



Global Farmer Network

“Take it to the farmer...” Dr. Norman Borlaug

GFN® Communication Master Class

The Global Farmer Network® amplifies the farmers’ voice in promoting trade, technology, sustainable farming, economic growth, and food security.

The Global Farmer Network, an action-focused communication and leadership development platform, identifies, connects, trains with purpose, empowers, and mobilizes a global network of farmers of all types of farming and size. It looks to work in collaboration with partners, identifying and sharing through knowledge transfer, the same goals of providing accessible food for all, with sustainable farming, environmental responsibility, soil health focus and carbon awareness.

Aligned with the grand global initiatives of our time, the GFN embraces technology and the application of science within agriculture for the benefit of society, understanding the value it brings in meeting the challenge of food security driven by growing population and climate change. Unique in make-up and global approach, the GFN is currently comprised of 239 female and male farmers representing 61 countries, 6 continents.

Program Goals:

- Identify, train, empower, mobilize and provide multiple platforms for global farmers as ‘agricultural ambassadors’ to be catalysts for modern agriculture, based on science.
- Use the voice and expertise of farmers to address myths about modern agriculture and reframe the global dialogue regarding trade, market access, sustainable farming practices that support soil health and carbon awareness, innovative agricultural technology as tools necessary to address the challenges of a changing climate, environmental sustainability, poverty alleviation and nutritional security.
- Build connections with farmers across the world to provide confident informed understanding with a global perspective.

Communication & Leadership Training Outcomes:

- Cultivate a network of farmer leaders from around the world prepared and confident to share their stories.
- Enable farmers to develop their personal stories around a core message related to their farming operation and confidently deliver these stories to share expertise, personal experience and insights, highlighting the role they play in meeting the global challenges of climate, environmental sustainability, soil health, carbon awareness, biodiversity protection, poverty alleviation, and food and nutritional security.
- Demonstrate the ability to engage an audience through concise personal messaging and stay on message in a traditional or social media communications context.
- Commit to next steps for advocating for their needs as farmers and leaders individually and collectively as part of a network.



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GFN® Communication Master Class - Session 1a

- Introduction to the Global Farmer Network
- Meet your trainers
- Meet your “classmates”

HOMEWORK

SWOT

A SWOT analysis is a great tool to dig deeper into our personalities and think about how our surroundings are affecting what we do.

We recommend doing this exercise 3 times; 1) about agriculture worldwide, 2) about the sector you belong in, and 3) as an individual.

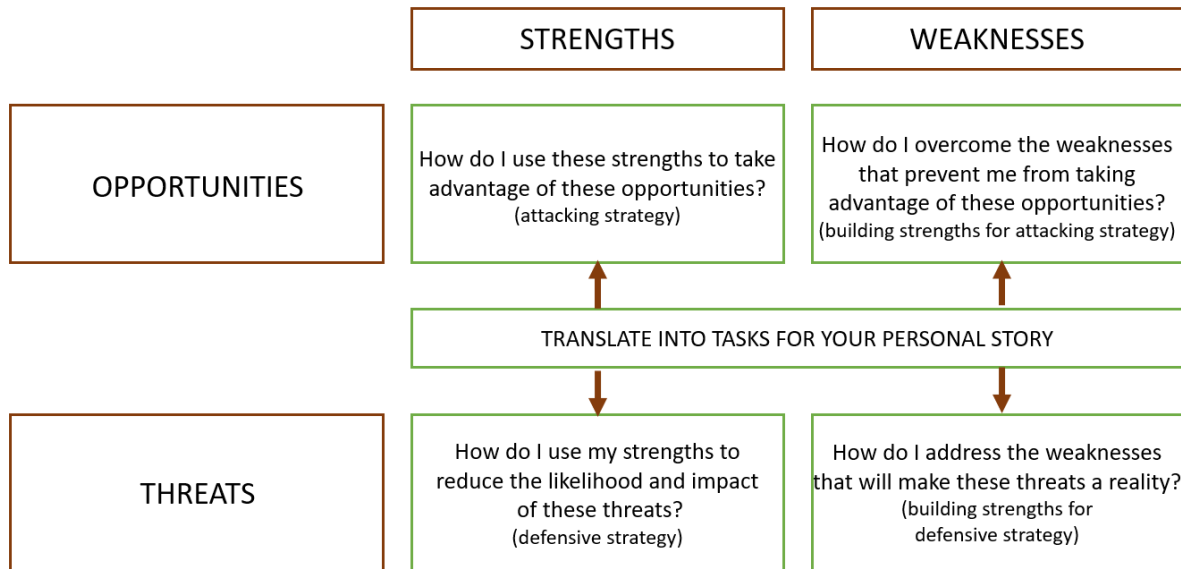
Your answers should reflect who you are as a farmer and will be discussed in the next session.



- **Strengths:** identify the characteristics that make you unique and strong that help you achieve your goals and realize your plans
- **Opportunities:** external and positive elements that could be an advantage for your goal
- **Weaknesses:** negative traits of your personality, areas for improvement
- **Threats:** situations or characters that challenge or prevent you achieving your goals

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

After filling out the SWOT exercises, answer the following questions:



How do I use these strengths to take advantage of these opportunities?

How do I use my strengths to reduce the likelihood and impact of these threats?

How do I overcome the weaknesses that prevent me from taking advantage of these opportunities?

How do I address the weaknesses that will make these threats a reality?

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Translate into tasks that help you share who you are

Knowing your personality better will help you identify the main message you want to convey by telling your personal story, and of course, fulfill your purpose.

Based on those answers you should be able to identify your best assets and some tasks you need to work on to help you be better at communicating who you are. What are the immediate actions you should take?
