



GOVERNANCE & LEADERSHIP

TRAINING PROGRAMME ● ● ● ● ●

TRAINING DESCRIPTION

Member Commitment





TRAINING PROGRAMME

COURSE NAME

Member Commitment Workshop

DURATION

2 or 3 days,
Modules as integrated part of other training modules

FOR WHOM

- Board of Directors, lead farmers
- Management staff



*Cooperative business development & farmer entrepreneurship
Advice – Training - Exchange*

Agriterra professionalises ambitious farmer cooperatives and organisations worldwide. Cooperative expertise and peer-to-peer advice from the Dutch agri- & food top sector are key principles; advice, training and exchange are the key methodologies.

Agriterra developed a range of practical training products for cooperatives and agricultural organisations in emerging economies.

MEMBER COMMITMENT WORKSHOP

Objective

Member commitment is an important ingredient for the formation and existence of cooperatives. A member of a cooperative is committed when he feels himself united with the cooperative and identifies himself with the cooperative. A committed member accepts and supports the cooperative's strategy, is prepared to deliver extra efforts for the cooperative, is prepared to participate in the decision-making process, has a desire to remain a member of the cooperative and accepts certain decisions due to advantages in the long-term.

The reason why members of cooperatives have to be committed lies in the characteristics of the cooperative business form, such as voluntary membership, democratic decision-making and the members as source of equity capital. Committed members will not leave the cooperative during difficult times, which make future investments more secure and stable. Committed members are more willing to raise their voice to elect a strong board of directors and will be more demanding (assess performance of board and management). Committed members are willing to invest in their cooperative.

Unfortunately, member commitment is not something self-evident. Cooperatives all over the world struggle with issues related to maintaining and strengthening the commitment of their members. Behaviour of members - not buying shares, side-selling, and not participating in decision-making - decreases the business results of the cooperative.

The goal of the workshop is to get knowledge and insight of the impact of member commitment to the business operations of a cooperative. Specific objectives:

- Get Insight of the impact of member commitment on the performance of cooperatives
- Define factors that influence member commitment
- Link member commitment to the business operations and ambitions of the cooperative
- Create a collective action plan to improve member commitment

Participants will gain more knowledge and insights on member commitment within their own cooperative.



Who is this programme for?

This training is directed at the farmer leaders of agricultural cooperatives with a high level of responsibility within the organisation.

Specifically, this programme is designed for:

- Members of the board of directors who want to increase their knowledge and skills in governing member commitment within their cooperative. As the board of directors works in close collaboration with the manager, he/she is also invited.
- This course is for lead farmers/members to provide input and feedback on the services provided by the cooperative.

Selection of participants

The selection of attendees for any training course is essential for its success. Therefore, to obtain the best results from these sessions, the cooperatives invited to the training course should keep in mind the following criteria when proposing the course to their members:

- Select those members who have (or may hold in the near future) a post of responsibility.
- There should be a mid to long-term commitment between these members and their organisations. Selecting those elected members who have just begun or are only halfway through their term is best.
- Try to respect a gender balance by promoting a balanced male-female representation. This contributes to a strong peer organisation for future decision-making. Also try to involve young members if possible.

This training module can either be rolled-out in-house at a cooperative, or as a joint training with a maximum of three cooperatives. In that case, six participants per cooperative, board members and a manager will be invited to participate.

Training Content

The main components of the training are:

- The factors influencing member commitment
- Pillars and pre-conditions of member commitment
- Practical examples to improve member commitment
- Case Studies and exchange
- Member meetings

Training Results

After the completion of the programme:

DO:

- Participants take a leading position in a trajectory of improving member commitment with their cooperative.
- Participants can share dilemmas and main challenges hampering members being more committed.

KNOW:

- Participants know the pillars and pre-conditions of member commitment



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- Participants know and understand the different factors influencing member commitment. The role of the board member is clear.

UNDERSTAND:

- Participants define their own challenges related to member commitment and a strategy including concrete action plan to tackle those challenges.

Training methodology

The training methodology is very practical, calls for everyone's participation and quite often, is very fun! It is based on real questions, in line with the reality of the participants. This qualifies them to apply proven techniques instead of just theoretically talk about them. We work creatively with the aim of understanding the basic concepts.

Training is carried out in small groups so that the individual needs of all participants are met. Various learning methods are used to stimulate interest and to grasp the different learning styles of participants, including illustrated presentations, group exercises and debates, practical case studies and practical problem solving activities. Training is backed by lots of material that participants can take with them and use after the course.

The facilitators

All Agriterra's trainings are conducted by high qualified professional trainers that have been introduced to our very specific methodology through a very solid process of induction. We believe that our trainings should be delivered in the spoken language of the participants, that is why we have invested in a wide number of local trainers that can use the common language and jargon of their own organisations. Our motivation and knowledge of our clients make our team a powerful solution to the specific needs that any farmer's organisation could face. We all share the same conviction: Transparency, trust and loyalty are the best choice for sustainable business!