**Module 4: Prepare to Tell Your Story**

**Student Learning Plan**

**Workshop Description**

This module empowers participants to create and share their stories as a way to build support for their farm or ranch business. Using their values, vision and goals statements as a springboard, participants will clarify their unique story and practice sharing it with others. They will work to adapt their storytelling to suit various. The primary goal is for landholders and land seekers to share their vision and values and learn to communicate more effectively for a successful land transfer.

**Prerequisites**

Module 1: Vision and Values Worksheet, Needs Assessment Worksheet, SMART Goals Worksheet

**What you will learn**

1. Learn how to use your values, visions, and goals to tell a story.
2. Discuss effective communication for different audiences.
3. Identify who you will tell your story to and why.
4. Outline how and where you will share your story.
5. Adapt your story to different audiences.

**Important Assignments**

* Prepare to Tell Your Story Worksheet
* A Land Seeker’s/ Landowners’ Letter to Supporters
* Adapt Your Story Worksheet

**Workshop Activities**

1. Participate in introductory activities. Review information detailed in the Module 4 Student Learning Plan.
2. Participate in a Motivation Activity. Use an image to describe your farm or ranch vision.
3. View a presentation on the key elements of creating your story.
4. Complete a letter to a supporter using your vision, values, and goals to tell your story.
5. Participate in an activity to read your letter out loud to partners.
6. View a presentation on Effective Communication Skills to Tell Your Story
7. Participate in a discussion on effective communication for different audiences.
8. View a presentation on identifying who you will be telling your story to and why.
9. Complete pages 1 and 2 of the Prepare to Tell Your Story Worksheet.
10. View a presentation on adapting your story to different audiences to tell a compelling story.
11. Complete the Adapt Your Story Worksheet. Practice reading it with a partner. Use the Communication Skills Checklist to reflect on your communication.
12. Think about your timeline and prioritize your next steps.