



The Client

The Royal Australian Air Force (RAAF) a large organisation who as part of the Australian Defence Forces are highly diversified. The RAAF believes their strength is their people. Their vision is a trusted, dedicated, highly skilled team who are masters of technology. This vision includes human resource technology.

The Challenge

The Australian Defence Forces recognised the need for their leadership (officers and non-commissioned officers) to operate from a conversational leadership approach. Traditionally management and delegation was dominated by a command model. This meant that leaders were getting their teams to take action because of hierarchy—lower ranks obeyed higher ranks because that was how it was done with the implication of discipline for disobeying. The RAAF wanted to improve the understanding amongst leadership about what drives and motivates individuals. Thus to move towards leadership via compliance rather than obedience.

The Solution

Strategic Persuasion consulted with the RAAF to hone in on it's needs and implemented a two stage training program based on cognitive behavioural models. The first stage of the program involved learning how to read people, understanding how develop a robust sense of self, and improving communication skills through language patterns. As part of this the leadership groups were also taught coaching skills to facilitate greater empowerment for their teams. The second stage was delivering the persuasion and influence models to naturally allow leaders to motivate their frontline and effectively deal with any resistance. The program was delivered to the RAAF trainers so that they could take the models and skill-sets and deliver them to units around the country.

The Benefits

Implementation of a leadership culture based on compliance through motivation and empowerment. The leadership groups reported a significantly better understanding of people and how to work with them to ensure a co-operative approach to achieving outcomes. The RAAF were so satisfied with the results they expanded the delivery of the program and also progressed with the development of further cognitive behavioural programs through Strategic Persuasion.

"This training is the difference that makes the difference"
Diana Claxton, RAAF

