



Photo protocol

Young-EUFRAS

**Communication and building relationships in
advisory work - CECRA Module 02**

21. – 23. February 2020

Agricultural University of Athens

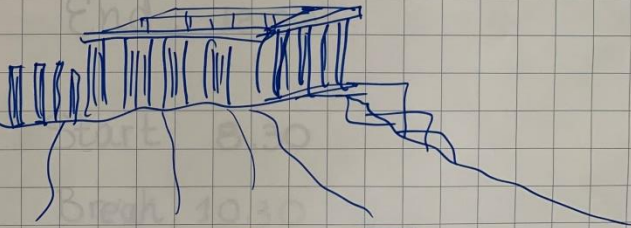


Y-EUFRAS SEMINAR

CECRA MODULE 2

Communication and building
relationships in advisory work

WELCOME!



PABLO ASENSIO

ELENI ZAPOKOSTA

Agricultural University of Athens 21-23 Feb. 2020

PARTNER INTERVIEW



WORK in Pairs:

- Turn to the person next to you and take an interview of him/her.
- After a 5 min interview, change roles
- Time for interviews: 10 min (5 min each partner)
- Then each of you present the other one in the plenary
- Time for each presentation: 1-2 min
 - Who are you?
 - How did you get here?
 - Your first association with
 - Experiences as adviser? ^{extension?}



Seminar Times

Friday Start: 17.00
End: 19.00

Saturday start: 8.30
Break: 10.30
Lunch: 12.00
Break: 15.30
End: 18.00

Sunday Start: 8.30
Break: 10.30
Lunch: 12.00

Workshop Innovation Support: Start: 13.30
End: 18.00

Program Overview

Definitions

Basics of communication

Extension models

train advisory interviews
= counselling interview
= consultation

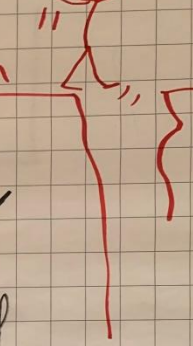
dialogue techniques

Sta
Ernährun

Legamaster

it falls in communication

think ≠ say
 say ≠ heard
 hear ≠ understand
 understand ≠ accept/agree
 accept ≠ do
 do ≠ maintain
 maintain ≠ cooperate
 cooperate ≠ co-design



What do I want to learn here?

Moderation
group consulting

How work with
group farmers and
partners

FACILITATING
GROUP SESSIONS
- WORKING METHODS
- MYSELF AS FACILITATOR

Transfer
of
knowledge

how to forward
the knowledges
from oldn advisors

Motivation

How motivate farmers
to improve new experin

How to encourage
consultants to go to farm
fields and consult them

HOW TO MAKE FARMERS
MORE WILLING TO SHARE
KNOWLEDGE AND BE
ACTIVE IN GROUPS!

Difficult
Situations

Tools

How to create a good
communication with client
who have a lot of
argument

New ideas in
communication
ways.

How to solve/
handle difficult
conversations

Practice

PRACTICE THE
COMMUNICATION AND LANGUAGE

Being
Innovative

new things to apply in my job.
how to be more innovative,
more often I consult farmer

EASY TO USE
TECHNIQUES / METHODS
(IN ADVISOR - FARMER
COMMUNICATION)

HOW TO ACT IN
DIFFICULT SITUATION
(WHILE TALKING
WITH A FARMER)

I WANT TO LEARN SOMETHING
NEW.
I WANT TO KNOW SOME COMMON
MATTERS'S
TECHNIK

Marketing

How to build our
image (marketing
is needed or not?)

tools for
advisors

Be a better
advisor

Increase my language
level and knowledge

Concepts
Approches

To clarify the
difference between
advisory work and training
or research.

LEARN DIFFERENT
COMMUNICATION
APPROACHES, AND
TO APPLY THEM IN MY
JOB!

Expreience
exchange

I want to learn more information
about other countrn advisory services

New praktik
in trening

- HOBI METODIHI METODIHI
PRAKTIKUMOTO HASILKUNHA

What problems are in other
countries talking about consulting?
AND HOW TO DEAL
WITH THEM?

