

Module 4: Prepare to Tell Your Story

Teaching Plan

Overview/Purpose

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 audiences. 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.

Target Population

The curriculum is designed for incoming producers and landowners who have a property in mind and have started to talk with each other about transferring it. From young and beginning farmers and ranchers to landholders who may be retiring, planning their estates, or simply want to make land available for a new generation.

Prerequisites

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

Ask participants ahead of time to collect and bring images they can use to facilitate telling their story. Instruct them to bring images that show why they want to farm/ranch or pass on their land. Ideally, they will come in with a vision statement from the Vision, Values, and Goals Worksheet.

Trainer Set-up Notes

WORKSHOP DELIVERY: This workshop can be adapted to a wide range of environments. While best delivered in person in a room with audio-visual set up and a computer, it can be adapted to be delivered virtually, indoors, outdoors, with or without access to an internet connection.

ESTIMATED TOTAL TIME: Approximately 3 hours of student learning

WORKSHOP SET UP: Trainers should review the Training Manual, Resources Lists and other materials ahead of time and prepare either digital or printed copies of the student handouts. Further, review the Storyboard and customize the slides with images, videos and talking points meaningful to your audience. If you have involved other presenters, be sure to collect their photos and logos ahead of time so that you can create the welcome slide.

With planning, this module is well suited to host landowners and land seekers in the same setting. The activities will require spaces for solo, small group, and whole group work. Consider how you will move people throughout the room or in breakout groups. Especially for story creation, plan to separate land holders and land seekers. Consider how to create welcoming and safe space to support your group feeling settled as they work through the workshop.

WORKSHOP SUPPLIES AND EQUIPMENT:

1. Module 4 Storyboard (to present on-screen or through printed notes).
2. Training Manual and Activity Guides
3. Group note-taking tools
4. A series of images for anyone who forget to bring their own. You can use seed catalogs or other images of farms and ranches.

5. Student copies of:

- Student Learning Plan
- Student Resource List
- A Land Seekers Letter to Supporters / A Landowners Letter to Supporters
- Prepare to Tell Your Story Worksheet
- Adapt Your Story Worksheet
- Communication Skills Checklist

What participants will learn

COMPETENCY: Effectively communicate your values, vision and goals for a specific audience.

LEARNING OBJECTIVES:

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

#	Learning Activity	Teaching Notes	Materials/Supplies
1.	<p>LEARNING PLAN OVERVIEW AND INTRODUCTIONS</p> <p>Participate in introductory activities. Review information detailed in the Module 4 Student Learning Plan.</p>	<p>PRIOR TO CLASS MEETING</p> <p>Review Workshop Set-up Notes</p> <p>TIME: 15 minutes</p> <ol style="list-style-type: none"> 1. Welcome participants. 2. Hand out and review the Module 4 Student Learning Plan and Student Resources List. 3. Facilitate an introduction activity. (See notes in Storyboard) 4. Present Introduction slides of the Storyboard. 	<p>Teaching Plan</p> <p>Student Learning Plan</p> <p>Module 4 Storyboard</p> <p>Object for Intro Activity. See Storyboard for suggestions.</p>

