Designing Decision Support Tools to Engage Farmers and Ranchers

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Our goal for today.

Share some insights and spark a discussion
What do you do?
Knowledge is our name. Literally.
We build others’ capacity to do good in the world.

Our purpose.
Vivayic’s Learning Solution Model™

Our approach.

- **Business Need & Learning Strategy**
- **Learner-Centered Design Research**
- **Solution Architecture & ROI Model**
- **Identity & Blueprint**
- **Build Program Components to Support Learning**
- **Prototype** (Storyboard > Alpha > Beta > Gold)
- **Pilot & Improve**
- **Implementation & Evaluation Support**

**Info** 20%  **Application** 80%
What we deliver.

- **Learning Strategy Analysis**: Organization or division-wide analysis, planning and recommendations to maximize investment of L&D resources.
- **Learning Program Design**: Planning and design of new curricula with large-scale impact (e.g., new product launch, certification, onboarding, outreach, etc.).
- **Learning Content Development**: Design, develop, and build the instructor-led, online, and on-the-job components required to deliver the learning program.
Now...on to the insights
What’s your approach?

INCENTIVIZE

EDUCATE

X
Many factors, internal & external, influence farmer decisions.
How's this better than what I do now?

How well does it fit with my operation?

How complex (or simple) will this be?

Can I try it out? What’s the first step?

Can I see it in action?

How well do you currently address these factors?

Adapted from Rogers (2005)

Relative Advantage

Complexity

Compatibility

Trialability

Observability
What are the 8 C-AGG principles?

Pop quiz!
Extra Time & Costs to Reach Desired Performance Level

Unrealized Potential From Training Investment

BEHAVIOR CHANGE

Initial Knowledge & Skill Acquisition

Implementation of New Practice

Habit & Mindset Formation

TRANSFER

TRAINING

Performance

Scaffolding to Build Competence & Confidence

Realize the Full Potential of Training Investment

Supporting Learners at the Five Moments of Learning Need

Learn New

Dig Deeper

Apply

Adapt

Renew & Innovate

Want results? Support long-term behavior change.

Adapted from Gottfredson & Mosher (2012)
Opportunities to Support Farmers & Ranchers
Think back.

What was the last new thing you learned to improve your craft.
Targeted, self-directed, multi-modal, starts socially or by search.
Which channels are you using to support farmers & ranchers?

Farmer & Rancher Preferred Channels

- Workshops, Trainings & Meetings
- Field & Demo Days
- Technical Publications (Extension or Manufacturer)
- Online Videos & Podcasts
- Apps for Phones & Tablets
- Ag Related Periodicals (Digital & Print)

Pulling it all together
The decision to adopt new technologies and practices are complex and multi-faceted

- **Key considerations:** Relative Advantage, Complexity, Compatibility, Trialability, Observability

Need learning support throughout adoption, implementation, and maintenance

- **Key learning needs to support:** Learning new > Digging deeper > Applying > Adapting > Innovating

Adult learning is targeted, self-directed, multi-modal, and starts socially or by search

- **Key channels learners use:** Ag periodicals, workshops, field days, publications, video, apps

Let’s review!
Let’s hear from you.
Let’s keep in touch.

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