

Beef + Lamb New Zealand Facilitators Webinar Summary

November 2021

The following is the content formed from the brainstorming sessions during the breakout rooms from both the lunchtime and evening sessions for you to refer to.

Facilitating Engagement & Maintaining It

What you came up with

- Having a good relevant agenda - having a good run sheet, allowing for flexibility, provides structure
- Providing an opportunity to connect through the use of an icebreaker
- Having group ownership of what the group wants to cover off
- Inclusiveness, maintaining engagement from the whole group, not allowing domination
- Relevant to the situation so farmers can relate to it
- Use subject matter experts that are relatable and empathetic towards farmers
- Creating actions and acknowledging these at the following meeting - (think/pair/share) having a written action plan that is shared and creates accountability
- Limiting the volume of information that is being shared at one sitting
- Providing resources that the individuals can access and follow up in their own time
- Have the group articulate what good would look like if they are seeking change
- Mindful of different learning styles
- Use of open questions, draw out the knowledge in the room
- If the group is large enough, create sub groups to create greater engagement/discussion
- Getting the group to answer the questions, silence is your friend
- Adding in practical answers to help describe a solution
- Remember to facilitate not teach
- No questions is a bad question, not applying judgement
- Timing - shorter sessions are better sessions, minimising the amount of time you are wanting from people.
- Ask questions to draw out quieter people - ask open questions.
- Focussed topics
- Actions for after the sessions (Follow up), to keep momentum going, & creates accountability
- Reflect, recap since last session.
- Prior to asking questions, bring their thoughts to the meeting, bring something that is important to them to the meeting. What do they want to get out of the meeting?
- Checking in/get feedback from the group members - Farmer Led "Its their group"
- Break bigger groups into smaller groups/breakout - give everyone a chance to speak.
- Keeping momentum between meetings
- Set the next date to the next meeting
- A valuable SME, a good speaker
- Food!!

- Different venues - move around within the region.
- Good communication
- Clarity of purpose & monitor progress
- Clarity of goals
- Checking in when meeting in person. Inclusiveness. Make sure everyone is ok & feeling in a safe place. Everyone feels their contribution is welcome
- User farmer leader to check in with content and contribution
- Ten minutes at end to check in and do short term planning (blackmail!!)
- Formalise to rank & give feedback & get everyone contributing
- Facebook/WhatsApp messenger groups. Foster group dynamics May need backup system for those who don't like technology
- Regular emails
- Use external presenters
- Social interaction of members of the group
- Trigger for why the group has formed (environmental pressure?)
- Clear about what the group is there to do - i.e. use whiteboard and sticky notes → distilled down the vision
- Getting buy-in from group
- Setting the size and scope of group to match members aspirations
- Resourcing : for facilitators, advice & projects

Maintaining

- Retest and review the vision and action plan after a time period (i.e. year)
- Membership refresh?
- Celebrate success with the community with BBQs, social functions
- Avoid conflicts in approach (regulatory vs community)

Setting up any small group for success

What you came up with

- Having a confident facilitator/feeling comfortable talking to your group
- how to bring a group together that aren't previously connected
- Having a vision/achievable goals
- Low hanging fruit builds engagement/sense of achievement from group
- Technology challenge
- Aligned group - farm type & common goals & expectations (focus on what's most imp't for them)
- Invest time in identifying lead farmer - leadership imp't!
- Build understanding - their why
- Equal platform for communication - open discussion, build trust
- As facilitators, have a think about how you can give your groups opportunity to safely and comfortably give you feedback so that you can grow and better meet their needs - thanks to Shona Frengley for this tip :)
- Size of group
- Safe space with no ridicule or judging (trust), confidentiality
- Providing base information
- Rules of the group
- Plan for meetings, agendas given out pre meeting, actions timebound
- Designating people as leaders and administrators
- Giving confidence/autonomy/responsibility to operate by themselves
- Communication
- Diversity
- Stakeholders and mandate
- Bringing in experts as required (SME)
- A platform to continue conversations (facebook group etc)
- Facilitator practises techniques to engage and have contribution from all group members
- Group members selecting ground rules
- Clear expectations of group members and of facilitator
- Name tags to ensure inclusive environment
- Ownership by group members and accountability of all group members
- Safe environment for members
- Full participation and involvement of all members
- Identify purpose of group - goals and outcomes
- Programme and activities to achieve goals
- Social time/networking time