

# A Man, A Plan, A Canal, Panama

By Darren Gallagher

## – *Seeing The Real Message*

*Seeing the relevance in some things we do in the ADF can be quite difficult at times. Be you a serving member of the hierarchy, a troop, jolly Jack Tar, or loving partner, there will always be that discussion at the end of a working day where one party says or thinks, 'But I don't understand why they would do that' - or something to that effect.*

Officially, this question would be covered by a 'Need To Know' statement. Unofficially, it could be given the 'It's just a suck eggs' explanation.

Recruiting taught me that there are all kinds of people in the ADF, so seeing the message is different for everyone, and as such, the information needs to be presented with versatility. But some things, like my title, can only be presented as they are. I'll give it to you again to see if you can figure it out. What makes this sentence unique?

### *'A MAN, A PLAN, A CANAL, PANAMA'*

Ok, moving on - and don't worry if you haven't got it yet.: think back to a posting or situation where there was somebody that you didn't like, you asked yourself why this person was allowed into the ADF, to which the answer is - 'because we need different people.' Our multi-personality organisation thrives with every different style of person we get through the door because they are just another weapon in our arsenal of tools with which to deliver the information. This is the same way some teachers at schools can get through to problem children when others can't. The same way that different religions touch different people when at the end of the day, it is generally all about peace, love and good happen' stuff.

The real message is, that in the constantly changing environment that we have in the ADF, we need as many sellers as we can get of this new information. Our sellers need to understand what it is that is that they are selling, which is essentially the responsibility of the person that sold it to them. Sell them the product, sell them the vision and the target audience will get the message.

A good friend of mine has a saying, 'A.B.C' - which is the abbreviation of his own personal motto, 'Always Be Closing.' As a young man who has spent the majority of his life moving around and continually re-selling himself to new peers, I understand it fully. We all know that if you make friends quickly it will ease the transition somewhat, so you want to get out there and sell, be closing that deal with every action.

I tend to let go of the, 'why would they post me here?' question because it is not important. Trying to convince my wife that some of the decisions made by the ADF are done for good reason is sometimes difficult but, again, if

*Think about your people. Think about the information. Think about the way in which you want it to be received. And then make it happen.*

