

Case Stories

A government agency needed to resource a group of its employees to have conversations with members of the public to influence changes in their travel behavior.

TRAVEL BEHAVIOR CHANGE

Situation

A government Department had for several years been running programs to influence specific parts of an Australian capital city to reduce car use in a way that became part of their lives (i.e. the change was sustained). It was based on a model of personal engagement and conversation. Individuals agreed to participate and then received follow-up support; tools were provided to them.

Challenge

Whilst significant progress had been made, the Department was seeking to improve the efficacy of their engagement, both face-to face and by telephone. In particular, people employed to carry-out the engagement required skilling in how to engage people effectively, conduct conversations that were authentic and achieve agreement to participate.

Our Approach

In partnership with the Departmental project team, Dalmau Consulting:-

- > Drew upon their existing knowledge and expertise in human behavior, in community travel behavior change, and their knowledge of skills (both verbal and non-verbal) for having positive and influential conversations.
- > Developed an approach and materials for conducting influential conversations in the community.
- > Trained the 'conversationalists', both in classroom and on-the job settings, in practical and effective conversation techniques.
- > Coached and provided regular support.
- > Monitored and continuously improved the approach as the Program progressed.

Outcomes

Feedback post-training indicated participants had learned practical skills they could use immediately and that would not only be useful in the project and at work, but they could see great value in applying them to home-life and personal relationships.

From the outset, the 'community conversationalists' felt more confident and clear about how to engage for results. The Program was successful as measured by reduction in car usage arising from the intervention, and the Program was funded and repeated in following years.

In later years, this same government department, funded local government to conduct similar programs and Dalmau Consulting provided the training, coaching and development of effective and influential conversation skills for several other local government authorities.



Beyond limits