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2.	<p>MOTIVATION ACTIVITY</p> <p>Participate in a Motivation Activity. Use an image to describe your farm or ranch vision.</p>	<p>TIME: 15 minutes</p> <ol style="list-style-type: none"> 1. Facilitate a Motivation Activity 2. Ask participants to bring in a photograph and Vision Statements to share with the group in different ways. <ul style="list-style-type: none"> • As a backup, provide images. 3. Break into pairs or small groups. Guide participants to expand on their vision statement using the image they brought in. Allow time for clarifying questions and feedback. (See notes in Storyboard) 	<p>Module 4 Storyboard</p> <p>Assortment of images (in print, digital)</p> <p>Vision, Values and Goals Worksheet</p>
3.	<p>COMPREHENSION ACTIVITY</p> <p>View a presentation on the key elements of creating your story.</p>	<p>TIME: 10 minutes</p> <ol style="list-style-type: none"> 1. Present Part 1: Create Your Story of the M4 Storyboard/ 	Module 4 Storyboard
4.	<p>PRACTICE ACTIVITY</p> <p>Complete a letter to a supporter using your vision, values, and goals to tell your story.</p>	<p>TIME: 15 minutes</p> <ol style="list-style-type: none"> 1. Ask your participants to complete the worksheet titled “A Land Seekers’ Letter to Supporters” or A Landowners Letter to Supporters” <p>If used in previous trainings, have participants reference the following worksheets:</p> <ul style="list-style-type: none"> • Vision, Values and Goals • SMART Goals • Needs Assessment 	<p>Module 4 Storyboard</p> <p>A Land Seekers’/ or Landowners’ Letter to Supporters</p> <p>Vision and Values Worksheet</p> <p>SMART Goals Worksheet</p> <p>Needs Assessment Worksheet</p>
5.	<p>PRACTICE ACTIVITY</p> <p>Participate in an activity to read your letter out loud to partners.</p>	<p>TIME: 15 -20 minutes</p> <ol style="list-style-type: none"> 1. Option 1 – In Person: Guide your participants to line up in two lines facing each other. <p>Option 2 – Virtual: Set up breakout groups into pairs.</p>	<p>Module 4 Storyboard</p> <p>A Land Seekers’/ or Landowners’ Letter to Supporters</p>

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		<ol style="list-style-type: none"> In pairs, participants take turns reading their letters to the person across from them/ in their breakout. After both partners have read, shift the line/ create new breakout groups to change partners. Repeat reading letters. Depending on your audience, number of people and time available, you can repeat multiple times or just twice. 	
6.	<p>COMPREHENSION ACTIVITY</p> <p>View a presentation on Effective Communication Skills to Tell Your Story</p>	<p>TIME: 10 minutes</p> <ol style="list-style-type: none"> Present Part 2: Practice Effective Communication of the Module 4 Storyboard. 	Module 4 Storyboard
7.	<p>PRACTICE ACTIVITY</p> <p>Participate in a discussion on effective communication for different audiences.</p>	<p>TIME: 10 minutes</p> <ol style="list-style-type: none"> Lead a discussion on different forms of effective communication based on different audiences. <p>See notes in the storyboard for guidance.</p>	Module 4 Storyboard
8.	<p>COMPREHENSION ACTIVITY</p> <p>View a presentation on identifying who you will be telling your story to and why.</p>	<p>TIME: 10 minutes</p> <ol style="list-style-type: none"> Share the Prepare to Tell Your Story Worksheet for participants to follow along. Present Part 3: Identify Your Audience of the Module 4 Storyboard. 	<p>Module 4 Storyboard</p> <p>Prepare to Tell Your Story Worksheet</p>
9.	<p>PRACTICE ACTIVITY</p> <p>Complete pages 1 and 2 of the Prepare to Tell Your Story Worksheet.</p>	<p>TIME: 10 minutes</p> <ol style="list-style-type: none"> Guide participants to fill out pages 1 and 2 of the Prepare to Tell Your Story Worksheet. If there is time, guide a discussion on the audiences they identify, and what they know about them. 	Prepare to Tell Your Story Worksheet

#	Learning Activity	Teaching Notes	Materials/Supplies
10.	COMPREHENSION ACTIVITY View a presentation on adapting your story to different audiences to tell a compelling story.	TIME: 10 minutes 1. Present Part 4: Adapt Your Story	Module 4 Storyboard
11.	APPLICATION ACTIVITY Complete the Adapt Your Story Worksheet. Practice reading it with a partner. Use the Communication Skills Checklist to reflect on your communication.	TIME: 45 minutes 1. Guide participants to complete the Adapt Your Story Worksheet. 2. Breakout into pairs. 3. Guide participants to describe their audience, setting or channel to their partner using page 1 of the worksheet. 4. Then read their outline to their partner. 5. Switch speakers and repeat.	Module 4 Storyboard Prepare to Tell Your Story Worksheet Adapt Your Story Worksheet Communication Skills Checklist
12.	WRAP UP Think about your timeline and prioritize your next steps.	TIME: 5 minutes 1. Use the wrap up section of the Module 4 Storyboard to discuss any parting thoughts. 2. Point to page 3 of the Prepare to Tell Your Story Worksheet for participants to think about their timeline and next steps.	Module 4 Storyboard Prepare to Tell Your Story Worksheet