

Module 1: Nov. 3, 2016

Media Training

When an incident or event occurs — good or bad — people want to hear from the dairy producer in charge. That's where your media relation skills come into play.

Handling media with confidence and skill:

- ▶ Help enhance the public's knowledge and understanding of the dairy industry.
- ▶ Build credibility for your business.
- ▶ Reach your target audience with proven and tested key messages.
- ▶ Provide credibility for third-party endorsements.



This hands-on session will increase your understanding of the media, help you develop effective messages and improve your confidence when interacting with print, broadcast or digital media.

Following your completion of this session and following invaluable on-camera practice time, you'll be trained to lead as a valuable resource to reporters. They will look to you as a source of authentic information, which will positioning you and your family business as community leaders.

"Listen first. Speak last."

— Peter Drucker,
"Shakespeare of business authors"

Yes, I want to attend the full 2016-17 Dairy's Visible Voice® series, or one or more of the following individual sessions.

- _____ Media Training
- _____ Social Media Strategy
- _____ Crisis Management
- _____ Effective Leadership
- _____ Proactive Communication

To learn more and register for the full series or individual modules, use this QR code, visit us at www.pdpw.org, or call 800-947-7379.



PDPW will customize any of the training modules listed above to fit your client and producer needs. If interested, please contact us for details of how we can provide training for 12-15 producers or other industry leaders.



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Dairy's Visible Voice®

Leadership development through
effective communications



Five active participation learning sessions designed to enhance leadership skills in the dairy industry through improved communication

"People do not care how much you know until they know how much you care."

— John Maxwell, internationally recognized leadership expert, speaker and author

A positive image for the industry—let's earn it!

"Social license to operate" describes the ability to freely conduct business with consent and approval from the local community and its people. It's intangible and one of the most important approvals needed to conduct business.

Social license involves understanding your community's expectations and striving to meet them. It also involves helping the community understand and value what your dairy operation does. Your community's appreciation is not a right — it's earned through responsible practices, leadership ability and communication skills.

This series of active participation sessions is short on lectures and packed with hands-on learning. The series outlines the key elements in an effective outreach and response communication plan for your dairy operation, then provides coaching as you participate in executing the plan's elements.

Module 2: Dec. 1, 2016

Social Media Strategy

Social media platforms allow the dairy industry to reach out and communicate with the 3.4 billion, or almost half of the world's population, who have Internet access — many of whom are not connected to agriculture.

The good news is that you don't have to be an expert with social media to take advantage of social media platforms. You simply need a passion for the dairy industry, a desire to share your story and the skills you obtain through this Social Media Strategy session.

This module will explore:

- ▶ Value of having online presence
- ▶ Engagement with digital consumer
- ▶ Pros and cons of social media
- ▶ Time-saving digital management
- ▶ Answering tough questions
- ▶ Creating strategic digital content

Leave this session with the digital skills needed to position your dairy business for success and amplify the value you bring to your local community and beyond.

Now is the time for the dairy industry to reach into the world of social media and effectively communicate with a non-agriculture audience.

Module 3: Jan. 26, 2017

Crisis Management

This module will give you the skills and confidence to manage the media during a crisis, rather than the media managing you.

This module starts by looking at the types of crisis communication situations, then shares a unique numerical risk ranking, so you can rank and prioritize the crisis situations for your farm.

You'll also develop a physical response plan and identify basic response materials, fact sheets, your material locations, emergency response numbers, etc., that will allow you, family members and dairy employees to react efficiently in a crisis.

By the session's end, you will know best practices and common activities and events that will help you build relationships in the community. Use the solutions and resources provided in this training session to avoid meeting the emergency personnel or the media, for the first time, during a crisis.

Module 4: Feb. 16, 2017

Effective Leadership

Active listening is a foundational skill for all forms of effective leadership communications. Stephen Covey, author of *The 7 Habits of Highly Effective People*, points out that we spend years learning how to read, write and speak, yet most of us never have any training in listening first, responding second. As a result, we listen with the intent to reply, not to understand.

Role-playing, along with other hands-on activities and presentations will give you the skills to change how you listen so you can respond more effectively.

During this module, you'll learn:

- ▶ Effective communication principles
- ▶ Asking vs. telling
- ▶ The power of a conversation opener that includes a purpose, invitation and benefit statement
- ▶ How to uncover real motivations
- ▶ How to effectively handle questions
- ▶ The value of practice

Effective leadership will help you engage and understand others — an effective leadership skill and valuable to each and every conversation you have.

Module 5: Apr. 6, 2017

Proactive Communication

Building a proactive communication plan for your farm will help build the public's confidence in what you do every day.

This module starts with your business objectives, moves to actions necessary to accomplish your goals, then adds communications and engagement activities targeting public support.

A measurable, on-going community relations program will also be incorporated into the plan so your dairy farm can move its agenda forward while being recognized for its community contributions.

You'll leave this session armed with a proactive communication plan for your dairy. The audiences, messages, activities, timing and expenses necessary to execute a plan and the metrics to evaluate your activities will all be in your notebook.

“Everyone has a plan until they get hit.”

— Mike Tyson, Boxer

