

PURDUE[™]
AGRICULTURE

ISSUES-360[®]
Issues Engagement Initiatives



Issues in Agriculture

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Understanding critical & controversial topics in agriculture, science, food & the environment



Create positive & productive discussion opportunities

Sound decision-making

Constructive dialogue

Personal & social responsibility

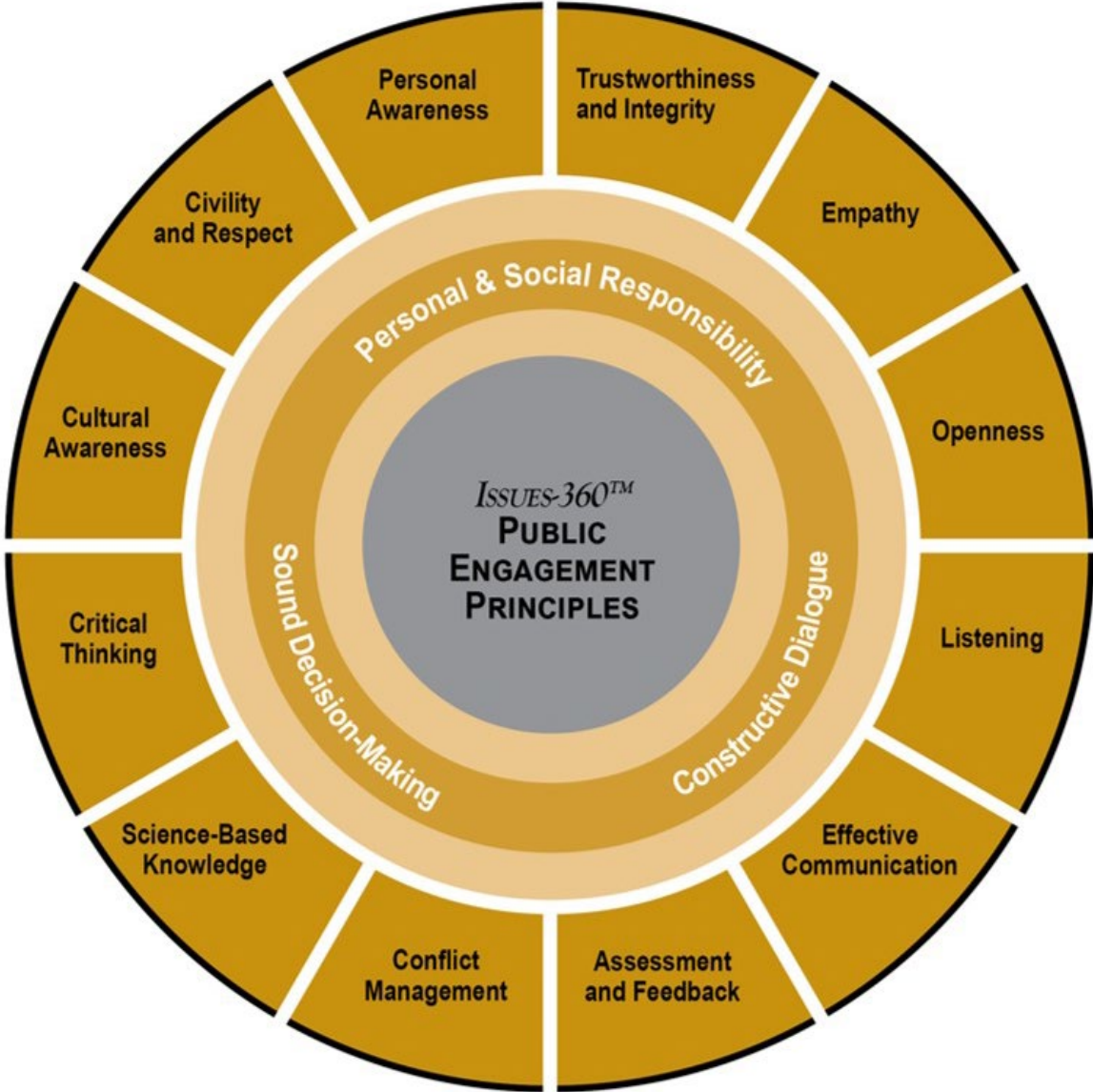


Year-long full-circle view of public engagement

Communicate with Confidence on Critical Issues



Public Engagement Principles



Active Listening

The ability to focus on and understand the content of what a speaker is saying.

