



# Global Farmer Network

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

## GFN® Communication Master Class - Session 1e

- Identifying your passion and telling your story with confidence
- Tools to build confidence in public speaking.
- Practicing sharing the short version of your personal story
- Elevator Pitch

### YOUR PASSION

Personal stories are told to create connections, to move people, to make them interested in you and what you do. Ask yourself if you'd be able to spend hours talking about farming?

If your answer is yes, think about how would you make people want to listen to you when you talk about agriculture?

The answer is **with passion!**

But the thing about passion is that you won't find it in your brain because it lives in your heart!

No matter how hard you try, you will not find your passion by thinking about it; you need to take action, because passion grows with engagement, not thought.

Passion is contagious and when you're fully present and passionately engaged with farming, people around you take notice and will want to listen to you.

Sharing why you are passionate about farming will bring you closer to your audience, it can motivate them and reaffirm a positive thought about it or change a negative concept.

Think about what do you love about farming?

When you find your passion and you share it through your story you increase your level of self-confidence, and you create positive attraction to you.

But how to share it with the public?

### **TOOLS TO BUILD CONFIDENCE IN PUBLIC SPEAKING**

1. **Remember who you are:** think about the things you have done in your past that have gotten you to where you are today:
  - a. The positive things, you need to remind yourself of your best assets,
  - b. Moments of success even if they come after a failure, you got up and that must be celebrated, think of how your successes made you feel, and bring that feeling to this moment.
  
2. **Sing a song:** Music can either calm you or get you excited. Take advantage of this depending on your situation, music will help you get rid of nervousness or the stress you're feeling. It may be a song with a message or just a song you really like.

3. **Strike a pose:** according to Professor Amy Cuddy, our nonverbals govern how we think and feel about ourselves.
  - a. Our bodies change our minds...
  - b. And our minds change our behavior...
  - c. And our behavior changes our outcomes

The content of your speech matters a lot, but the presence you bring to the speech is as important, because it's the way you convey your passion, self-confidence, enthusiasm, authenticity, and how captivating and comfortable you are.

Take a couple of minutes to strike a power pose before you deliver your personal story or in any other situation when you need to feel confident and powerful.

### ELEVATOR PITCH

Imagine you walk into an elevator, and you find a person of interest inside, it could be a politician, investor, CEO, president of an organization, media representative; an elevator ride lasts less than a minute, how do you introduce yourself and share with them your main message in that timeframe?

That's an elevator pitch.

You have to condense your story into a small speech that catches their attention and makes them remember your main message so that you can have a way of meeting again for a more detailed pitch, where you can state your call to action, transformational goal or opportunity.

An elevator pitch must have:

1. **Defined target audience:** last lesson you identified some archetypes of audiences, knowing them will help you be prepared to be able to talk to any of them.
2. **Clear main message delivered with:**
  - a. Creativity
  - b. Assertiveness
  - c. Time conscience

## CREATING YOUR ELEVATOR PITCH

An elevator pitch should be concise and convincing, it has to state a conflict and most importantly, offer something. Here are the basics when creating an elevator pitch:

<b>Question / affirmation</b>	Break the ice with a question that catches your audience's attention. If you can achieve to get their attention, you're halfway there.
<b>Who am I / what I do</b>	Tell them your name and make it sound familiar, like you've known each other from before; and share what it is that you do.
<b>Problem</b>	Describe the conflict you want to overcome. After the initial question, this is very important in catching their attention.
<b>Solution</b>	Explain how you plan to solve the problem you have shared with them. What are you offering?
<b>Benefit</b>	Why is important to help? Why is it viable and beneficial to act, who it benefits? What's going to be different, better?
<b>Why me</b>	You are the perfect person to solve the problem you stated before. Tell them why this is true.
<b>Call to action</b>	How are they going to help you in solving the problem you presented? When and where can they help you solve the problem?

## HOMEWORK

### 1. Fill in the blanks based on your own story and main message.

<b>Question / affirmation</b>	
<b>Who am I / what I do</b>	
<b>Problem</b>	
<b>Solution</b>	
<b>Benefit</b>	
<b>Why me</b>	
<b>Call to action</b>	

### 2. Write your elevator pitch

Write a paragraph for your elevator pitch and tell it out loud. It should be under a minute.