Practical informations
about other countries'
advisory system

What new in
metodologic...
- HOBI METODIHI METODIHI
PRAKTIKUMOTO HASILKUNHA

I want to get more
professional experiences



Group Work

In groups of

Task: Think and write:

a. What is extension?

b. What makes a good adviser?

Time for group exchange: 20 min

Time for presentation: 5 min each group



WHAT IS EXTENSION

- KNOWLEDGE EXCHANGE
- TECHNICAL ADVISE
- ECONOMICAL ADVISE
- HELPING SOLVING PROBLEMS
- FACILITATING PROCESSES
- DISCUSSION PARTNER
- CONNECTING PEOPLE

WHAT MAKES A GOOD ADVISER?

- RECOGNISING PROBLEMS
- PROVIDES BEST AVAILABLE KNOWLEDGE
- NO "POINTING"
- BUILDING TRUST!
- OPEN FOR SUGGESTIONS / FLEXIBLE
- ACTIVE / WILLING TO HELP
- INDEPENDENT, NO = OK

What is extension?

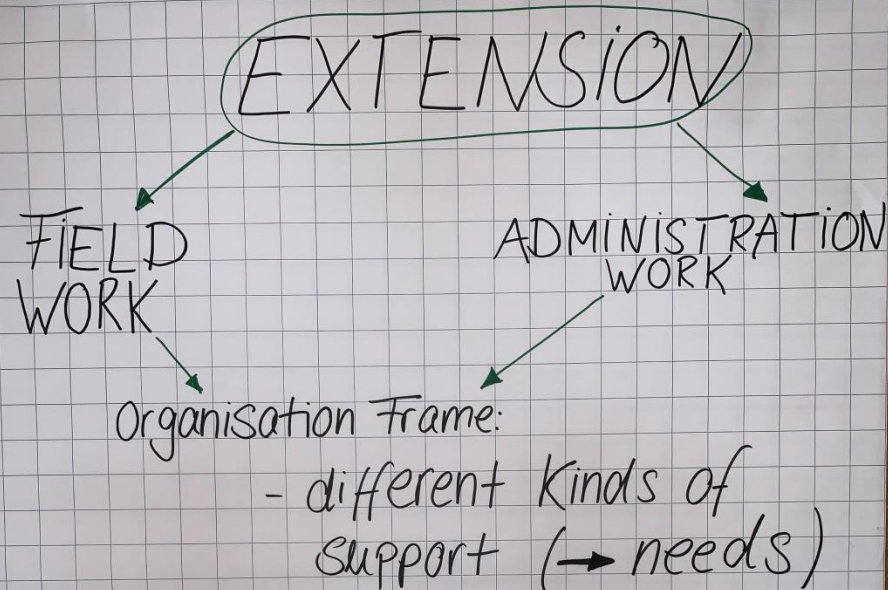
- the bridge between the ^(scientific) knowledge and the farmers
- independent information

What makes a good advisor?

- right hand for the farmer
- good practices
- understandable

- ①
- providing high quality services for the farmers,
 - helping advisors to get better tools in order to teach the farmers (courses, trainings, newsletters,
 - helping, and supporting innovations

- ②
- family friendly
 - communicative
 - patient
 - practical experiences
 - education
 - knowledge in digitalization
 - good relationship with the authorities and agricultural institutions
 - flexible



GOOD ADVISOR:

- ★ Knowledge → practical & basic
- ★ Communication skills → for transfer into farmers language
- ★ open minded & pro-active, innovative attitude
- ★ Motivation → Passion

EXTENSION

involves the conscious use of communication to help people in specific problem situations form sound opinions and make good decisions.

Anne Van den Ban, 1988

EXTENSION

is learning support by means of a structured dialogue and exchange between adviser and clients. Agrarian advisory work is an important form of education for people in rural areas with the advantage of precisely targeted learning.

P. Asensio, C. Mirsch, 2015

EXTENSION

understood as communication for innovation is a series of embedded communicative interventions that are meant, among others, to develop and/or induce innovations, which supposedly help to resolve (usually multi-actor) problematic situations.

