



INFORMATION

Date: August 2005

Not turning a crisis into a drama:

Rhema Group trains the Crisis Help Desk for leading international bank.

Well-established HR development specialists Rhema Group were chosen by leading investment bank, SG Corporate and Investment Banking (SG CIB), part of the Société Générale Group, to create and deliver crisis help desk (CHD) Training and Development Workshops, for UK staff who would need instantly to man the CHD if and when a major incident occurred.

The tailored workshops were focused on thoroughly preparing administration staff to take on this role promptly and knowledgeably the moment they might be required to do so. The workshops were judged a big success as training experiences, and some of the skills acquired were called on as companies all over London dealt with the disruptions caused by terrorist incidents in early July.

Rhema Group Director William Burton, who created the customised one-and-a-half-day courses and tailored the workshops to SG CIB's own systems and procedures, said: "We had a single goal: to ensure that staff could, when and if required, fulfil the vital purpose of a Crisis Help Desk - which is to provide 24/7 communications capability to all elements of the company's crisis management organisation from the moment crisis procedures are officially invoked until the conclusion of the incident. Companies know that this kind of readiness cannot be created during or after the event; it must click into place the instant it is needed, and that means thorough and regularly reinforced training."

James Coulson, who is responsible for SG CIB's crisis management arrangements in London, was delighted with the results. "We were very satisfied with the training that Rhema provided for us. They showed a great capacity for understanding our specific needs and gave us an effective and customised training course."

The Rhema CHD Workshops cover the key responsibilities of a CHD-

- respond calmly and efficiently to all external and internal calls
- transfer callers swiftly and appropriately to relevant experts e.g. Operations or Administration teams; and deliver phone messages correctly when under pressure
- create an accurate record of all incoming and outgoing calls

- effectively manage callers who might be anxious, even overwrought – reassuring them and extracting accurate information in difficult circumstances
- accept and transfer press enquiries to Communications teams without being drawn into acting as a direct media information source.

Technical skills are also covered, including operation of a company’s help desk system; familiarisation with a suite of pre-recorded phone messages and internal and external escalation procedures.

For further information and interviews contact Terri Anderson

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Notes for 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, and with a company name derived from the Greek word Rhema meaning “Inspired Word,” Rhema has a solid reputation for quality and reliability of delivery of programmes for a range of rapidly growing and changing UK companies, and for multinationals, on a 24/7 basis.

Focusing on Talent Development, Management Development, Performance Management, Sales Training and Skills Development, Rhema provides customised and blended solutions involving business consultancy, training, coaching, software and E-learning (via internet and client intranets). It provides an expert resource in support of learning and development functions– all on a 24/7 basis.

It is also known for innovation in product and services which include programmes on Leading Change, Insight Selling and Managing Remote Teams, and Talent Management Software.

The Rhema team of Directors, based at the company’s Rochester, Kent HQ, and led by Jeremy Francis are MD Jeremy Francis; William Burton (person-to-person training and coaching); Sue Gilkes (channel distribution and E-learning); Lorraine Gribben (marketing and finance); they are linked to 40 UK consultants and also offer a global service through 15 international partners of best practitioner status in Europe, USA, South Africa, Australia and S.E. Asia

Clients include multinationals such as The BOC Group, Royal Bank of Canada, Société Générale and Reed Business Information and leading Dutch vendor lease organisation De Lage Landen; and UK companies including Transport for London, Oxford University Press and Lloyds TSB.

Rhema’s experience in the financial sector also includes a recruitment skills programme for Lehman Brothers Junior and Senior Managers; sales training and creation of product knowledge guides for SG Hambros private banking; and working as the outsourced training partner for De Lage Landen (DLL) the global vendor-leasing subsidiary of

Rabobank in the Netherlands. Other banking clients have included Lazard, Royal Bank of Canada and Lloyds TSB.

Société Générale Group

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs 92,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves about 18 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 1,275 billion, June 2005) and under management (EUR 353 billion, June 2005).
- Corporate & Investment Banking: SG CIB ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the four major socially-responsible investment indexes.

www.socgen.com

SG Corporate & Investment Banking

SG CIB is the Corporate and Investment Banking arm of the Société Générale Group. Present in over 45 countries across Europe, the Americas and Asia, SG CIB is a reference bank specialising in:

- Euro capital markets. A top ten player in debt and equity segments (bonds, securitisations, syndicated loans, equity-linked and equity issues).
- Derivatives. Among the world leaders in equity derivatives and in many interest rate, credit, foreign exchange and commodities derivatives.
- Structured finance. A worldwide leader in export, project and structured commodity finance.

Combining innovation and quality of execution, SG CIB provides corporates, financial institutions and investors with value-added integrated financial solutions.

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