

## Opening Enrichment: Cultivating Change Summit

<b>Session Time:</b>	60 minutes
<b>Activity Purpose:</b>	The purpose of this opening enrichment activity is to enroll participants into the overall Summit and lay the foundation for the open, honest, and needed conversations that will take place during the event.
<b>Activity Objectives</b>	<ul style="list-style-type: none"> <li>● Reflect on why we are here - WIIFM // WIIFT?</li> <li>● Demonstrate the power of connection</li> <li>● Introduce triads</li> <li>● Discuss the power of story</li> </ul>
<b>Materials Needed:</b>	<ul style="list-style-type: none"> <li>● ~ 2 skeins of yarn per person</li> <li>● ~ 25 Poles</li> <li>● Signs - printed on sheets of paper, taped to poles:             <ul style="list-style-type: none"> <li>○ <b>List of Other Groups:</b> Teachers, FFA Alumni, 4H Alumni, Commodity, Ag Education Professionals, Agriculture and Merchants Business Services, Ag Tech, LGBT Allies and Family Members, College of Agriculture Students, Diversity and Inclusion Professionals, Employee Resources Group (ERG) Leaders, Executives and Organizational Leaders, Government and Public Service Official, Human Resources Professionals, Production Agriculturists, Urban, Agriculturists, Identify as a person of color, Conservative, Moderate, Liberal, A-political, ect.</li> </ul> </li> </ul>
<b>Room Set-Up:</b>	See visual diagrams on last page.

Opening/Connection			
3 min.	Mixer - Connections	<p>Give a very brief welcome.</p> <p>Set context &amp; give directions for activity:</p> <ul style="list-style-type: none"> <li>● We are all here for different reasons, and we all have different connections inside and outside this room.</li> <li>● When the music starts:               <ul style="list-style-type: none"> <li>○ Find &amp; take a selfie with the following people:                   <ul style="list-style-type: none"> <li>■ Someone you “know” - you’ve seen on social media/through other connections - but have never met in person</li> <li>■ Someone in the same profession as you</li> <li>■ Someone you knew before coming here</li> <li>■ Someone from the same state as you</li> <li>■ Someone completely new</li> </ul> </li> <li>○ You’ll have 4 minutes to capture as many as you can</li> <li>○ When the music stops: return to your seat</li> </ul> </li> </ul>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">SLIDE</div>
Reflect on Why We’re Here: WIIFM // WIIFT?			
3 min.	Personal Reflection	<p><b>Kris</b> - CC Story - why he’s here &amp; contextual bridge to why we are all here.</p> <ul style="list-style-type: none"> <li>● Let’s spend a few minutes reflecting on why we are here. Record a video of yourself on your phone sharing your thoughts to the following questions:               <ul style="list-style-type: none"> <li>○ What brought you here?</li> </ul> </li> </ul>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">SLIDE</div>

		<ul style="list-style-type: none"> <li>○ What do you have to gain from the next three days?</li> <li>○ What could the next three days mean for our community and industry?</li> </ul>	
2 min.	Group Share	<ul style="list-style-type: none"> <li>● Share some of your thoughts with the person sitting next to you.</li> </ul>	
3 min.	Room Share	<ul style="list-style-type: none"> <li>● Let's share some of our thoughts with each other.</li> <li>● We'll take three answers to each question.</li> </ul>	
<b>Demonstrate the Power of Connection</b>			
12 min.	Connection Activity	<p><i>Add Contextual Bridge - Introduction</i></p> <ul style="list-style-type: none"> <li>● In the middle of the room you'll notice a long pole with balls of yarn attached to it. The pole represents Cultivating Change and the yarn represents all of us that are here. There is one ball of yarn for each person in the room.</li> <li>● All around the room are poles labeled with other groups that you may or may not be a part of. For example, we have: producers, FFA alumni, government employee, teacher.</li> <li>● When the music starts, move to the middle of the room and grab a ball of yarn.</li> <li>● Carrying your yarn with you, move around the room and find all of the poles that represent other groups that you belong to or are associated with.</li> <li>● When you find one of those groups, wrap your yarn around the pole once and then move on to the next.</li> <li>● Our yarn will stay tight between poles, with no slack.</li> <li>● We will have 10 minutes to make our way around the room and check out all of the poles. We'll know the 10 minutes is up when the music stops.</li> </ul>	

		<ul style="list-style-type: none"> <li>● A quick recap:             <ul style="list-style-type: none"> <li>○ Music starts</li> <li>○ Grab a ball of yarn</li> <li>○ Move to each pole</li> <li>○ If a pole represents you, wrap your yarn around it</li> <li>○ Keep your yarn tight</li> <li>○ Pause when the music stops</li> </ul> </li> </ul>	
5 min	Debrief Activity	<p>Circle up around the activity site:</p> <ul style="list-style-type: none"> <li>● What was that experience like for you?</li> <li>● What do we notice about our networks?</li> <li>● What can we conclude about connectedness?</li> <li>● How can our connectedness serve us?</li> </ul>	
5 min	Introduce the Concept of Tribes [Facilitated Discussion]	<p>Who's read any books by Seth Godin?</p> <p>Seth Godin is an entrepreneur and blogger who thinks about the marketing of ideas in the digital age. He's written lots of books and one of his most popular is a book called "Tribes."</p> <p>It's about connection, rallying people around an idea, and how to mobilize the people and connections already at your fingertips. It's a powerful concept for us in this room as we look at how we can leverage our connectedness to make a difference in our industry. Let's zero in on the concept of tribes for a moment:</p> <p>According to Seth Godin, "<i>A tribe is a group of people connected to one another, connected to a leader and connected to an idea.</i>"</p>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">SLIDE</div>

