

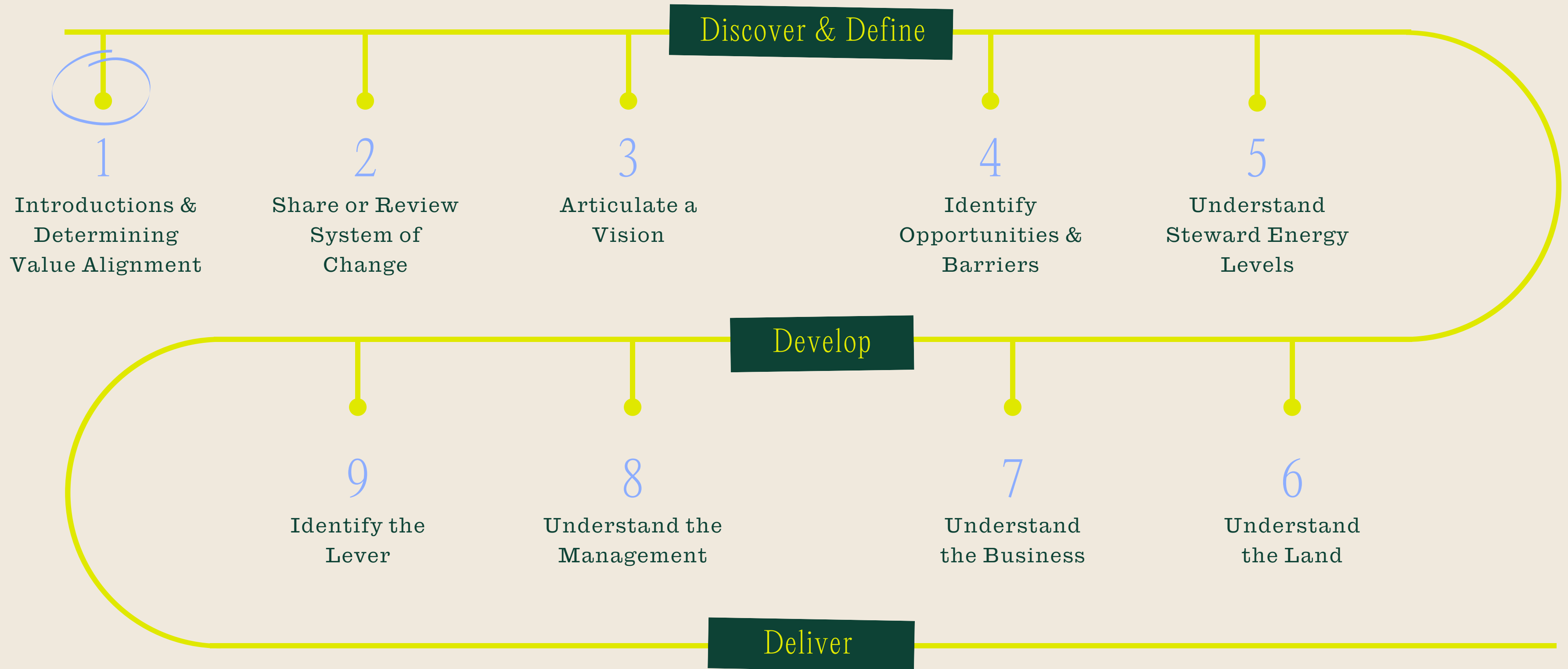
MAD!



GUIDING CONVERSATION

Regenerative Stewardship Curriculum: Discover & Define

REGENERATIVE STEWARD COURSE PLAN



Overview

PURPOSE

Further capture the archetype of the steward and any additional decision makers to determine if the steward is a good fit for partnership.

PREP ITEMS

When reaching out to set up this conversation, share resources with the steward to prepare them for the call. Examples might include the Framework of Change, previous work samples, or an inspirational excerpt from a book.

TIMING

This conversation should be held in the first stages of steward onboarding.



Overview

DELIVERY

You may use the Framework of Change to set the context for this conversation. It should last for 30 minutes to an hour and can be held over the phone, in-person, or virtually.

