



IMPORTANT PRINCIPLES TO BE A GOOD ADVISOR

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ADVISORY PROCESS

- The advisory process is a target- and solution-oriented communicative relationship between client and advisor, co-creatively shaped by both parties
- Providing of good advice is challenge. It requires specific skills, qualities and competences. It is not enough advisor to possess good knowledge in agricultural issues. The advisor should also possess specific social competences (soft skills).
- Advisor must be able to properly assess the personalities and situations of clients, in order to deal with them respectfully and support them empathetically throughout the advisory process
- Advisor should build trust between him/her and farmer



MEETING WITH FARMER

- Preparation for the meeting require advisor to create a structure in the meeting, to determine the goal of the meeting and outputs by the meeting
- During the meeting the advisor should:
 - check the farmer's understanding for the goal of the meeting and outputs by the meeting and if it is necessary to reformulate the initial defined goal and outputs
 - be good listener (to enable farmer to explain situation, problems, expectations, etc.)
 - ask good questions which are connected to the goal of the meeting and which will permit advisor to understand whole situation
 - keep the conversation on track, guide and direct the conversation towards reaching the goal of the meeting
 - offer a new understanding and new options by introducing hypotheses
 - determine action after the meeting



SOME BASIC PRINCIPLES TO BE A GOOD ADVISOR



- The advisor does not hold the ultimate key to farm “development”
- Observe carefully and listen patiently
- Get to know the farmer well
- First get to know the conditions thoroughly and only then start elaborating concepts
- Be considerate towards the language and customs of the farmer
- Learn to see things with farmer’s eyes
- The farmer bears the consequences of any change on his farm
- Learn from the farmer's example
- Recognize the reasons for the use of existing techniques



SOME BASIC PRINCIPLES TO BE A GOOD ADVISOR



- Find out what the farmer knows better than him/her
- Help to solve problems without imposing his/her own opinion
- Recognize the farmer as independent and experienced partner
- Talk to the farmer on subjects of achieving sustainability of production in terms of his concrete farm conditions
- Don't give contradictory advice
- Be able to combine theory and practice
- Discuss the innovations with the farmer and adapt them to suit their resources. Assess with the farmer the overall impact of an innovation. Adapt innovations to local conditions and assess them within the overall context
- Plan and assess together with farmer
- Stop a while, look back and reassess with farmer the work done and listen to the farmer's opinions



SOME FREQUENT ERRORS IN ADVISORY SERVICE



- planned activities and goals are not precise enough and/ or are too complicated and unrealistic;
- the farmer does not have sufficient overview of the agreed initiatives, priority and order;
- the advisor thinks himself/herself competent in all agricultural issues and he / she doesn't use support by colleagues.
- the farmer is not explained in measurable way how concepts of "Sustainability" and Good Agriculture Practice relate to his success
- the farmer is not given concrete and measurable results of Good Agriculture Practice through increased yields or quality