



**REVOLUTION IN THE  
WORKPLACE:**  
Peter Hunter wants to  
change the way  
managers approach  
how they handle staff

# Groundbreaker

BY KEELEY KNOWLES

[keeley.knowles@bedsonsunday.com](mailto:keeley.knowles@bedsonsunday.com)

**A FORMER Cranfield University student is to broadcast a speech on improving human performance to 12 UK universities.**

Peter Hunter, who retired as a Royal Naval officer in 1986, published a book in 2004 entitled *Breaking The Mould*.

It primarily concerns changing the way people think about managing at work.

His radical ideas have reached as far as Japan.

On Tuesday, Mr Hunter will be lecturing at Keele University and it will be podcast at 12 other universities including Birmingham,

Sheffield, Loughborough, University College London and Lancaster to around 1,000 students.

While serving in the navy, Mr Hunter realised the treatment of workers was flawed.

He said: "I knew that it was wrong to tell my staff how to do their jobs.

"I set about to come up with a new way of managing, one which asked them what they needed to perform more effectively.

"Needless to say, my section emerged as the best performing."

After leaving the Navy, Mr Hunter went to work in South America for a consultancy agency.

He then worked on Canada where he began implementing

his ideas.

*Breaking the Mould* is not yet sold in shops across the UK but is distributed from various websites.

As well as effectively improving the workplace, Mr Hunter believes it could even change the way children are brought up.

He said: "The method could be applied to the management of teenagers.

"Rather than telling them what to do, we need to be more diplomatic and ask them how they can behave better.

"I work on the principle that everybody is amazing but poor management stops people reaching their full potential."