

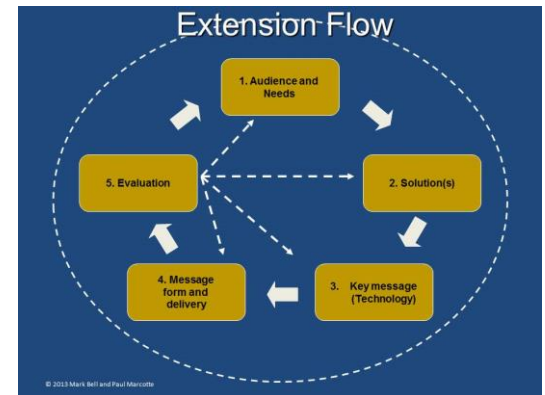


Skills Required for Successful Extension

Tips & Facts Sheet

The practice of extension – which can be defined as: *getting knowledge to farmers, so that they will make a positive change* - and can be presented as a 5-part “ASK ME” framework.

1. **Audience and Needs** - Who are the audience and what do they need? Consider men's and women's different needs.
2. **Solutions** – What are the viable, appropriate solutions?
3. **Key message** – Which part of the solution message do farmers need to hear (to understand and be able to change)?
4. **Message form and delivery** – What is the best way to package and deliver the message to help farmers make a positive change?
5. **Evaluation** – How can you collect information to improve both the extension process and the message while also identifying emerging needs and opportunities?



The elements required for a successful extension system are:

1. **Technical** – Extension workers need sufficient technical knowledge to be able to identify problems, suggest potential solutions and/or know who to contact for more technical expertise.
2. **Delivery** - Extension workers need to understand how to package, deliver and communicate with farmers and providers of technical content. Gender sensitivity training is needed to ensure communication and delivery are gender appropriate to reach men and women in ways that do not conflict with household and agricultural responsibilities. Men's and women's literacy levels should also be considered when selecting a delivery mechanism.
3. **Institutional** - Extension workers need adequate institutional support and structures to be sufficiently motivated and able to effectively work with farmers.



Good Extension requires a wide range of skills and expertise from running farmers meetings to field diagnostics and providing sound recommendations (Photos Bangladesh, Andrea Bohn 2015).



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Tips & Facts Sheet

The table below outlines a number of key skills required for successful extension.

Steps in extension - and understanding and skills required for each

1. Audience - Identifying Needs

Collect and assess secondary data	Recommendation domain development	Work with men and women farmers. Focal groups. Planning.
Prioritize problems	Identify true cause	Audience analysis (men and women)
Participatory assessment	Field technical evaluation	Technical knowledge

2. Solutions

Assure credibility of source	Assess relevance and credibility	Technical knowledge to know what makes sense for men and women
Role of men and women farmers in early assessment	Field testing	Prioritize solutions/options

3. Key Message

Understand your audience (men and women)	Technical knowledge	Prioritize content
Break down the message	Communication skills	Ensure message is gender appropriate

4. Message Packaging and Delivery

Field demonstration implementation	Poster development	Fact sheet development
Design and implement events in gender appropriate spaces	Presentation skills	Cell phones as a tool?
Radio and TV as tools	Work with men and women farmers	Farm walks & test strips
Web/repository development	Communication skills	Video development
Persuasive writing	Adults as learners	Understand dissemination options

5. Evaluation

Collect feedback on technical, process and forms of material	Iterative learning	Event evaluation
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General Extension Skills

Plan and prioritize	Meeting management	Budget management
Time management	Facilitation	SWOC
Understand the extension process	Prioritize skills	Conflict resolution
Proposal and report writing	Presentation skills	Communication skills
Team management	Assign work	Resource allocation
Use of ICT	Audience analysis	Market awareness
Choose partners	Build consensus	Gender sensitivity