

Case Study:
Leadership Influence Training

Results speak for themselves as Flight Centre engages Influence Training



THE CLIENT

Flight Centre Limited is currently Australasia's best known travel agency group and now boasts more than 1500 shops and businesses in nine countries.

The company, through its retail and corporate brands, provides a complete travel service for leisure and business travellers in Australia, New Zealand, the United States, Canada, the United Kingdom, South Africa, Hong Kong, India and China.

In addition, the company's corporate travel management network, FCm Travel Solutions, extends to more than 40 other countries through strategic licensing agreements with independent local operators.

Internationally, the company employs about 8000 consultants and support staff. Australia is showing ongoing growth in a mature market, with new stores opening

up throughout the country, and expansion into other areas of travel services.

Flight Centre is seeking to enhance its performance through increased productivity and new business development.

THE FOCUS

State and Area managers in Western Australia determined that existing team leaders and future team leaders could benefit from specialised communication and influence training to enhance productivity at the store level. The goal of increasing business and improving motivation, was based on the needs of business centres and direction from local managers.

Store Leaders desired a move away from authority based on organisational position toward an influential leadership based on



trust, respect and loyalty. The ability to inspire and motivate the team members through personal power and persuasion would help to avoid the rank and file issues that often presented themselves within the work environment.

The Store Leaders and their teams were very goal and sales oriented, desiring to move away from goal based performance, and achieve results by motivating and inspiring their teams using influence and communication skills, to build and enhance the internal power and desire of the team members.



Strategic Persuasion - Australia's First Influence Consultancy

INFLUENCING CULTURE CHANGE | CUSTOMER LEADERSHIP MANAGEMENT |

PERSUASION INTELLIGENCE | ENTERPRISE SOLUTIONS | BUSINESS DEVELOPMENT MANAGEMENT

Case Study



THE SOLUTION

Strategic Persuasion was contracted to provide the most cutting edge influence and persuasion training to develop value and skills within the Store and Team Leaders. This enabled them to access states of excellence and strong leadership while utilising key communication skills to lead and inspire their teams to success.

The initial plan involved profiling each of the participants, to determine their persuasive attributes, then training to meet the identified needs within the individuals attending the training program.

Training in small groups was implemented to ensure maximum participation and uptake of skills with the team leaders and future team leaders.



Strategic Persuasion ensured integration and utilisation of the skills and behaviours taught & was demonstrated through follow-up coaching and troubleshooting sessions with course participants. This was conducted in group sessions also, to allow Flight Centre leaders to share results, develop application strategies, and build a culture of influence within the business.

THE BENEFITS

Amazing results were achieved almost immediately with Team Leaders reporting success with handling staff more effectively and seeing team performance improve. The ability to lead people's thoughts and help others elicit states of excellence were some of the most useful tools for the team leaders as they learned to motivate and inspire their staff more effectively.

The gentle art of persuasion was very impactful through improved communication and enhanced relationships. The persuasive abilities of the leadership group assisted them in personal productivity as well as driving sales performance upward.



Application of the training not only resulted in organisational benefits, but the personal power and strength developed led to some amazing results with social relationships. As a result of the training, one employee gained the courage and inner strength to leave a long-term domestic violence relationship.

"A totally unique way of motivating people that really gets results"

Flight Centre Team Leader



Strategic Persuasion - Australia's First Influence Consultancy