		<p>He says:</p> <p><i>"And it turns out that it's tribes, not money, not factories, that can change our world, that can change politics, that can align large numbers of people. Not because you force them to do something against their will. But because they want to connect."</i></p> <p>And when they connect:</p> <p><i>"A motivated, connected tribe in the midst of a movement is far more powerful than a large group could ever be."</i></p> <p><i>While I love the concept and rationale of Godin's idea of a tribe, I wanted to push us to choose a term that isn't culturally appropriated. The term tribe historically has been used by and to identify our Indigenous and Native communities. There is so much weight and history to the term tribe that we should be cautious not to misappropriate it here. In the wild, cats live in a solitary existence. Cougars, Jaguars, Tigers, Panthers, they all survive on their own. Yet, the king of the species, the Lion, does not thrive alone. Rather they thrive because of their collective community. So, and possibly with more accuracy, we will use the term PRIDE. And given its pride month, it seems even more appropriate.</i></p> <p>This room is full of motivated and connected people. The power of leveraging our tribe to spread our message and create change lies in the fact that our PRIDE exists in many other PRIDES, which means we have access and an audience.</p> <p>Looking around the room, we can see just some of the PRIDES that we are a part of and how connected we are.</p>	<p>SLIDE</p> <p>SLIDE</p>
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		<ul style="list-style-type: none"> <li>• If this PRIDE - Cultivating Change - brings our message to all of these other PRIDES we see around the room that we are a part of - and they start to grab on to it - what could happen?</li> <li>• How could we leverage this concept to make progress in Cultivating Change?</li> </ul>	
<b>Introduce Triads</b>			
3 min.	Find Triads	<p>We've been discussing the power of connection, and now we're going to zero in even further and make some personal connections.</p> <ul style="list-style-type: none"> <li>• Personal connection enhances our experiences and ability to process them. During the Summit we will have moments to gather with others to share and process in Triads.</li> <li>• Triad: <ul style="list-style-type: none"> <li>○ Group of 3 people</li> <li>○ Will stay consistent for the entire Summit</li> <li>○ You decide the make-up</li> <li>○ Some of you might thrive meeting and getting to know new people in these groups, others will desire to spend this time with people you already know and trust. You have the freedom to choose what is right for you.</li> <li>○ When the music starts, organize yourselves into triads - groups of three. When your triad is formed, have a seat together so others can see who is not yet in a group.</li> </ul> </li> </ul>	<div style="border: 1px solid black; padding: 5px; text-align: center;">SLIDE</div>
3 min.	Meet & Greet	<ul style="list-style-type: none"> <li>• Introduce yourselves and answer these questions: <ul style="list-style-type: none"> <li>○ Where do you live?</li> <li>○ What do you do?</li> </ul> </li> </ul>	<div style="border: 1px solid black; padding: 5px; text-align: center;">SLIDE</div>

		<ul style="list-style-type: none"> <li>○ How do you spend a typical Saturday?</li> <li>○ What is your favorite show (or other form of entertainment?)</li> </ul>	
<b>Discuss the Power of Story</b>			
2 Min.		<p>We've been talking about the power of connection and how we can use it to create a movement. The way we leverage our connections to create that movement is by telling our story.</p> <p>Story is powerful because it goes beyond relaying facts and data. Stories emotionalize information. They allow people to connect with a message in a deeper, more meaningful way.</p> <p>How do you tell a powerful story?</p> <ul style="list-style-type: none"> <li>● Find the emotional core of your message.             <ul style="list-style-type: none"> <li>○ Emotion combined with information becomes memorable and actionable.</li> </ul> </li> <li>● Be authentic</li> <li>● View your story as a dialogue, not a monologue.             <ul style="list-style-type: none"> <li>○ Helps you to give your audience ownership of the story you're telling.</li> <li>○ They become emotionally invested</li> <li>○ Then they become advocates of your message</li> </ul> </li> </ul>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">SLIDE</div>
4 min	Group Discussion	<p>In your triads, discuss: what is the “story” of cultivating change?</p> <ul style="list-style-type: none"> <li>● What is our message?</li> <li>● How can we tap into the emotional core of our message?</li> <li>● What does it look like to create a dialogue with our listeners?</li> </ul>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">SLIDE</div>

		It is hard to hate that which is close to you.	
1 min	Introduce storytelling challenges	<p>Introduce storytelling challenges for the Summit:</p> <ul style="list-style-type: none"> <li>• A series of challenges that will help us get our message to our other tribes this week</li> </ul>	
<b>End with Impact</b>			
2 min		<p>Your first storytelling challenge is now:</p> <ul style="list-style-type: none"> <li>○ Post one of the selfies you took at the beginning of the session on your social media. Tell your audience a short story about where you are and who is in the photo with you. Encourage them to follow your updates this week.</li> <li>○ Remember to use the hashtag #CCSummit2018</li> </ul>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">SLIDE</div>
1 min		Thank and transition	