Cees Heeruwen, 2004

Innovation: A good, useful idea implemented in practice.

Extension is...



... sometimes more, sometimes less...

Expert's
advice

Processual
consulting

individualized
knowledge
transfer

support
self-clearance
↳ counseling
↳ coaching

specialist,
technical
knowledge

Methodological
competences

Extension terminology

EN: Advisory service

US: Extension

Arabic: إرشاد! Al-Ershad = guidance

Thai: Songsoen = promote

PL: DORADZTWO = ADVICE

FR: (vulgarisation)
→ conseil agricole

GE: Beratung = advisory work

KONSULTAVIMAS = CONSULTING

N: VOORLICHTING = "BEFORE ^{DELIVERY} LIGHTING"

N: ADVIESWERK = ADVISORY WORK

ET: NOUSTAMISSUSTEEM =
= advisory service

LV KONSULTANTU
PAKALPOJUMI
(advisory servis)

BG: Съветнически услуги - Advisory service

GR: Γενική Εξυπηρέση → extension

Συμβουλευτική → advisory service

HU Szaktanácsadás
Advisory service

UA: ДОПРАКТИЧНО
= adv. serv.

E = Capacitación
= capacity building

What makes a good listener?

- ▷ active listening → summarize
 - nodding, looking at each other
 - take notes
- ▷ reflect what you hear
 - make sure I understood right
- ▷ asking follow-up questions
 - "what do you mean by ... (this) ...?"
- ▷ Prepare the meeting with the farmer
- ▷ show interest → body, attitude, language
- ▷ to hear the most important things
 - ↳ be clever to understand the priorities

- ▷ you need basic knowledge and possible solutions
- ▷ Summarize discussion, highlight the most important points
- ▷ also hear personal/private issues
 - ↳ build relationship
- ▷ dress appropriately
- ▷ eye-level
- ▷ Walk around the farm, the fields

- ▷ Sandwich-technique
 - Positive aspect
 - Problem
 - encourage

Active



- Showing attention and practicing observation
 - Express interest with body language and mimics
 - 'Hm', 'Yes', 'Exactly', 'I understand'
 - Own silence, suspending own experiences/judgements
- Paraphrasing: repeat a statement with own words without changing the meaning
 - "You think that...", "What you say is that ..."
- Method of accentuation
 - Reading between the lines to better understand
 - Strengthening/diminishing emotions
 - Concretizing by asking specific questions



Practical cases

ΑΝΑΚΟΙΝΩΣΕΙΣ ΒΙΒΛΙΟΘΗΚΗΣ

Extension market

My request:
My name: _____ assumed by: _____

My request: how to increase the alternative animal keeping technologies in my farm?
My name: NISI assumed by: Vtög

I offer:
My name: _____ interested (blame) to get advice on this topic

HOW TO CONVINCe FARMERS TO BE MORE ENVIRONMENT-FRIENDLY?
NAME: ANICK

My request: How to combine advisory work and training
Thanassis Dorke

I offer: Advices on Farmers' training
Thanassis Jeva

OFFER: ADVISE ABOUT HOW TO REDUCE ANTIBIOTICS
ANNICK Vtög NISI

REQUEST: WHAT IS A GOOD WORKING METHOD IN GROUP SESSIONS?
ANNICK Thanassis

request Organic technologies in strawberg production
Yuriy STANIMIR

OFFER: TO USE coaching technique
ANDRIUS EVA
I offer: How to manage animal keeping (sustainable)
My name: NISI interested: _____

I OFFER: BRAINSTORMING WITH YOU NEW IDEA/PROJECT
EVA DESI Ieva
MOTIVATING TO ACT
NAME: ANDRIUS

MY REQUEST: HOW TO LEARN SPEED READING
EVA

I offer: How to manage a chicken farm?
My name: Vtög interested: ANNICK
I offer: tell about your problems in herd
Jeva Karoline

How to organize an on farm demonstration
Stanimir NAME: Ieva
I offer: See the best places in Bavaria, GE
Karoline NAME:

