CASE STUDY

The Power of Persuasion

How one Skillogy PERFORM™ course helped unlock a high-stakes political negotiation



PUBLIC SECTOR LEADERSHIP

The challenge

A senior government manager faced a political deadlock over a proposed project costing $60 million. He needed a solution that addressed regional political needs while remaining acceptable within central government budget constraints.

RESULTS AT A GLANCE

$60m	$10m	$50m
cost of the deadlocked proposal	alternative investment proposed	reported saving

3 days	2	1 course
to reach agreement	beneficial projects agreed	applied to a live challenge

A focused example of learning transferred directly into a live leadership challenge

A senior government manager used Skillogy PERFORM™ Persuasion & Negotiation to rethink a politically sensitive deadlock. The course acted as a catalyst, helping him analyse both parties' needs, plan a new strategy and create a viable win-win solution.

The challenge

The individual in this case study held a senior role reporting to a government minister. For confidentiality reasons, the country is not disclosed. He was already undertaking a series of Skillogy PERFORM™ modules as part of an organisational leadership development programme when he selected an additional course that directly related to a problem he had been unable to resolve.

The problem was political. A regional government wanted a specific project to gain support from an important group of inhabitants and voters in the western part of the region. Central government tasked the senior manager with resolving the matter, but discussions had reached deadlock. The requested project would have cost central government $60 million and could not be justified at that cost.

The Skillogy solution

The manager worked through Skillogy PERFORM™ Persuasion & Negotiation. The course covers seven areas: persuasion, negotiator's outlook, objectives, understanding the counterpart, strategy, the negotiation process and negotiation tactics. Its implementation guidance prompted him to examine the regional government's needs, constraints and objectives as well as his own.

- Persuasion
- Negotiator's outlook
- Planning: objectives
- Planning: counterpart
- Planning: strategy
- Negotiation process
- Negotiation tactics

How the learning worked

The implementation guidance provided a practical pathway from learning to action. The manager reflected on what the other party needed to achieve, converted those needs into negotiation objectives, considered constraints and decision authority, assessed the counterpart's outlook, and used this analysis to formulate a strategy that could satisfy both sides.

Evidence of effectiveness

The analysis identified the regional government's overriding need: demonstrating support for its voters. The manager proposed that central government invest $10 million, split between two projects. One would benefit the mountainous west; the second would benefit another group of voters closer to the regional capital.

Measure	Result	What changed
Claims	50% reduction	During the initial two-year programme; savings exceeded $1 million.
Individual productivity	Average gain approaching 60%	Measured through task analysis, time logs and pre/post work-practice assessments.
Absenteeism	75% reduction	Alongside stronger teamwork, delegation, motivation and work output.
Meeting efficiency	100 management hours/week saved	Fewer meetings, attendees and unscheduled "snap meetings".
Tendering & control	Significant improvement	Clearer specifications, planning, scheduling, financial analysis and reporting.
Leadership & planning	Stronger management practice	Clearer objectives, senior roles, decision processes and change leadership.

Wider organisational impact

- ✓ Clearer roles and responsibilities
- ✓ Improved delegation and prioritisation
- ✓ Stronger teamwork and motivation
- ✓ Better tender planning and control
- ✓ Improved financial analysis and reporting
- ✓ Better information and decision management
- ✓ Clearer objective setting
- ✓ Stronger leadership and change management

Evidence of learning transfer

Agreement was reached with regional government officials after three days of negotiations. The regional government secured two beneficial projects and voter support, while central government maintained important political relationships and, according to the case study, saved approximately $50 million.

> WORKPLACE APPLICATION - Each course translated learning into job-based action plans. Managers applied these to their own responsibilities, shared progress in learning sets and reviewed outcomes with Learning Advisers.

Evidence of effectiveness

The case study provides a direct chain of evidence: a live $60 million problem, course-based analysis and planning, a new $10 million two-project solution, agreement after three days of negotiations, and an estimated $50 million saving to central government.

Why the approach was effective

This case demonstrates the value of learning that can be applied immediately. The course did not simply explain negotiation theory: its implementation guides and action points helped the manager structure his thinking around needs, objectives, constraints, strategy and a fair outcome for both parties.

	APPLIED	MEASURABLE
LEARNING TRANSFER - The senior manager revisited the course implementation guides and action points, using them to analyse the counterpart's needs and constraints and to develop a viable strategy before returning to the negotiation.	Action plans turned knowledge into behaviour.	Outcomes were reviewed and tracked.

Conclusion

This case study demonstrates how a single Skillogy PERFORM™ course supported a senior leader in applying structured persuasion and negotiation techniques to a real, high-stakes challenge - contributing to a mutually beneficial agreement and a reported saving of approximately $50 million.

Better performance starts with better human capability.