Women for the Land:
Best Practices for Preparing Resource Professionals

Schedule a call or meeting with your technical discussion leaders. Don't make assumptions that they know how or will be the best presenters. Walk them through your facilitator's agenda and expected learning outcomes.

Explain that this is a Conservation Learning Circle and how the objectives and audience are different. Be clear about your non-negotiables.

Ask presenters to be very interactive - highlight how this is really different from what they usually do. For example, they should expect lots of Q&A and encourage it during the presentation, rather than lecture followed by questions.

Prepare them to introduce themselves personally – no "name, rank, serial number".

Ask them to talk about the aspects of their topic they most enjoy. Enthusiasm is contagious.

Remind them that the participants don't need to know everything in one day. Stick with a couple of key points that they, as discussion leader, loves and understands.

The objective is to get them interested – not to make them experts! What are the two things participants need to know that will inspire them to learn more? They might want to lead off with an ask for questions on the topic and come prepared with a few key points they want to address.

Remind your resource professionals of the power of storytelling – relay a personal experience or the experience of a someone (a woman) who used this approach/tools.

Encourage the use of an outline to keep on message and not get too "in the weeds". If you and they are comfortable – offer to review the outline or walk through it together. You are the expert on this audience, they are the expert on the topic.

Ask the presenters to use plain language – not jargon. This isn't about "dumbing down".

Discuss potential "leave behind" materials with your resource professionals. Examples include: a handout with a few key messages specific to that day's presentation; a publication they've developed or that they frequently share with clients; a reading list for more in depth information.