

Case Study – Rabobank

The Brief



We were asked to engage, entertain and educate a group of international Global Acquisition Finance bankers – described by Simon Parker (Global Head, GAF at Rabobank) as ‘no mean feat.’

Our Solution

We listened to Rabobank’s key requirements and designed a presentation around those incorporating them into the delivery and using their language.

The presentation focussed on the Bank’s core values and the identified specific needs of the team and was tailored to the audience of approximately 60 international bankers.

The Result

Luan de Burgh not only delivered exactly what we wanted, tailoring the presentation to our very precise requirements, but also succeeded in hitting exactly the right note, raising some laughs and giving the teams practical skills to take away and put into immediate use. The feedback from the team was overwhelmingly positive especially when compared to their usual ‘not bad’ comments!”

“What I really valued was the way Luan worked with us, taking time to listen to what we required and making a number of positive and constructive suggestions – this was no “off-the-shelf” product and it was the extra details that gave his work the quality that resonated with the audience. Subsequently, we have engaged dBg on a series of follow-up pieces of work such was the success of the first session. I enjoyed working with him very much and have no hesitation in recommending him and his company.”

Simon Parker, Global Head (GAF), Rabobank

