

**Bank gives 'Insight' into new learning and development centre for staff**

**(Hamilton, Bermuda, 11 May 2006)** Bank of Bermuda moved one step closer to its goal of being the island's employer of choice today as it opened its new state-of-the-art learning and development centre, 'Insight'. The training facility is dedicated specifically for the training and development of Bank of Bermuda staff. The purpose-built facility, the first of its kind for Bank of Bermuda, aims to create a unique, dynamic and innovative training environment that is conducive for learning. The building includes a state-of-the-art audio-visual training system, which will allow, among other things, the recording and playback of student presentations. It also means that instruction and training can be simultaneously played in the two multi-functional classrooms, the computer training room and the break-out areas, allowing for even more people to be trained in one sitting.

The Insight Learning Centre consolidates the Bank's previous training facilities, which were scattered around the Bank's premises in Hamilton and shared with other Bank departments, into one building. Philip Butterfield, Bank of Bermuda Chief Executive Officer noted, "At Bank of Bermuda we know that our strongest asset is our staff. By investing in their personal and professional development, we are investing in our business success. Training and development has become a strong focus for Bank of Bermuda as we aim to be the employer of choice on the Island. Gone are the days when training and development was left solely to the employee, for we believe we have a responsibility as an employer, to make a concerted effort to highlight training opportunities for our staff and we will encourage them to use this facility to the fullest."

The Insight Learning Centre will be used for new hire orientation, the Bank's Customer First training which aims to improve customer service, management and leadership training courses, informal information sessions for Bank employees and many other professional courses.

Since opening, 11 employees have participated in the HSBC Foundation People Management Course specifically tailored to give new managers and supervisors the tools with which to succeed. Steve Thomas, Senior Learning and Development Manager explained that the facility allows the Learning and Development Team to provide more tailored solutions to both business and individual needs, “Before we built the Insight Learning Centre we wouldn’t have been able to provide management and leadership training courses such as the HSBC Foundation People Management and Advanced People Management, we needed the right environment where those on the course could focus undisturbed by the Bank’s day to day running, a location that could fit a large group but then allow enough breakaway rooms for the participants to be split up into smaller focus groups. We hope to have as many as 100 staff go through the Foundation People Management course this year. This fits in well with our goal of promoting Bermudians throughout the management hierarchy in the Bank.”

Bank of Bermuda is the island’s largest private employer with over 1,100 employees and are pleased to report that 84% of our total staff complement are Bermudian. Moreover, during 2005, Bermudians represented 74% of all promotions within Bank of Bermuda. The Bank is confident that the Insight Learning Centre will increase and accelerate this trend of promoting Bermudians into management positions within the Bank.

The Insight Learning Centre complements other training initiatives the Bank has implemented to ensure our employees acquire international exposure, experience and world-class training. Long-term and short-term attachments to HSBC offices overseas have been offered and taken up by a number of employees; a number of employees have attended overseas training courses and each member of staff now has their own development plan for the coming year.

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**Notes to Editors:**

- Founded in 1889, Bank of Bermuda is the leading provider of fund administration, trust, custody, asset management and banking services in Bermuda. Since 2004 it has been a wholly owned indirect subsidiary of HSBC Holdings plc.
- Further information on Bank of Bermuda can be found at [www.bankofbermuda.bm](http://www.bankofbermuda.bm)
- Further information on HSBC can be found at [www.hsbc.com](http://www.hsbc.com)

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