OUTCOME

New information gathered about the steward to assess if you can assist them with their plan, or direct them to people inside or outside the company that can.

STAFF

Stewardship team, guild, or individual.



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Introduction



This step is the first conversational interaction between the planner and the steward, where it is important to begin establishing a good rapport for potential future work. Thus, be sure to lead with hope and positivity. And rather than reciting a basic list of questions, intentional prompts should be used to guide the conversation.

Topics covered in this meeting should:

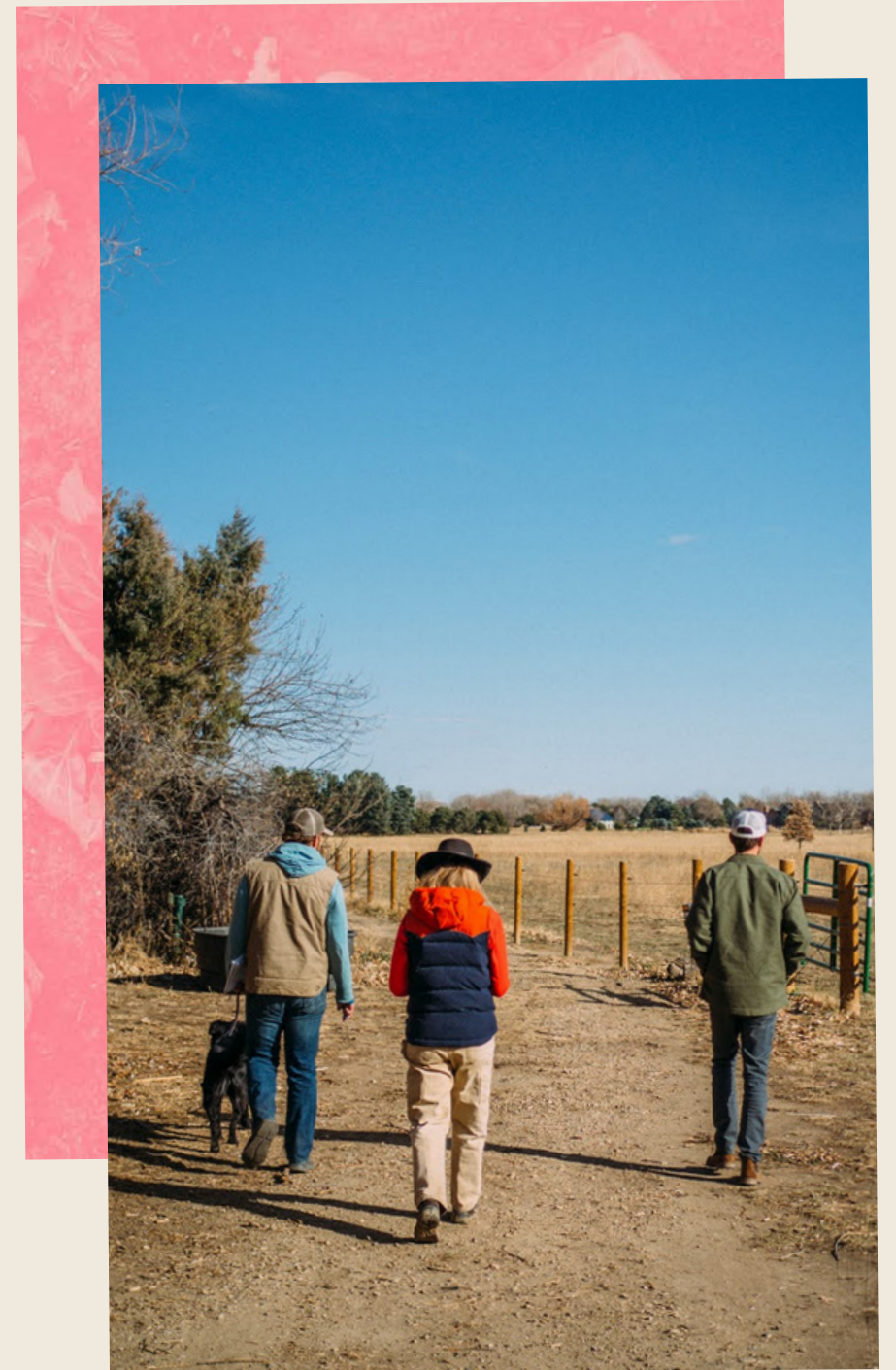
- Reveal the needs of the producer
- Help you identify opportunities
- Determine whether you or someone else can provide services to assist this steward

