

Planning and delivering training to achieve safe use behavior change



8 Measuring impact and reporting

- Was the training effective?
- Did we have an impact in changing target behaviors?

7 Delivering with impact

- Use good communications skills e.g. your voice and body language
- Be aware you are a role model
- What tools can support your delivery? e.g. videos, posters, stickers

6 Choose the appropriate training methods

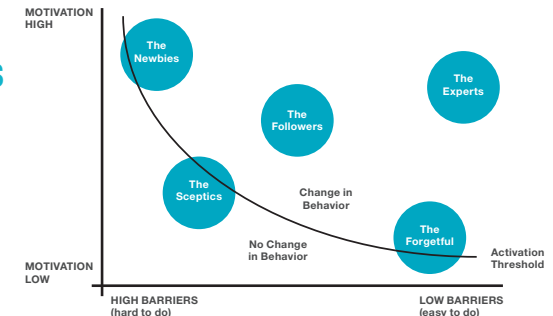
- Q&A
- Instructional Visits
- Buzz Groups
- Guided Discovery
- Hum Groups
- Lectures
- Demonstrations

1 Identify Syngenta's training objectives

- Why are we doing it?
- Consult with the business
- Local objectives linked to global objectives

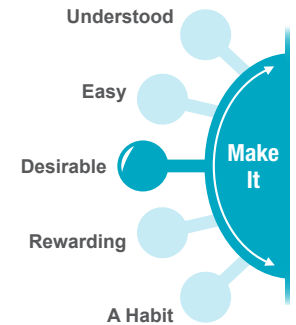
2 Identify growers and end users needs

- Change mindsets: current mindset → future mindset
- Understand your audience: barriers, triggers, motivators
- 5 types of grower: Newbies, Sceptics, Followers, Forgetful and Experts



3 Identify the behavior change you want to see

- Implement the 5 levers of change
- Tailor your training messages to align with grower motivations

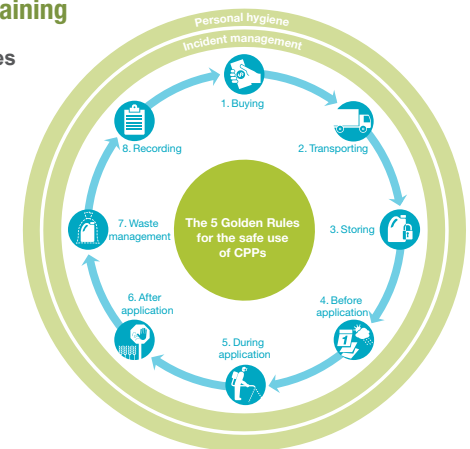


4 Select the type of training

Consider if its knowledge retention, skills - based training or attitudes-based training

Dedicated training

60+ minutes
5 Golden Rules
+1 or more stages of the CPP Lifecycle



5 Select a training format – Awareness Raising training v. Dedicated training

Consider how long the training needs to be to change the desired behavior and meet your training objective

Awareness Raising training
15 - <60 minutes
5 Golden Rules