My request: Find out about monitoring tool pest and diseases in greenhouse production
Stanimir

request: How to encourage and motivate advisors to go to farmers' fields and consult farmer there?
ANDRIUS Sylvain

My request: farmer's financial planning
Karoline Yuriy

My request: How to build my personal brand as an advisor?
My name: Vtög assumed by: EVA Ivan

I offer: advice on EU projects
Sylvain STANIMIR
Ana Lis milk product in itti
Ivan
I offer: advices to Rural Development Program
Desi Yuriy

I request: examples of support services to innovative farms
Sylvain Karoline

My request: How to create breeding farm
Jeva Desi Ivan

offer: possibilities of the organic product
Yuriy

Profit of milk in 2020
Ivan

My request: How to develop my animal farm
Desi ANDRIUS

I offer: What is the best way to produce plum
My name: Dorke interested: _____



Controlled dialogue

Work in groups of 3 (A, B, C)

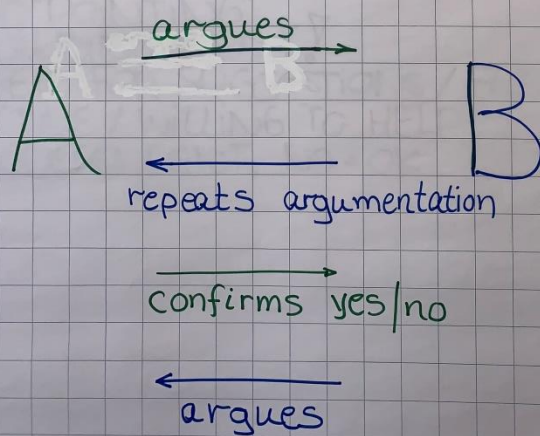
Task: - Think about a problem that keeps your mind busy.

- A starts to talk with B about the problem and B support him/her with active listening technics. C observes and takes time.

- After 5 minutes roles are being changed

B is interviewed by C, A observes

- After 3 minutes C is interviewed by A, B observes



Lessons learned - ABC-Exercise

▷ difficult to be „against“ if you are of the same opinion

▷ it is hard listening, when you already prepare your argumentation

▷ it would be „natural“ to answer at once

▷ it was really hard to summarize because I also had to find arguments

▷ it is difficult to find a common topic

▷ „role“ can be fun

▷ we need more practice

↳ esp. how to repeat



- ▷ there is a uncertainty
when I express what
I understood → if it is right
- ▷ Speaking / Summarizing
in English makes it
even more difficult
- ▷ "arguing" is not the normal
situation in advisory work
 - ↳ you sometimes have to
find good arguments to
convince a farmer
- ▷ we can argue with
questions also

Two
monologues
do not make
a dialogue.

Andy Sivell



- different kinds of support (-> needs)

GOOD ADVISOR

- Knowledge - practical & basic
- communication skills -> for transfer into farmers language
- open minded & pro-active, innovative attitude
- Motivation -> Passion

- WHAT MAKES A GOOD ADVISOR?**
- RECOGNISING PROBLEMS
 - PROVIDES BEST AVAILABLE KNOWLEDGE
 - FLEXIBILITY
 - BUILDING TRUST
 - OPEN FOR SUGGESTIONS / FLEXIBLE
 - ACTIVE / WILLING TO HELP
 - INDEPENDENT, NO-OK

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understood as communication for innovation is a series of embedded communicative interventions that are meant, among others, to develop and/or induce innovations, which supposedly help to resolve (usually multi-actor) problematic situations.

