



# THE ABC'S OF PRODUCTIVE CONVERSATIONS



A

Avoid leading with the facts.  
Actively listen.  
Avoid trying to win an argument  
that no one is having.



B

Be accountable.  
Be inquisitive.  
Be human.  
Be vulnerable.



C

It's a Conversation.  
(not a conversion)

## TIPS FOR HAVING THOSE TOUGH CONVERSATIONS:



Ensure that you **understand the question being asked** or the statement made. Restate the question or concern, just to make sure you are on the same page.

“Just so I understand your concerns...”



**Acknowledge** concerns.

“I understand why you are concerned ...”



Ask a question, for confirmation, then **ask more questions**.

“Can I ask you where you heard about [ ]?”



Offer up a **personal (and relatable) anecdote** about the topic --- a scenario, a use, benefits for you, your family, or your community.

“You know what I love about the latest innovations in agriculture? It means time. Time with my family. Time volunteering with my church and my community. My grandfather didn't have that kind of time...”



Ground your responses in personal experiences that are relatable: **REMEMBER: your story is the perfect story**.

“You have kids, right? So do I. And grandkids. Like you, I'm very concerned about their health...”



Inject a fact, but only if appropriate

“A very good friend of mine is a plant scientist. She says...”



Don't be afraid to say: **“Gee, I don't know but I can find out for you.”**

Then **follow up and follow through!** Value the relationship above any conversational win!



Communicate,  
Collaborate &  
Influence

# RESOURCES

## **Bayer Crop Science Resource Library:**

<https://www.cropscience.bayer.com/resourcelibrary>

## **Bayer Crop Science & Transparency:**

<https://www.cropscience.bayer.com/transparency-crop-science>

## **Glyphosate Litigation Facts:**

<http://www.glyphosatelitigationfacts.com/main/>



# ARTICLES OF INTEREST



## **The bad stuff is easier to believe: disinformation, modern ag, and societies (LinkedIn article):**

<https://www.linkedin.com/pulse/bad-stuff-always-easier-believe-disinformation-modern-cami-ryan-phd/>

## **Dis/Misinformation: difficult to detect, but impossible to ignore (Purdue U Center for Food and Agricultural Business):**

[https://agribusiness.purdue.edu/consumer\\_corner/dis-mis-information/](https://agribusiness.purdue.edu/consumer_corner/dis-mis-information/)

## **Practicing empathy: what "agvocacy" can learn from the arts (Cami Ryan's blog):**

<https://camiryan.com/2021/10/26/in-her-shoes-the-role-of-empathy-in-our-conversations-2/>

## **Hey, Ag Industries! Don't be All Hat, No Cattle! (Purdue U Center for Food and Agricultural Business):**

[https://agribusiness.purdue.edu/consumer\\_corner/all-hat-no-cattle/](https://agribusiness.purdue.edu/consumer_corner/all-hat-no-cattle/)

# LET'S TALK!

**Cami Ryan, PhD: some scientists don't wear labcoats:** [www.camiryan.com](http://www.camiryan.com)



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Cami D Ryan



Cami Ryan,  
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