The Land Walk

When we start our work in determining value alignment with a steward, we almost always begin the process by walking their land together. This is our way of honoring the land and its history, as well as the work that has gone into its stewardship.

The land is also the ideal place for us to hold our guiding conversations. Walking it is a way of opening our heart spaces, which helps to form the foundation for relationships based in trust and reciprocity.

Keep this ideal conversation setting in mind as you consider the following sample questions to ask during the guiding conversation.



Guiding Conversation Example #1



Example #1



INTRODUCTION

Where could you use assistance from us?

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Example #1

STEWARD-FOCUSED QUESTIONS

- Have you defined your context and vision for your land and business?
- What resources are under your management?
- If you are working under a lease or a purchase agreement, is it a long term (> 5 years) or short term commitment (< 3 years)?
- What business do you plan to use to drive regenerative processes forward on your resource base under management?
- Where do you draw your guiding principles from?
- Do you currently have someone that helps you with management decisions?



Example #1

LAND AND BUSINESS QUESTIONS

- What enterprises are contributing to the business?
- Where do you see growth opportunities for your business?
- What types of farming practices would you like to learn more about?
- What would be the next piece of equipment you would buy or sell?
- How did you determine to use the system you currently implement?
- What is your system's current limitation? Is it social, ecological, economic or geographic?
- Of these three categories, where does your biggest barrier to regenerate exist: social, economic, or ecological?
- What infrastructure and equipment exists on the land under management?
- Is there water scarcity or abundance on your land?



Example #1

CULTURAL QUESTIONS

- Who are your mentors or leaders in your community?
- How do you access current markets?
- Are you willing to explore other market opportunities?
- How do you currently access capital?
- Would you be willing to explore other forms of capital?
- Would you be willing to share your story to help others?
- Are certifications important to you? If so, which do you currently have?



