



Byblos Bank First in the Middle East to Acquire LMI's On-site License for Training and Coaching

Byblos Bank Headquarters, 21 October 2011: In keeping with its continual efforts to develop its employees and improve their skills, Byblos Bank has once again led the way, this time by acquiring Leadership Management International's (LMI's) first On-site License for Training and Coaching in the Middle East. To mark the occasion, Mr. Merlyn Beeman, Executive Vice President of LMI, paid a special visit to Lebanon in order to personally conduct a training session with the Bank's senior management on "Building a Feedback Culture".

Mr. Semaan Bassil, Vice Chairman and General Manager of Byblos Bank, said the move would further the pursuit of several goals, including competitiveness. "Byblos Bank's objective is to build leaders who contribute to the sustainability of its business in the 12 countries where it is present. Training our employees and improving both their behavioral and technical skills is crucial to deliver on this objective," he explained. "In 2010, we managed to deliver training to 80% of our workforce. Our association with LMI is an effective tool to optimize our employees' potential and to provide consistent methodologies that will give us a competitive edge."

LMI's Beeman was equally enthused. "We are proud to be associated with Byblos Bank, the first institution in the Middle East to acquire LMI's On-site License in Training and Coaching," he said. "Leadership is not a position – it is a way of thinking, believing, and behaving. An effective organization is one that seeks to motivate and develop its people to achieve better scores and maintain its positioning in a challenging and competitive market."

Byblos Bank has long placed special emphasis on employee development. In 2008, the Bank created its own training academy, Byblos Way, to provide its employees with regular and specialized courses that help them expand their skill-sets and broaden their career prospects.

LMI is a global leader in the strategic development industry, developing training programs for clients operating in numerous sectors. With 45 years of experience, the company provides services in some 60 countries worldwide.