



INFORMATION

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Rhema Leadership Development prepares European managers for global market

The need for managers with leadership qualities is driving demand from global operators for excellence and consistency in leadership development programmes – and Netherlands-based global vendor leasing specialist De Lage Landen International has again endorsed Rhema Group's people development strengths in this vital area.

This month Rhema Group begins a major new contract for the pan-European roll-out of the first of seven programmes in De Lage Landen's worldwide *You can make the difference* Leadership Development Programme. This demands customised content and messages which are absolutely consistent plus unfailingly high quality of delivery, to develop management which can help to shape DLL's "best in class" approach to serving its partners with innovative financing programmes.

Rhema will now take 140 managers in DLL's European division through its comprehensive training - designed specifically to equip them to operate in a global organisation and to prepare them for the global market. A matching programme will be delivered by world-class providers in the Americas.

The De Lage Landen Leadership Development Programme offers a comprehensive package of learning and development aimed at promoting internal development of leaders with a real global focus, sharing knowledge and experience while continually being open to change and innovation. The programme includes a one week Global Perspectives Programme at IMD, Lausanne; a one week Leadership Programme run by Centre for Creative Leadership in Brussels, and the two Rhema programmes – *New Realities and Leading Change* (4 days) and *Programme and Project Management* (2 days).

Nicoline Carstens, De Lage Landen Global Leadership Development Programme project director explains that DLL set up its broad-based learning and development policy in 2003 to strengthen and develop management, thereby also optimising succession planning, job rotation and international mobility. She adds: "A key ingredient of this policy is leadership development and a new range of skills and capabilities needed to achieve our 'Best in Class' business strategy. The Leadership Development

Programme, a global initiative, will help us to address future business growth, market challenges and customer expectations.”

After deciding the essential content of the leadership programme and the supplier requirements, DLL named the three companies who would deliver it, choosing from “organisations with established reputations internationally and with our members” with whom DLL, or the Rabobank Group, had worked well before. DLL demanded high quality, an international service, in-depth understanding of people’s learning and development processes, flexibility in working with the company to deliver customised programmes.

Says Carstens: “Partnership with suppliers is very important to DLL. We have a long and very good working relationship with Rhema managing director Jeremy Francis and Rhema has an excellent track record with us.

“We expect of our suppliers that they foster within themselves DLL’s core competencies of co-operation, accountability, knowledge and an entrepreneurial approach. Our business will in future change, probably dramatically, and we need suppliers like Rhema who can be sparring partners and co-creators with us.”

Jeremy Francis stresses: “Leadership today deals with actively managing constant and inevitable change. This is fully understood by expanding, innovative companies such as De Lage Landen which want to be ahead in training their managers to be change agents - to create a future of the company’s own choosing and not one dictated by circumstances or the competition. To have that long-term competitive advantage companies must demand from professional human resource development companies like us the kind of training which aligns corporate development needs with the personal development needs of its people, and results in a true partnership to build for future success together.”

This Leadership Development contract has endorsed Rhema as a preferred supplier of management, interpersonal and skills training for DLL since the company began its European expansion in the early 90s. DLL’s corporate language is English, and it looked to a UK-based international company to deliver training in that language while supporting the company’s international culture.

Francis sums up: “DLL recognises that the best performances are willingly given and that individuals can ‘make the difference’. Ownership of the future direction of a business needs to be achieved at all employee levels if the corporate vision is to be realised. We at Rhema are truly excited about the contribution we can make to achieving this for DLL.”

Contacts....

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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.

De Lage Landen International B.V.

De Lage Landen is a Netherlands based international provider of high-quality asset finance and vendor finance programmes. The global offering also includes an array of commercial finance solutions. With a presence in more than 20 countries throughout Europe, the Americas and Asia Pacific the company focuses on the following industries: Food & Agriculture, Healthcare, Office Equipment, Telecommunications, Technology Finance, Materials Handling & Construction Equipment and Financial Institutions. In its domestic market the company offers Equipment Leasing, Car & Commercial Vehicle Leasing, ICT Leasing, Consumer Finance and Trade Finance through local Rabobanks but also directly to the market.

De Lage Landen is a wholly owned subsidiary of the Dutch Rabobank Group that is AAA-rated by Moody’s and Standard & Poor’s. In 2004 De Lage Landen grew its net profit to €140 million and its balance sheet total to €15 billion.

For more information, please visit: www.delagelanden.com