Example #1

CLOSING

- Sharing of gratitude
- Discuss next steps



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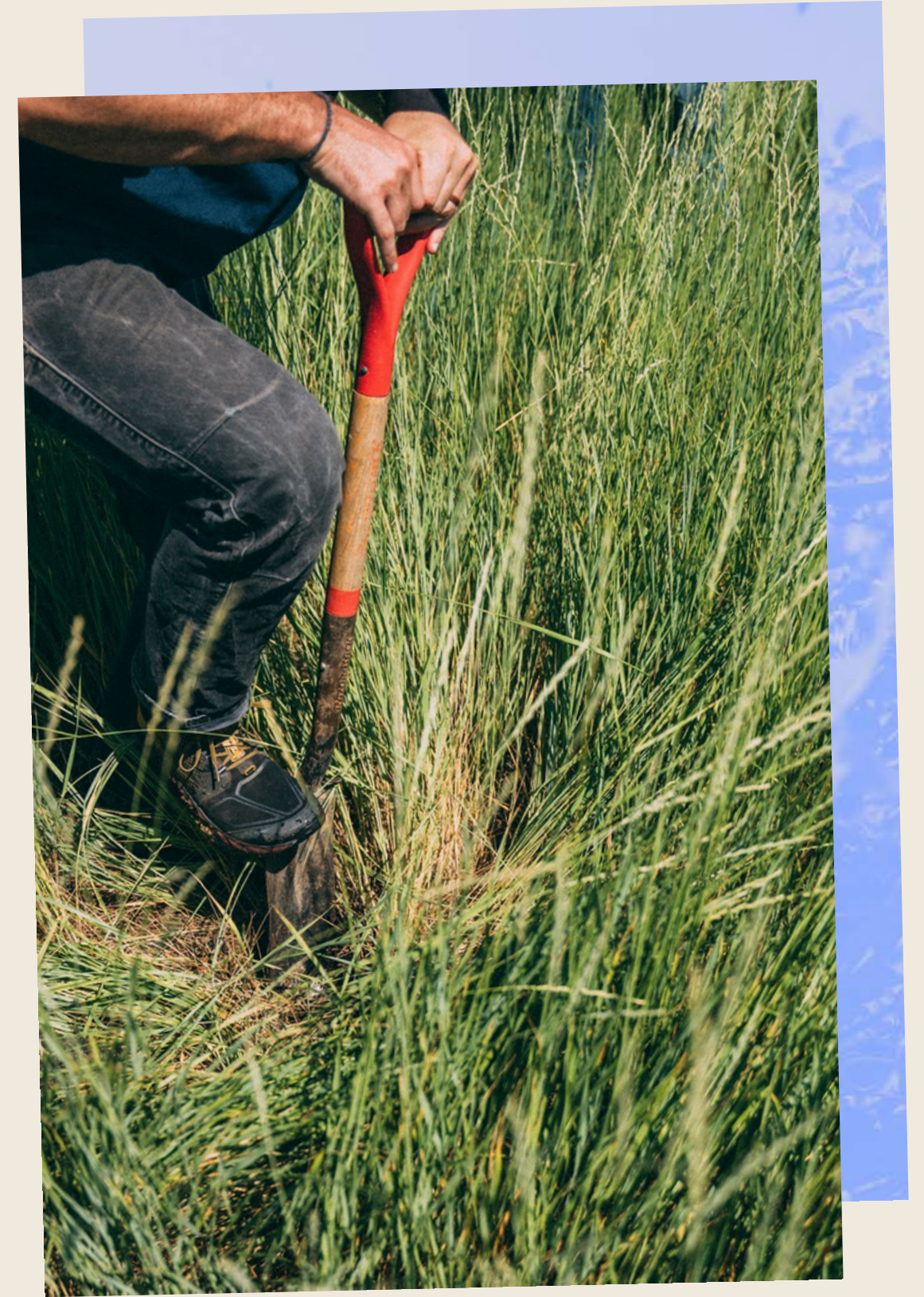
Guiding Conversation Example #2



Example #2

LAND AND BUSINESS QUESTIONS

- Please briefly describe your operation.
- How many acres do you own/operate? How much is private, public, or tribal land?
- How do you get water?
- What are your current land management practices? What has management been in the past?
- How much are livestock a part of the system?
- Does the operation include irrigated pasture?
- Does the operation include a cover crop system? If so, it part of an animal finishing enterprise?
- What parts of the operation are heavy use areas?
- Are riparian, forested, or wetland areas involved?
- What sort of wildlife exist on or around the operation and where?



Example #2

STEWARD-FOCUSED QUESTIONS

- How long have you been managing the property?
- Do you live on your farm full time?
- How much is farming a part of your primary income? What are your goals regarding that income?
- How would you describe your familiarity with the NRCS and its programs?
- Who are the other major decision makers for your operation? What sort of conflict resolution strategies do you have with them?
- Is your business best described as a partnership, an LLC, or something else?
- Will you be able to implement changes determined by the planning process?
- What are the management and lifestyle goals of all decision makers?
- What do you most hope to gain from working on a plan with us?
- What inspired you to reach out to make a plan?



Example #2

RESOURCE QUESTIONS

- Where is the land base and what sort of resources does it have?
- Can you describe the quality of these resources?
- What is your current financial situation? Do you have any outside income that you rely on?
 - *Provide an example response, such as: "We are making a comfortable living off our operation," or "We struggle some years to get everything paid for."*
- Where is your operation located? Can you provide coordinates and any existing digital maps?



Example #2

COMMUNITY QUESTIONS

- How would you describe your relationship with your neighbors?
- What are your neighbors' land use practices?
- What organizations or community groups do you engage with around agriculture?
- How do you share your agricultural knowledge and skills with your community?



The End

Continue exploring tools for
the first phase of our
**Regenerative Stewardship
Curriculum, Discover &
Define, [here](#).**