



## What did the client need?

Working extremely well together across 19 countries is at the absolute heart of the BNPP proposition for corporates in Europe and since CTBE is essentially an amalgam of the best of the old Fortis business and specialist BNPP groups, the leadership team of CTBE determined that a series of large workshops bringing this diverse community together and uniting them with a common purpose was essential.

## How did it work?

The leadership team wanted to be certain that everyone who attended a CTBE induction left having met many people from different countries, learnt much more about the breadth and depth of the CTBE proposition and been inspired by the ambition of the division. Based on these aspirations, a 2-day interactive workshop for c60 people each time was designed and delivered over three-months. Each event had delegates from virtually every CTBE country and included keynote presentations and facilitated Q&A with senior executives, high impact product breakout sessions, credible team building aspects and thought leadership on the subject of relationship management.

## Who's the client?

**BNP Paribas (BNPP)** is a European leader in global banking and financial services, has one of the largest international networks with operations in 83 countries and over 200,000 employees and is rated as AA by Standard and Poors. Its Corporate & Transaction Banking Europe (CTBE) division caters for the multi-national needs of its European corporate clients, providing a unique, consistent and truly connected product and service proposition across multiple jurisdictions.

## What did Positive Momentum do?

- Consulted closely with the senior leadership community and learning and development team in designing a compelling event agenda
- Coached all of the presenters to ensure engaging sessions
- Facilitated and managed the on-site logistics at all of the events
- Since contributed to an entirely new and effective pitch library for client meetings

## What were the results?

In an extremely difficult economic context across Europe, CTBE has achieved above expectation, double digit growth and has been named as one of three strategic imperatives for the organisation by the Group CEO. Moreover examples of cross-country collaboration and multi-national, multi-service client wins are increasing exponentially.



## What does the client say about Positive Momentum?

*It was vital that we engaged with our teams and management with energy, credibility and focus - the team from Positive Momentum ensured this and exceeded our expectations in every way.*

**Rudi Collin**  
Head of CTBE,  
BNP PARIBAS

