

# Farmer-Centered Approach to Financial Technical Assistance

---

*Human Connection as the  
Foundation*

10:50–11:40 am

# Purpose & Learning Goals

---

*Financial technical assistance is not only about numbers, records, or problem-solving. It is also about how we show up with farmers as people.*

- ❖ Understand why human connection matters in financial TA
- ❖ Identify soft skills that support farmer-centered engagement
- ❖ Reflect on what farmers may be carrying into financial conversations
- ❖ Practice a relational approach to support

# Welcome & Grounding

---

Partner prompt:

What helps you feel respected and open when talking about something vulnerable or stressful?

# Why Human Connection Matters

---

- Financial conversations can feel vulnerable, stressful, and exposing.
- Farmers may be carrying more than the issue immediately in front of them.
- Trust shapes whether support can be received and used.
- Soft skills are essential to effective technical assistance.

*When assistance feels transactional, what gets lost?*

*When it feels relational, what becomes possible?*

# Soft Skills That Support Farmer-Centered Assistance

---

→ Listening

→ Empathy

→ Patience

→ Curiosity

→ Humility

→ Clear communication

→ Flexibility

→ Non Judgment

→ Presence

→ Trust-building

# Reflection: What Might a Farmer Be Carrying?

---

*When a farmer sits down with us for financial technical assistance, what might they be carrying that we cannot see right away?*

Small-group questions:

- What emotional realities might be present?
- What past experiences may shape the interaction?
- What assumptions do we sometimes make too quickly?
- What does a farmer-centered response require from us?

# Paired Practice: Transactional to Relational

---

## Scenario

A farmer comes to meet with you about finances. They seem tired, a little guarded, and unsure where to begin. They have some records, but not everything, and seem embarrassed about that.

# Closing Reflection & Commitment

---

*What does it mean to offer technical assistance in a way that protects dignity?*

*What is one soft skill you want to strengthen?*

*What is one way you want to show up differently in your next conversation with a farmer?*

When we lead with trust, care, humility, and presence,  
we honor farmers as people.

# Thank You

---



[seedsofchangeconsulting@gmail.com](mailto:seedsofchangeconsulting@gmail.com)