PARTNERS IN ADVOCACY LEADERSHIP

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 roles as **Advocates** for agriculture.

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

- Young Farmers & Ranchers 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 policymaking 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: Advocacy through **Media, Policy, Stakeholder Engagement,** and **Global Perspectives.** They are 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.
- Be a self-starter, taking initiative on issues without prompting.

Industry Knowledge
- Examine current hot agriculture issues from a variety of perspectives.
- Develop the skills to quickly build knowledge and expertise on emerging agriculture issues.

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.

"This program isn't just about the hard skills, learning how to be a better speaker or how to be better on camera. This is about learning how to be a better person, too."

— Heather Lifsey • PAL Class 11

MEDIA
New York

POLICY
D.C.

STAKEHOLDER ENGAGEMENT
St. Louis

GLOBAL PERSPECTIVES
Santiago, Chile

"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."

— Chris Chinn • PAL Class 5

Policy Engagement

- Study how Farm Bureau and others develop policy positions and promote them to Congress and other stakeholders.
- 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., legislative circles, the media, 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.

"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

EXPERIENTIAL LEARNING ACCELERATES GROWTH

The PAL learning environment uses uncertainty and experimentation to encourage critical thinking and creative problem-solving. Through these experiences PAL:

- Encourages personal and professional growth
- Challenges comfort zones
- Provides graduates with unique opportunities to represent agriculture in the media, on speaking circuits and 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:

- Chief of Natural Resources Conservation Service (NRCS)
- Missouri Director of Agriculture
- Virginia Secretary of Agriculture and Forestry

- Virginia Deputy Secretary of Agriculture and Forestry
- Nebraska Deputy Director of Agriculture
- Utah and Illinois state representatives
- County commissioners
- Farm Bureau state presidents
- 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 those interviews. The top finalists are named as candidates for PAL enrollment; the remaining finalists are named as alternates.

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