

Conversations that stick: Rob Rave delivers a 6-month engagement programme to 300 managers of a FTSE 100 company

Rob Rave designed and delivered a very successful 6-month engagement program for a FTSE 100 company. He describes the process: “In late 2012 I had a conversation with the head of management development of a FTSE 100 company. He said he was interested in putting on a “coaching” program for about 300 managers because he saw no signs of daily coaching going on despite having spent a large amount of investment over the years on “coaching”.

So he concluded, “but I don’t want ‘coaching’”. “What do you want?” I asked.

“I want **conversations** like the ones we have” was his answer.

“And what do you want those conversations to do?” I asked.

“I want those conversations to **‘stick’**” was his response.

“So you want something around **‘Conversations that stick?’**” I tested. . .

“Yes” was his *definite* reply. “That’s what I want. **‘Conversations that stick’**”.

The results were that “their 5 year engagement target was *met within 1 year* and there were a lot of Managers and Regional managers equipped with practical and simple ways of having daily conversations that are driving every day performance and engagement”.

Aoki-san and Annette Gray were the reviewers and were very impressed at how Rob was able to listen to the client and make use of what was already there. He “caught” the managers when they were already doing what they wanted more of and invited them to experiment. Annette describes Rob as working in “butterfly fashion rather than as a locust”.

Read more at: <http://www.asfct.org/our-members-voice/members/list-of-members/rob-rave/>