 

**Global Head of Banking & Co-chair of Parents Network**

**Why do you work with Educating Matters?**

Personally I've worked with Educating Matters for two years. **The relationship with HSBC and Educating Matters has actually been much much longer and has actually spanned 19 years**. We have a really, **really good connection, really good track record of delivery**, which gave me reassurance when I'd looked to work with you a couple of years ago to reach out. Simply speaking, **the quality of the sessions that you guys have run, has just made it very, very simple to keep coming back for more.**

**For someone hasn't worked with us before, how would you explain the main benefit or impact of working with us?**

The main benefits and impact of Educating Matters from my experience has been probably two or three key things.

The first **one is absolute industry best practice expertise in your field.** That sounds fancy. What does it mean? **You know what you're talking about, and people listen**. That's really, really important. **The credibility that you come with, with the organisations and over the years the different companies that you've worked with is key**.

**Secondly** the thing that has really impressed me is the ability for you guys to pull together sessions and pieces of work and programs that are tailored whilst clearly at the core being part and parcel of what you do and what you do well. **But I think it has never felt like anything about what you've delivered has been a vanilla product that everyone else gets. It always feels personalized.**

The **third** one and probably the biggest reason and the biggest value and impact that Educating Matters have had, Rachel, has simply been the level of feedback that we've had. **The level of feedback from colleagues has been, "These sessions are amazing. We love them. We love their style. We love the content. We want more**." That has to be the number one reason in terms of looking to do more work with you guys and why anyone should consider it, right, the impact that it has on the target audience.

**How well do we cater for a global audience?**

Really interesting. When we first started to work together, my span has certainly been and my responsibility has been more UK-focused, so we would have hundreds of people joining sessions run by Educating Matters that were predominantly based out of the UK. What's really, really interesting is as those individuals interacted with some of their teams in HSBC who may be based **in Europe, in the US and Latin America and even Asia, there was a desire and certainly more and more requests that I received from colleagues in HSBC outside of the UK that wanted to join those sessions**. We've certainly seen that increase, and there's certainly a demand and demand from business units outside of the UK. For me and from my experience, **the content, the style of delivery has been fantastically transferrable across different markets globally.**

**Is there any way of measuring the long-term results.**

It's a great question, not an easy one in terms of long-term results. What I would share is certainly what we've used, to get a barometer on the impact of the work of Educating Matters has been the anecdotal feedback that we continue to receive. When we run sessions or when we run focus groups and we ask people, "What is working? What's not? What have you found useful? How have you used it?," **there is reoccurring feedback from colleagues that they are using some of the tools, tips that they have picked up from sessions with Educating Matters in their daily lives. In their family, personal lives**, to try and deal with some of the challenges and particularly for the last 18 months that they may have faced throughout COVID. That feedback through emails, sessions where we request feedback from our colleagues, definitely is something that continues to appear.

I think the second barometer, maybe it's not exactly answering your question, but it is an important barometer, is I can safely say from the first session that we run with Educating Matters to the most recent, **there has been a growth of attendance, which is somewhere in the region of 5X. That speaks volumes.**