Keulen, 2011

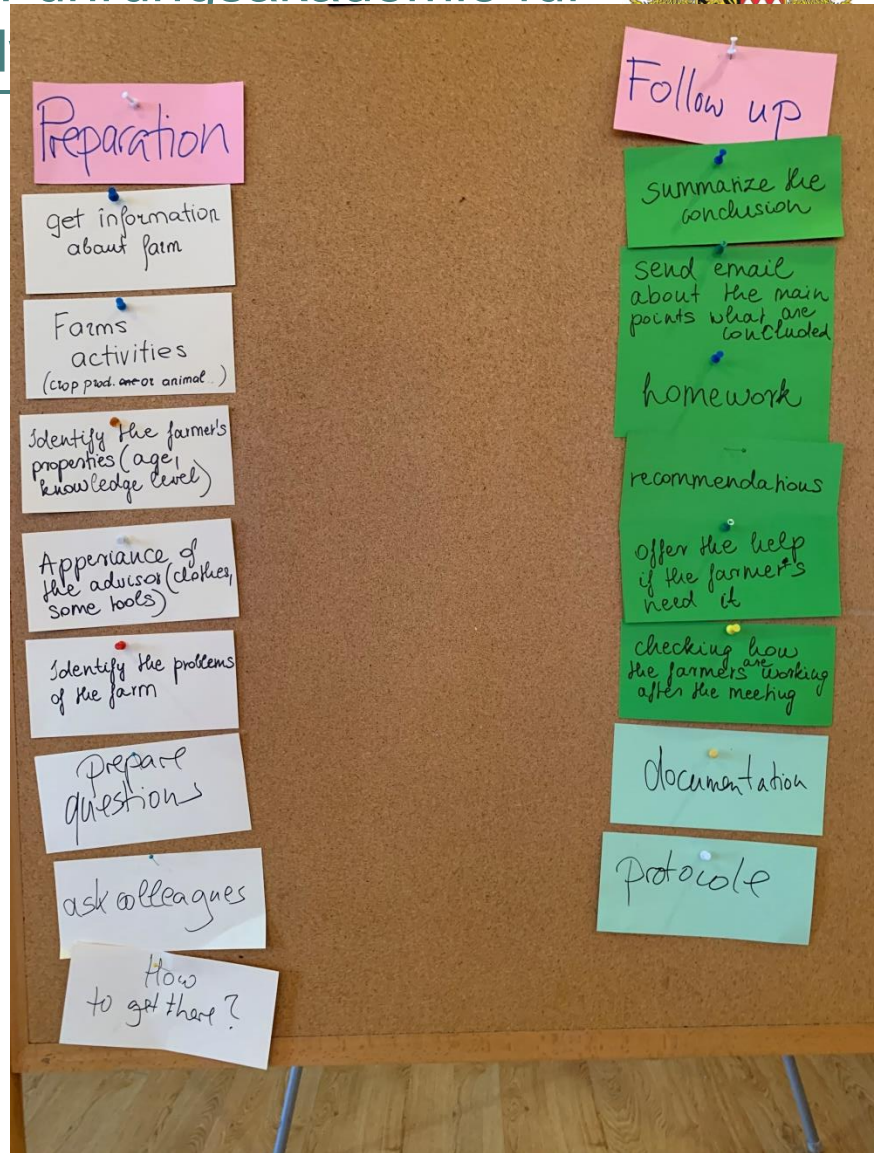
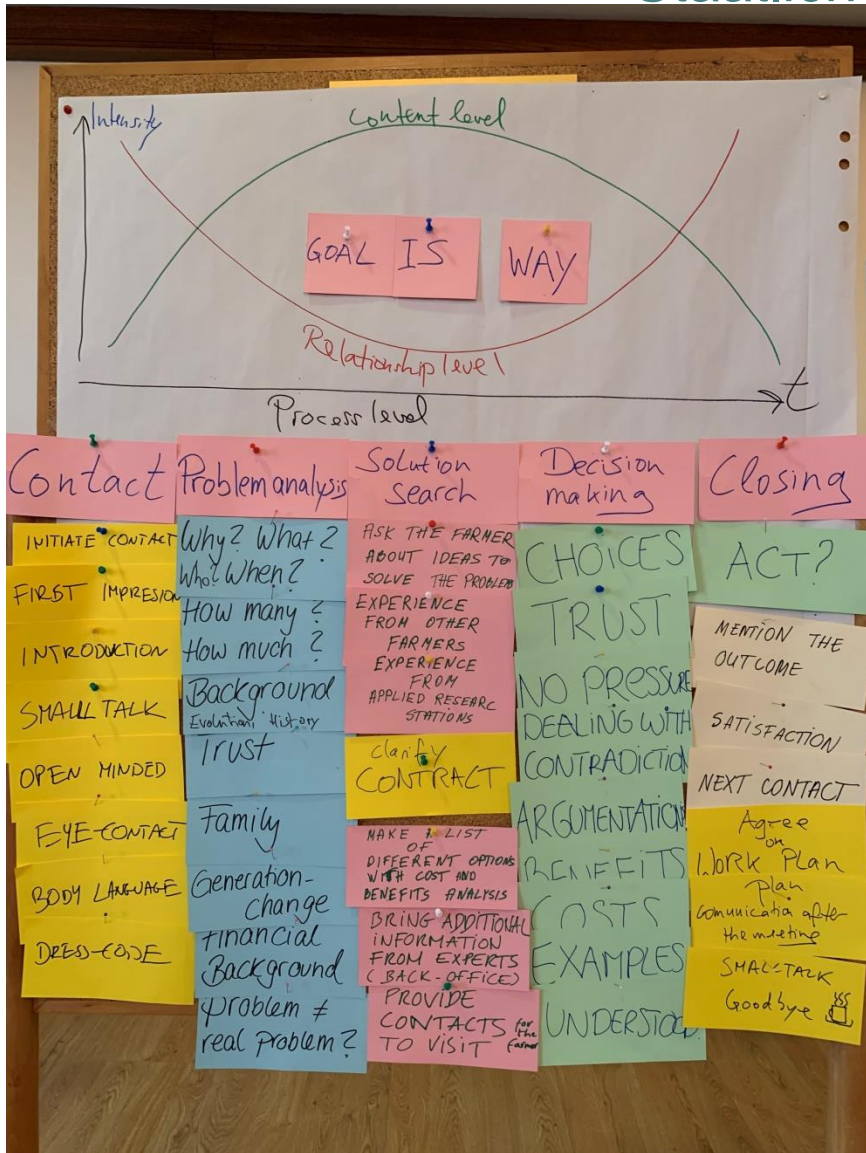
... good, useful idea
... practice

