

DELIVERING A MESSAGE TO THE PRODUCER: PRESENT THE FACTS, YOU ARE THE AUTHORITY! Fred Whitford, Coordinator. Purdue Pesticide Programs, Purdue University, West Lafayette, IN 47907.

What is the purpose of communicating with a grower? Is it to impress them with slides, your degree, facts and figures? You can probably recall the last time you saw someone stand behind a podium, using one unreadable chart after another. What you remembered was click, click, click, or something to the effect, you can't read these but let me tell you what it means. A one hour lecture with no time for questions—boring and unproductive—and a waste of the grower's time.

Think about the type of speaker you really enjoy listening too! They talk with the audience seemingly one-on-one using language and terms the audience understands. They share their own experiences allowing the audience to relate to the speaker and feel their presence was important. They take questions as they go and engage the audience to actively listen to their main message that was built from just a couple clear points. These are the type of speakers which effectively use their communication skills to not just deliver their main points, but educate their audience. As communicators, our success in educating the grower hinges largely on our ability to make the information understandable and important. Educators communicate in ways that make the facts and figures pertinent to the grower. In return, there is a greater probability your main message will be remembered, implemented, and positively impact the grower.