

## Workshops Quick Guide

1. **Context in which used:** Targeted individuals collectively possess knowledge, experiences and understanding (partial or robust) about certain performance improvements or behaviors. Drawing on collective wisdom generates deeper insight and shared understanding among participants and opens new opportunities for improvement or action (individually or collectively).
  
2. **Behavior change**
  - a. Skills building ◆
  - b. Conviction ◆◆◆
  - c. Role modeling ◆◆◆
  - d. Reinforcing mechanisms ◆◆
  
3. **Objectives:**
  - a. Targeted individuals identify, adopt and adapt new practices to improve performance
  - b. Groups of individuals identify and pursue opportunities for collective action to the benefit of individuals and/or the group
  
4. **Preparation**
  - a. Develop objectives in line with realistic outcomes and in consideration of the sum total of collective wisdom of participants (interview cross section of participants to identify collective knowledge, possible role models and/or particularly well informed and articulate individuals)
  - b. Develop session plan that draws out and synthesizes collective knowledge and experiences
  - c. Prepare handouts of key findings, concepts, or framework of ideas for participants to validate and contribute additional nuances and experiences
  - d. Evaluation form to capture ways of improving workshop and follow-on actions by group or individuals
  - e. Venue: controlled environment, participants are able to see one another and converse comfortably
  - f. Maximum: 20 – 100 (larger groups require higher degree of organization with small group work and reporting back mechanisms), minimum: 7 – 10
  - g. Prepare and deliver invitations (written, verbal, in person, or all three) pitching value to invitees (\*see Ownership & Sustainability issues) and system of reminders (e.g., SMS, visits and phone calls to key participants, etc.) to increase turnout percentage.
  
5. **Delivery**
  - a. Clarify objectives and program and have participants validate and suggest modifications
  - b. Facilitator's role:
    - Manage time and program but be flexible to modify program mid-stream
    - Asks questions to draw out knowledge and records this in a manner for all to see
    - Summarizes key ideas or conclusions (“I’m hearing...” “Is this right?”)
    - Listens for and brings to attention (where necessary) opportunities for action based on perceptions of participants’ individual and shared interests
    - Identify champions who may play a leadership role as role models or for collective action
  - c. Conclude with collective understanding of what took place, opportunities identified and next steps
  - d. Evaluation of workshop and individual interests in next steps
  
6. **Follow-up**
  - a. Conduct After Action Review (with hosting stakeholder if applicable)
  - b. Wait for expressions of interest from individuals (\*\*see Ownership & Sustainability issues) if applicable
  - c. Assist key stakeholder with follow-up with group members if applicable

**7. Ownership & Sustainability issues**

- a. \*To enhance ownership, a key stakeholder acts as workshop host and manages venue, logistics and/or invitations and reminders
- b. \*\*Facilitator may instruct targeted individuals that if they are interested and committed to making similar performance improvements that they should contact the facilitator.
- c. Targeted individuals should demonstrate their interest and willingness to participate in the workshop by covering substantial (if not all) costs of their attendance (possible exceptions: participation of key informants, individuals who are good prospects for benefiting from and being a role model, etc.)

**8. Possibly combined with...**

- a. Cost-sharing: share costs with targeted individuals for logistics, especially if distances are far
- b. Exchange visits: to better draw out collective wisdom around concrete examples
- c. Training: to fill specific gaps in knowledge and understanding
- d. Round-Table/Forum: to focus participants attention around the topic at hand and present key findings of initial interviews or from other relevant sources of information (studies, reports, etc.)



*Feed the Future Agricultural Inputs Activity*