EXTENSION

is learning support by means of a structured dialogue and exchange between advisor and client. Program aims to work in an improved form of education for people in rural areas with the advantage of precisely targeted learning.

EXTENSION

involves...



Experience exchange:

How do you visualize and use protocols in your work?

10' → Present Best practice

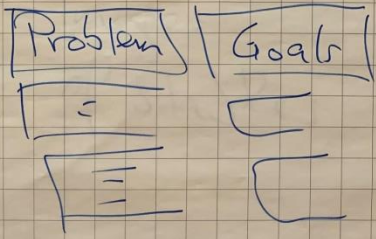


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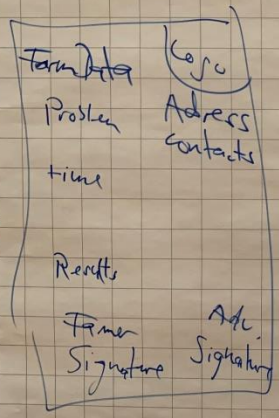
Protocole + visualization: Best Practices

▷ on paper

▷ with cards



▷ Form



Solutions

Next step
.....

▷ Standard protocols 3 Pages

▷ No invoice without protocols

Send your forms to participants of this group. Legamaster E-mail

▷ PPT Slides about research

▷ GIS - Images

▷ Fotos of studies

2 rounds of exercises



Preparation time: 10 min

1. Round: 30'

Advertiser: Mateusz	A: Ivan	A: Uirag	A: Atanasios
Client: Andrius	C: Yuri	C: Mischu	C: EVA
Facilitator: Pablo	F: Eleni	F: Silvain	F: Annick
ASSISTERS: Karolin	Eva	Stan Andreas	Desi Dorke

Exchange 9⁵⁰

2. Round:

A: Andrius	A: Mischu	A: Eva	A: Yuri
C: EVA	C: Karolin	C: Annick	C: Pablo Atanasios
F: Pablo	F: Eleni	F: Stan	F: Dorke
O: Sylvain	Mateusz	Uirag	Desi

