





Module 4 – Conflict Resolution in the Agro-food sector

Topic 2: Digital transformation and active listening

SESSION 3

“ Introduction

Digital transformation has impacted each and every sector and industry, including the agro-food and waste management.

In this session, we are going to explore ways to **transmit and promote the use** of such innovative tools to the concerned parties using **positive communication methods** such as **Active Listening** during the process.





Outline

A- Selecting the appropriate innovative solutions

B- The selection process in 5 steps (using active listening)

An aerial photograph of a small, white boat with a blue cabin, sailing on a vast expanse of dark blue, textured water. The boat is positioned on the left side of the frame, leaving a white wake behind it.

A- Selecting the appropriate innovation tools



A- Selecting the appropriate innovation tools

It's not because it's new that it should be better

The example of sensors in microclimate



A- Selecting the appropriate innovation tools

It's not because it's new that it should be better

All digital transformation tools implementers should listen first to the farmers' needs and expertise.

An aerial photograph of a sailboat on a dark blue, textured body of water. The boat is white with a blue stripe and is positioned on the left side of the slide.

B- The selection process in 5 steps (using active listening)



B- The selection process in 5 steps (using active listening)



Step 1:
Listen first
(active
listening)



Listen first:

- Avoid mentioning anything related to the innovation you are promoting.



B- The selection process in 5 steps (using active listening)



Step 1:
Listen first



Listen first:

- Ask open, non-intrusive questions, with a genuine need to learn



B- The selection process in 5 steps (using active listening)



Step 1:
Listen first



Listen first:

- Avoid interrupting your counterpart.



B- The selection process in 5 steps (using active listening)



Step 1:
Listen first



Listen first:

- Accompany his/her speech instead with approbative nods and small exclamations



B- The selection process in 5 steps (using active listening)



Step 1:
Listen first



Listen first:

- Avoid giving advices or your own opinion at this stage



B- The selection process in 5 steps (using active listening)



Step 1:
Listen first



Listen first:

- Avoid making judgments or show opposing views



B- The selection process in 5 steps (using active listening)



Step 1:
Listen first



Listen first:

- Accompany the speaker with rephrasing and paraphrasing.
- Avoid reframing.



B- The selection process in 5 steps (using active listening)



Step 2:
Take notes




Take notes

- Take specific notes on the relevant points and compare the info provided with your information.



B- The selection process in 5 steps (using active listening)



Step 2:
Create a
discussion
focus group




Create a
discussion focus
group:

- Select speakers from opposing views and create a focus group debate session.



B- The selection process in 5 steps (using active listening)



Step 4:
Suggest the
change




Suggest the
change:

- Make sure to explain clearly what the change is about.



B- The selection process in 5 steps (using active listening)



Step 4:
Suggest the
change




Suggest the
change:

- Make sure to suggest the specific change in an interrogative form.



B- The selection process in 5 steps (using active listening)



Step 4:
Suggest the
change




Suggest the
change:

- Collect data on the pros and cons and take the opinion of outside experts.



B- The selection process in 5 steps (using active listening)



Step 4:
Suggest the
change



Suggest the
change:

- Present your innovation in details and suggest a testing period.



B- The selection process in 5 steps (using active listening)



Step 5:
Detect your
early
adopters



Detect your early adopters:

Create a coalition of enthusiastic early adopters and offer them free training and testing solutions.



B- The selection process in 5 steps (using active listening)



Detect your early adopters:

Make sure the results of the tests by the early adopters are communicated widely.



B- The selection process in 5 steps (using active listening)



Step 5:
Detect your
early
adopters



Detect your early adopters:

Create a cluster of those early adopters and offer them incentives to promote the new technology.

Thank you



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