a high yet realistic level by focusing on the factors which differentiate "the best from the rest".

Consultant William Burton explains: "These factors can be observable skills, knowledge, demonstrated behaviours, personality traits or capabilities but need to be tailored to each organisation that uses them. Sepura has invested time and energy in ensuring the competencies they selected were exactly right for the business".

The process Rhema Group has followed began with a full presentation of the competency framework creation process for all senior staff and everyone involved in the project. Other stages included

- Creation of a Steering Group
- Selection of the preferred Competency Development Process and checking competencies against the Mission Statement.
- Allocation of relevant Competencies to Job Roles.
- Population of Carbon 360 with the Competencies, with Element 78 providing all the necessary training.
- A Pilot project and feedback from the pilot group.
- Briefing Sessions for all staff.
- Performance management training for all remaining managers, leading to understanding the importance of balancing performance requirements with satisfaction needs, agreeing relevant objectives, monitoring and measuring performance, giving and receiving feedback effectively.

Says Burton: "This is an important, demanding and well-rounded project which has brought together the complementary management development expertise of Rhema Group and the excellent Carbon 360 online appraisal system, to serve the performance-related objectives of an impressive client".

Date : October 2007

Contacts....

For further information and interviews contact Terri Anderson

T: + 44 1494 565864

M: + 44 7802 872346

E: hq@rhemagroup.com

Notes to Editors

The Rhema Group 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, Sales Training and Skills Development, 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 15 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.

Element78 Solutions Ltd www.element78.co.uk is a web design and development agency based in Bristol. Taking the approach of getting to know clients' business and their objectives, it develops solutions which help with the achievements of results including:

- increasing sales
- generating leads
- increasing brand awareness
- creating a first point of contact

Element 78's range of services includes web design, development, accessibility, content management, ecommerce and digital marketing. Element 78 successfully developed the Carbon360 staff appraisal software package in 2005. They have a strong order book that has been further strengthened by access to the global marketplace that is provided by Rhema Group.