



“Life as you know it will change from your experience of being a PAL. It is something that equips you, with networking, with relationships, with knowledge and experiences that will change your life.”

Adam Hinton, PAL Class 7



Advocacy through
STAKEHOLDER ENGAGEMENT



PARTNERS IN ADVOCACY LEADERSHIP

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An Intense, **EXECUTIVE-LEVEL**
Program Creating
STRONGER ADVOCATES



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The Partners in Advocacy Leadership program has been proudly sponsored by:



An elite, EXPERIENTIAL TRAINING PROGRAM that creates ADVOCACY LEADERS for AGRICULTURE

The **American Farm Bureau Federation's Partners in Advocacy Leadership (PAL)** program is designed to help today's agricultural leaders accelerate their engagement abilities and solidify their role as ADVOCATES for agriculture. The PAL program equips agricultural leaders with executive-level skills to become exceptional advocates.

PAL is NOT an entry-level training program. To be eligible, applicants must have established leadership skills exhibited in activities such as:

- YF&R competitions
- State committee participation
- Farm Bureau board participation
- State leadership or advocacy development programs
- Outstanding outreach efforts to consumers and/or lawmakers

PAL graduates emerge with the expertise and confidence—in everything from legislative policy-making and issues management to social media and media relations—to effectively engage critical stakeholders in their communities, agricultural organizations and in government.

A RIGOROUS, TWO-YEAR CURRICULUM SHAPES PERSONAL DEVELOPMENT

PAL training involves four modules designed to develop specific skill sets and core competencies:

Self-Awareness

- Identify and explore personal strengths and communication style to apply as an advocate

- Reflect on personal and professional goals in light of skills gained through the program
- Be a self-starter, taking initiative on issues without prompting

Industry Knowledge

- Examine current hot ag issues from a variety of perspectives and stakeholder opinions
- Develop the skills to quickly build knowledge and expertise on emerging ag issues
- Continuously look for emerging issues and determine how to address them proactively

Message Development and Delivery

- Analyze the goal or objective of the situation to ensure delivery of the appropriate message
- Produce videos and other materials to support key messages
- Apply storytelling techniques to deliver a message in a compelling and effective manner
- “Stand and deliver” a message/position in a variety of contexts (e.g., media interviews, public policy and legislative settings, testimony, panels, etc.)
- Apply a variety of social media strategies and applications to engage stakeholders

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My passion for agriculture has always been strong. However, now I feel like I have the skills and the knowledge to put that passion into words that I can share with farmers and non-farmers alike.”

Graduate, PAL Class 5

Policy Engagement

- Study how Farm Bureau and others develop policy positions and promote them to Congress and other stakeholders
- Identify and explore personal strengths in the policy process
- Effectively shape policy
- Continuously look for emerging political and/or regulatory issues and determine how to address them proactively

Interpersonal Skills

- Build relationships and influence audiences within key systems (e.g., within legislative circles, within the media, amongst stakeholder groups, etc.)
- Apply techniques for finding common ground with stakeholders, especially those with a different viewpoint
- Confidently engage even when that may lead to criticism by opponents

EXPERIENTIAL LEARNING ACCELERATES GROWTH

Incorporating an interactive, experiential learning environment, PAL uses uncertainty and experimentation to encourage critical thinking and creative problem-solving. Through these experiences, the PAL program:

- Encourages personal and professional growth
- Challenges comfort zones
- Builds influence and credibility for industry advocates

PAL also provides graduates with unique opportunities to represent agriculture in the media, on speaking circuits or in testimonial arenas.

PAL GRADUATES IMPACT THEIR COMMUNITIES, THEIR STATES AND THEIR WORLD

PAL's value is apparent in the participants' personal and professional lives. PAL graduates have taken on local, state and national leadership positions, such as:

- Missouri Director of Agriculture
- Virginia Commissioner of Agriculture
- Utah state representative
- County commissioners
- County and state Farm Bureau officers
- “Faces of Agriculture” representatives for the U.S. Farmers & Ranchers Alliance
- Professional inspirational speakers
- Newspaper columnists

READY TO HONE YOUR LEADERSHIP SKILLS? CONSIDER APPLYING FOR THE NEXT PAL CLASS

Each state Farm Bureau may nominate two applicants to each PAL Class. AFBF evaluates applicants on their:

- Advocacy efforts and ability
- Knowledge of agricultural issues
- Farm Bureau experience
- Desire to grow

From all eligible applicants, a panel of qualified judges selects a group of finalists. All finalists are interviewed and ranked based upon these interviews. The top finalists are named as candidates for PAL enrollment; the remaining finalists are named as alternates.



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I encourage anyone who has the opportunity to become a PAL. Apply for it. Go for it. As hard as it may be – and it's definitely a tough experience – it is life-changing and rewarding and you will not regret it.”

Joy Davis, PAL Class 7