Step 1 – Put your own thoughts & beliefs about the topic on hold. Concentrate on what the speaker is saying.

Step 2 – Mirror the speaker's perspective back to them.

Step 3 – Allow the speaker to clarify or expand on their meaning.

Step 4 – Actively listen to the speaker's clarification.

Active Listening

Non-Verbal Signs:

- Smile
- Eye contact
- Posture
- Mirroring
- Distraction

Verbal Signs:

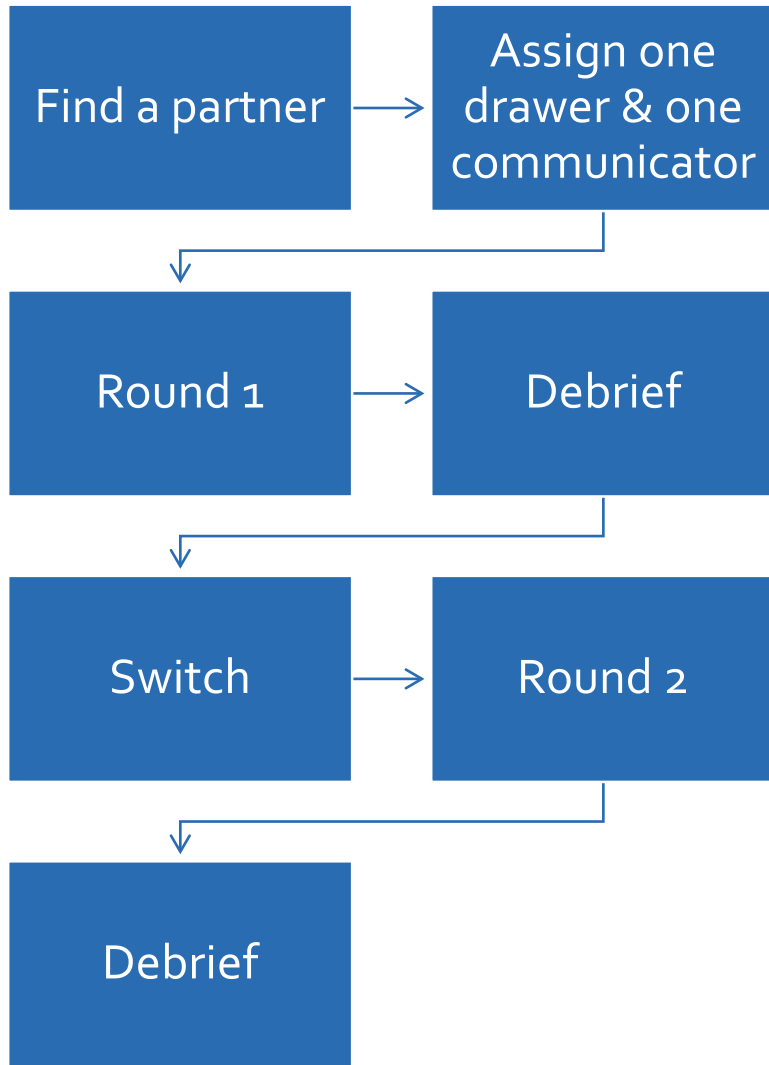
- Remembering
- Questioning
- Reflection
- Clarification
- Summarization



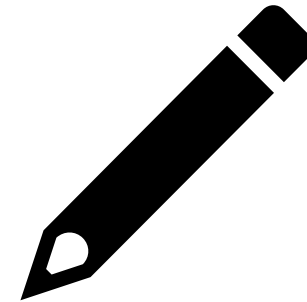
Active Listening

Session & Activity





Communication Activity



Debrief & Questions

- What challenges did you experience during our session?
- Did you experience any powerful learning moments?
- How well did you and your partner communicate overall?
- Any strength/challenge discoveries?
- How will you use what you learned in the future?

Questions?

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