





Module 4 – Conflict Resolution in the Agro-food sector

Topic 2: Digital transformation and active listening

SESSION 4

“ 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 persuade** the main concerned parties to adopt **the new tools** in the digital transformation age.





Outline

- A- Understanding the main concerned parties' mentalities
- B- Persuasion using active listening (in 5 steps)

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

A- Understanding the main concerned parties' mentalities



A- Understanding the main concerned parties' mentalities

Urban vs Rural

Farmers and agri-food entrepreneurs generally live in rural areas with little need to use hi-tech means in their daily lives.



A- Understanding the main concerned parties' mentalities

Resistance to change

Farmers and agri-food entrepreneurs have in their majority inherited the skills from their parents and grand-parents and are resistant to change.



A- Understanding the main concerned parties' mentalities

Keep it natural


Farmers and agri-food entrepreneurs are more connected to nature than to technology and might think technology is an intruder.



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 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 small wake behind it.

B- Persuasion using active listening (in 5 steps)



B- Persuasion using active listening (in 5 steps)



Step 1:
Put
yourself in
their shoes



Put yourself in
their shoes:

See what they
see.

Start from their
frame of mind.

.



B- Persuasion using active listening (in 5 steps)



Step 2:
Let them
experiment



:Let them
experiment

Instead of spoon
feeding them
information

.



B- Persuasion using active listening (in 5 steps)



Step 2:
Let them
experiment



:Let them
experiment

Make them feel
they are in
control.

.



B- Persuasion using active listening (in 5 steps)



Step 3:
Keep your
active
listening
“Active”



Keep your active
listening active:

Let them tell you
what they think
of this new tool.

.



B- Persuasion using active listening (in 5 steps)

Step 3:
Keep your
active
listening
“Active”



Keep your active
listening active:

Avoid making any
judgment or
giving any advice
unless it is a
technical one..

.



B- Persuasion using active listening (in 5 steps)



Step 3:
Keep your
active
listening
“Active”



Keep your active
listening active:

Once the
technical
problem is
solved, avoid
making any
additional
comment to
praise the tool
you are
convinced of.



B- Persuasion using active listening (in 5 steps)

Step 4:
Address
their
concerns”



Address their
concerns:

Instead of
defending the
tool you are
enthusiastic
about

.



B- Persuasion using active listening (in 5 steps)



Step 5:
Redirect
with
questions



Redirect with
questions

And avoid
debates.

.



B- Persuasion using active listening (in 5 steps)



Step 5:
Redirect
with
questions



Redirect with
questions

Until you read a
common ground

.



B- Persuasion using active listening (in 5 steps)

Remember!

It's about what is important for them.
It's not about what is important for you!



B- Persuasion using active listening (in 5 steps)

Remember!

Their success criteria is different than yours.

Accept it!



B- Persuasion using active listening (in 5 steps)

Remember!

Persuasion is not about being a good talker, but about being a persuasive listener.

Thank you



Contact us

www.enicbcmmed.eu/projects/mysea

The Lebanese Development Network (LDN)

Jal El Dib, Garden Building

Beirut - Lebanon

P.O.Box: 60-374 Jal El Dib, Lebanon

Tel: +961 4 716 433

Website: www.ldn-lb.org

Email: info@ldn-lb.org

Centro Informazione Educazione allo Sviluppo (CIES) Onlus

Via Merulana 198 - 00185

Rome - Italy

Tel. +39 06 77264636 / +39 06 77264638

Website: <https://www.cies.it/progetti/mysea/>

Emails: mysea.communication@cies.it

mysea.coordination@cies.it