



Report

Future Cotton Leader Travel Bursary

June – September 2007

The Cotton Research and Development Corporation has made available up to \$1000 for travel to support your Future Cotton Leader project. The guidelines stipulate that once approved, you can make your own arrangements for travel. **Within one week of your travel** please send a Tax Invoice with copies of your expenses in line with the amount approved to Helen Dugdale, CRDC, PO Box 282, Narrabri NSW 2390 Telephone: (02) 6792 4088. Up to \$1000 will then be reimbursed. Also include a one page report of your travel including benefits to you, enterprise, industry and whether you would recommend this activity / event to others. Use this report format. Please email a copy of your report to jo@ruralscope.com for feedback prior to sending to Helen at CRDC.

PART A: PERSONAL DETAILS

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PART B: YOUR TRAVEL

1. Provide a short overview of what your bursary achieved. (course. Location of travel etc)

Irena Yashin-Shaw PhD M.Ed.,BA.ATCL from Speaking Edge based in Brisbane provided, one on one coaching in line with my media training towards achieving the outcomes of developing and enhancing my skills to engage the cotton industry as a target audience through various forms of media to effectively deliver research for adoption industry wide. Directly in line with my future cotton leaders project.

Speaking Edge improved my communication skills a number of techniques were taught which include:

- 1) Pronunciation, sounding out vowels, Widening the mouth, Tongue Twisters and Pitch variation to keep the audience engaged, interested and invited.

- 2) Presentation Structure, Introduction and Conclusion must be bold and audience captivating.
- 3) Confidence Stance, body language and hand Gestures.
- 4) Media release structure and delivery.
- 5) Radio Interview, technique and preparation.

This bursary has been valuable in building my confidence in speaking, voice management, personal and professional delivery and presentation skills necessary in the day to day activities of an extension officer. This will enhance the following::

- Improved rapport with clients and colleagues
- Communicate creatively
- Confidence in Delivery.
- Promote the best image for myself and the cotton industry.

PART C: KEY LEARNINGS

2a. What are two or three key things that you learned through your travel bursary?

This opportunity to address and improve my Communication, Presentation, and Media skills was invaluable towards meeting the goals of my project and professional development. Speaking Edge tailored the session for my needs and direction within my future leaders project. This one on one session will enable direct feedback on a range of skills necessary to achieve outcomes directly linked to developing a media plan for the Crop Protection Priority Team:

- Presentation skills, utilization of visual aids.
- Effective Communication with influence
- Public Speaking with Confidence
- Target Audience and strategic delivery
- Media Releases, Structure and Delivery
- Media Training

This course/one on one coaching with speaking edge, enhanced my skills to communicate with influence and successfully construct a media plan to increase extension and development of research findings in the crop protection field most effectively.

2b. Is there anything you would improve to gain more from this course / activity / bursary?

No, I believe it is great foresight from industry bodies such as CRDC to get behind the young leaders of tomorrow in order to enhance the succession plan within the cotton industry.

In terms of the course chosen, I believe you get out what you put in.

PART D: BENEFITS

3. What benefits have you achieved from your travel bursary?

For you	Confidence in Public Speaking, delivering eye catching presentations and use effective body language to compliment my delivery.
For your project, enterprise or job.	Development of professional polish required to portray better image of the cotton industry, myself and effective delivery of presentations needed to be communicated with influence.
For the cotton industry	Development of skills to communicate with influence and successfully construct a media plan to increase extension and development of research findings in the crop protection field most effectively.

PART E: RECOMMENDATION

4. Would you recommend this travel / course to others? Why / Why not?

Yes, However preparation is the key. Participants need to be organized and prepared with a focus direction and know what they want to achieve before involving one on one coaching.