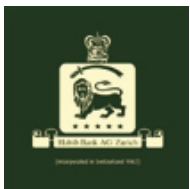


# Team performance coaching inspires managers at Habib Bank AG Zurich

Reed Learning has been providing a series of tailored in-house training programmes for senior management at Habib Bank AG Zurich. The courses were for highly experienced and able senior managers, and we set out to challenge them.



## 1. THE PROBLEM

"We approached this training programme with a very specific development need in mind. As a consequence, we were confident that a tailored solution that met this need precisely would be better for the bank than an open training course. Our challenge was to find a provider that could deliver this.

The key need we identified was for heads of branches, departments and teams to increase their skills in developing and getting the best from their staff. Our priority in selecting a supplier was not just finding someone who could respond with the right content, but who could match content, format and delivery style to our specific culture.

That's why we chose Reed Learning - they listened and took on board our requirements in terms of training need and culture. What they delivered proved that they had genuinely understood our requirements.

Jim Bird, Training & Development, Habib Bank AG Zurich

## 2. THE SOLUTION

"The delegate groups were highly experienced and able senior managers, and the course set out to challenge them to think differently about their team leadership role. To achieve this, the day involved:

- A real life case study
- Exercises dealing with managerial challenges
- Tasks which enabled them to identify new approaches
- Exercises in handling their teams in the bank

Delegates left with the skills to:

- Identify key differences between leadership and management
- Develop an inspiring sense of goals and direction
- Delegate effectively & coordinate a team

Any shift in approach takes time and delegates were encouraged to discuss follow up activities with their immediate managers to help embed and accelerate positive change." David White, Reed Learning Trainer

## 3. THE VERDICT

"I think one reason we got a lot from this course was the way the trainer didn't just lecture at us. The structure was interactive and he combined exercises and discussion with video, presentation and group work to very good effect.

The fact that the course was delivered in-house meant that we were all on-site and accessible for any issues that came up in the office, which made fitting the course in less problematic. If I'm honest, I was sceptical at the start. However, I must say the course content and structure were excellent."

**"Overall, it was excellent training. Communication has improved, motivation is up and I'm getting more contribution from the team."**

**- Bob Lupton, Second Vice President, Habib Bank AG Zurich**

Habib Bank AG Zurich was established in 1967 on a solid foundation of banking tradition that spans several generations. Traditional banking has determined Habib Bank AG Zurich's corporate philosophy - "Service with Security" for over 37 years in operation. Providing trade finance, corporate, consumer, private, retail and correspondent banking products, Habib Bank AG Zurich offers a highly personalised service to its customers through an international network of over 35 branches.



## SPECIALIST ACCOUNT MANAGEMENT

The Reed Account Manager who supported the learning events at Habib Bank was Mike Cork.

**"We're always aware of the time commitment delegates make in order to attend training, and try to make every minute of the course worth their investment. This becomes even more critical when the group comprises senior team members, as was the case at Habib Bank.**

A key factor in the success of the programme here was in selecting a training specialist who added the right experience, personality and 'fit' for the group. I was delighted to see from course feedback that the structure, content and delivery were tailored exactly right."

In 2005 Mike joined the team of established consultants at Reed Learning to provide focused support within Financial Services. During that time, Mike has had direct involvement with most of the UK's leading Financial Services, Investment Banks and Insurance / Hedge Fund businesses, including Lloyds TSB, Barclays, Premium Credit, WMS, RBS and Visa.

**"I just wanted say a massive thank you to Mike for all his help establishing our training programme at Shipowners'. Mike is extremely professional to work with and so passionate about the service you offer. We are very excited to be working closely with Reed again."**

Leanne Forde, HR Manager, The Shipowners' Protection Limited

## IN-COMPANY TRAINING IS:

- Convenient – courses can be delivered at your chosen location at your chosen time, minimising your employees' time away from work
- Tailored – a range of courses can be mixed and matched to create the programme that best meets your needs
- Industry-specific – case studies and materials used in our programmes can be selected based on relevance to your particular industry
- Brand new – if we don't already have the course you want, we will write it for you. We can deliver a huge range of programmes, from workshops to executive coaching to 360° reviews
- Confidential – in your own location or environment, delegates can discuss real issues and use real data to learn practical, not theoretical lessons
- Expert – Reed Learning has over 30 years' experience delivering training and access to the UK's largest database of training and consulting expertise. If we don't have the expertise in-house we will find it for you

## THE DEVELOPMENT PROCESS VARIES ENORMOUSLY FROM CLIENT TO CLIENT, BUT AS A ROUGH GUIDE, THIS IS HOW IT WORKS:

### 1. Tailored requirement

You identify a training need that may not be met by an open scheduled course. Or you may be looking to run a training event for a group or whole department.



### 2. Contact

You call our account management team on 020 7520 6600 (England, Scotland, Wales) or 02890 248 347 (Northern Ireland and Ireland).



### 3. Consultation

You'll be directed straight to one of our sector-specific account managers, who'll schedule a time to establish what you want to achieve from the course. With your objectives in mind, they'll help you plan a programme that gets the best from your training budget, no matter how large or small.



### 4. Programme outline

Once your Account Manager knows what you want to achieve, they'll select the most appropriate trainer who will provide you with a draft programme outline.



### 5. Review proposal

You can then review the course proposal, discuss the best delivery methods with your trainer and make any revisions until you are completely satisfied with the content.



### 6. Location

Then you just need to decide whether you want to run the course on your premises or at an external location, which we can arrange for you.



### 7. Feedback

Within two weeks of the training a detailed summary is emailed to you containing the trainer's and delegates' evaluation of the programme.

## A LITTLE ABOUT REED LEARNING

Reed Learning is one of the UK's leading training companies, delivering more courses, more often, in more locations than anyone else. We're passionate about quality, and many of our courses are endorsed by professional industry associations. Our public and in-house training courses deliver results that make a real difference, and our clients agree: 99.5% would recommend us to a colleague.



Greater London  
National Training Awards 2003

