Institute for Science Application in Agriculture

TITLE: **Communication and Relationship Building in Advisory Work**

MODULE: No: 02

Objectives: Participants of this module

- have reflected their training experience for successful communication with clients
- are familiar with relevant communication models and are able to apply most important communication techniques
- are able to build relationship with clients, gain confidence and to shape these relations professionally
- are able to overcome barriers in relation to "hard people"
- are able to justify and efficiently transmit knowledge

Contents: Basics of communication for advisors

- Communication models
- Basic communication technique and skills
- Verbal and nonverbal communication in building relationship advisor - client
- Dealing with “hard people” and techniques of overcoming barriers in relation
- Experiences from practice
- Establishing a relationship advisor – client
- Setting goals
- Accepting advices

Methodological procedure:

- Short inputs with relevant information
- Presentations by topic
- Advisory work exercising, roll-game and feedback
- Energizer and action exercises
- Visualization and formatted content flipchart and pin board

Participants: agricultural advisors (approximately 15) Trainers: Slađan Stanković PhD (SS), second CECRA trainer

Location: IPN, Bulevar despota Stefana 68b, Belgrade, Republic of Serbia

Day 1, from 10.00 to 18.00

Time	Phase/Step	Objective	Details and methods	Materials-Visualisation	Responsible (Who?)	Comments
10:00	Introduction to Module 2	Getting to know trainers. Getting to know content and module objective.	Welcome. Introduction of trainers. Overview on CECRA 2 (objective, program representation).	Program on flipchart (FC) or pin board (PB).		
10:20	Introduction of participants	Knowing who else is in the room. Presentation of participants and their expectations. Having clarified terms.	Perception and information exercise. Each participant recognizes the object - Explains what it is, - Discussion. Agreement on rules and working models (gathering and complementing). Distribution of materials and hints how to use them.	Flipchart (FC) or pin board (PB).		
10.30	Review of Module 1	Content CECRA Module 1 is memorized. Trainer is aware of participants' knowledge bases.	- Group work with presentation. - Relevant findings from Module 1 (provide topics like: role of advisor, understanding of advisory work, attitudes and basic principles…). - Participants practical experiences.	Flipchart (FC) or pin board (PB).		
10.45	Coffee/tea break					
11:00	Establishing relationships	Awareness of the impression of own person on others - nonverbal communication. Awareness of the effect of my own first impression of another person.	Brainstorming: "What do you already know about it?" Trainer input /round talk: Exercise 1. First impression – personality assessment (nonverbal communication) Exercise 2: "Nonverbal communication" - First impression processes and cases. - Which of those are to be influenced by us? - Consequences for the advisor.	Working papers Flipchart (FC) or pin board (PB). PowerPoint Role play		
11:30	Establishing relationships	Clarity about important factors to build up relationship.	The second impression… Trainer input: Factors that actively influence on the form of relationship advisor – client.	Flipchart (FC) or pin board (PB). PowerPoint Roleplay		

12.00	Lunch break					
13:00	Energizer	Activate trainers and participants.	Fun activity.		Energizer team	
13:10	Advisory talk structure	Verbal communication.	Trainer input - Definition of important terms (Vision, Objective, Strategy, Measure, …) - Advisory talk structure. Exercise: Presentation in front of a *group* (*public appearance of participants* in front of a group). Discussion.	Materials for advisory talk structure. PowerPoint Presentation.		Clarify in advance, whether clarification of terms has been already introduced. If not, this topic has to be dealt with intensively on beforehand.
14.00	Coffee/tea break					
14:30	Advisory talk practice	Participants are clear about communication process and role.	Introduction into methodology of advisory talk exercises (including a reminder on feedback rules). Conversation exercises – listening skills. Group work. Roles: orator, listener, observer. Discussion.	Material. Flipchart (FC) or pin board (PB). PowerPoint Role play		
16:00	Formulation of questions (questioning)	Significance and potential of questions is understood, interest for the formulation of new types of questions has been arised.	Why posing questions? What could be the effect? Introduction of different types of questions. Gathering of as many as possible questions of different types for the gone-through role-plays. Matching of question types with model of advisory-talk model. Checklist development.	The techniques of asking. PowerPoint Check lists.		
17:00	Saving of findings and feedback	Important findings and impulses are remembered. Exchange of feedback.	Individual work: Keeping records, developing the form of written testimony. Feedback between group members.	Working paper.		
17:45	End of the 1st day					

Day 2, from 10.00 to 18.00

10:00	Warming-up	First day contents are present and available.	Creation of short presentation.	Flip chart	Wrap up team, trainers.	
10:15	Methods of building good relationship of advisor with the client	Participants experience perspective of advisor, client and observer, and give and take feedback.	Trainer input– to be professional. Exercise: Conducting conversation – dialogue.	Flipchart (FC) or pin board (PB).		
11.30	Coffee/tea break					
11.45	Methods of building good relationship of advisor with the client	Participants experience perspective of advisor, client and observer, and give and take feedback.	Trainer input – to be professional. Exercises: Doctor – patient.	Flipchart (FC) or pin board (PB). Role play		
12.30	Decision making	Participants are familiar with the process and informed about decision-making methods.	Exercise: Defining goals. Exercise: Development of an action plan.	Flipchart (FC) or pin board (PB). PowerPoint		
13.15	Lunch break					
14.00	Energizer	Activate trainers and participants.	Fun activity.		Energizer team.	
14.15	Accompany decision-making	Participants are familiar with the process and informed about decision-making methods.	Input: Keep track of making decisions. (Decision-making process, matrix development, integration of conscious and non-conscious parts in the decision-making process).	Flipchart (FC) or pin board (PB). PowerPoint		
15.00	Methods of building good adviser relationship with the client	Advice adopting.	My sheet: Individual summing up of relevant finding of each one. From wish to reality: Input of trainer on the topic of orientation towards implementation. Strengthening and inhibiting factors for implementation competence.	Flipchart (FC) or pin board (PB). PowerPoint.		

			Advisory talk to formulate concrete objectives and steps for implementing own findings.			
16.00	Coffee/tea break					
16.30	Evolution of practical exercises		Flipchart-Discussion What did I learn: - In my role as an advisor, - In my role as a client, - In my role as an observer.	Flipchart (FC) or pin board (PB). PowerPoint.		
17.00	Evaluation and finalization	Evaluation of dealing with topic, methods, objective of module and environment.	Final round. Course feedback.	Flipchart (FC) or pin board (PB).		
17:30	The end	Thanks, farewell and exchange information to keep in touch.	Summary of education.	Flipchart (FC) or pin board (PB). Mood meter		

Literature rewievs for Modul 2

- Participatory Learning and Action: A trainer's guide, Jules N Pretty, Irene Guijt, John Thompson, Ian Scoones, London, 1995, web page www.iied.org/participatory-learning-action
- Facilitation – the art of making your meetings and workshops purposeful and time-efficient. Ernst Bolligerm Tonino Zellweger, Agridea, 1995
- Adviser Facilitation Handbook, Teagasc
- Handout from CECRA Train the Trainer Seminares

Websites:
https://sixth.ucsd.edu/_files/_home/student-life/icebreakers-teambuilding-activities-energizers.pdf
https://www.mindtools.com/a72g4xbonus/TeamBuildingActivitiesToolkitCLUB.pdf
https://www.psss.rs/strucni-tekstovi/download/52-materijali-sa-edukacija/3697-2015-modul-11.html
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