

AHA`s innovation story to AgriSPIN



“Personal Skills Are Decisive”

Summary:

trainings for entrepreneurs and for supporting advisors and the interaction between both will place people in a position to be innovative and to initiate innovative ideas for an innovative agriculture.

The innovative points:

innovations in qualification of human beings on three levels:

1. trainings for farmers → in order to find the own and individual way in their personal development and also in the development of their farms
"There is not just one way for everyone, but for everyone a way."
2. trainings for advisors → in order to be an advisor with a triple expertise as an advisor, coach and moderator, who accompanies the development process of the farmer
3. the mutual influence between both → for further steps of success.

The driving forces:

- new challenges for farmers and changing conditions made necessary to create new forms of building capacities, for farmers
- the goals of advisors and also from farmers are to make advising more efficient. This gave the impulse to concept trainings, that give coaching capacities to advisors
- especially the new criticism against agriculture in Germany gave the impulse for a new training that enables advisors to support farmers in their work on public relation

Activities and results:

- new challenges for farmers made it necessary to create new forms of building capacities, for farmers and for advisors
 - We created trainings tools especially for the farmer`s trainings
 - We adapted tools from other businesses in agriculture
- To be just up to date and to give the participants all the support during the training, which they need.



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