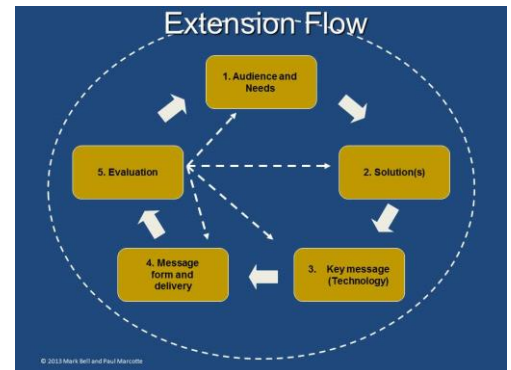


Skills required for successful extension

What is Extension and why it is important

Extension can be defined as: “*getting knowledge to your audience, so that they will make a positive change*” and can be implemented as a 5-part framework (Below and Figure at right).

1. **Audience and Needs** - Who are the audience and what do they need?
2. **Solutions** – What are the viable, appropriate solutions?
3. **Key message** – Which part of the solution message do people need to hear (to understand and be able to change)?
4. **Message – Form and delivery** – What is the best way to package and deliver the message to help people make a positive change?
5. **Evaluation** – How can you collect information to improve both the extension process and the message while also identifying emerging needs and opportunities?



ASK ME offers a simple way to remember the important elements in an extension program, - Bell and Marcotte, 2012

The elements required for a successful extension system are:

1. **Technical** – Extension workers need sufficient technical knowledge to be able to identify problems, identify potential solutions and/or know when and who to contact for more technical expertise.
2. **Delivery** - Extension workers need to understand how to package, deliver and communicate with their audience and with other providers of technical content.
3. **Institutional** - Extension workers need adequate institutional support and structures to be sufficiently motivated and able to effectively work.

Good Extension requires a wide range of skills and expertise from running meetings to problem diagnostics and providing sound recommendations.

Steps in extension, skills and understanding required and resource links

1. Pre-planning

Understand the broader extension system

- [System Elements - Fact sheet](#) | [System Evaluation - Fact sheet](#)
- Understand the role of gender and diversity to ensure that all parties benefit.
- Understand different extension approaches
 - [Extension approaches - Fact sheet](#)

The table below outlines a number of key skills required for successful extension.

1. Audience and needs. Identifying Needs – For more, see <http://www.agextonline.com/audience-and-needs.html>

Collect and assess Secondary data	Recommendation Domain development	Work with farmers. Focal groups; planning:
Prioritize problems	Identify true Cause	Audience analysis
Participatory assessment	Field technical evaluation	Technical knowledge

2. Solutions – For more, see <http://www.agextonline.com/solutions.html>

Assure credibility of source	Assess practicality, relevance and credibility	Technical knowledge to know what makes sense
Role of farmers in early assessment	Research and field testing	Prioritize solutions/options

3. Key Message

Understand your audience	Technical knowledge	Prioritize content
Break down the message	Communication skills	

4. Message Packaging and Delivery

Field demonstration implementation	Poster development	Fact sheet development
Design and implement events	Presentation skills	IT skills for delivery
Radio and TV as tools	Work with farmers	Farm walks & test strips
Web/repository development	Communication skills	Video development
Persuasive writing	Adults as learners	Understand dissemination options

5. Evaluation

Collect feedback on technical, process and forms of material	Iterative learning	Impact assessment (events, demonstrations, etc.)
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General Extension Skills

Plan and prioritize	Meeting management	Budget management
Time management	Facilitation	SWOC
Understand the extension process	Prioritization skills	Conflict resolution
Proposal and report writing	Presentation skills	Communication skills
Team management	Assign work	Resource allocation
Use of ICT	Audience analysis	Market awareness
Choose partners	Build consensus	