



# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS

## Module 3

### 3. Importance of testimonials

- Humans always shared stories and tales in order to convey knowledge, morals, and history.

What is Storytelling? - Storywards

- The whole person is involved with heart and mind
- "People learn best through stories."
- "Stories are the best way to pass on and absorb complex things."



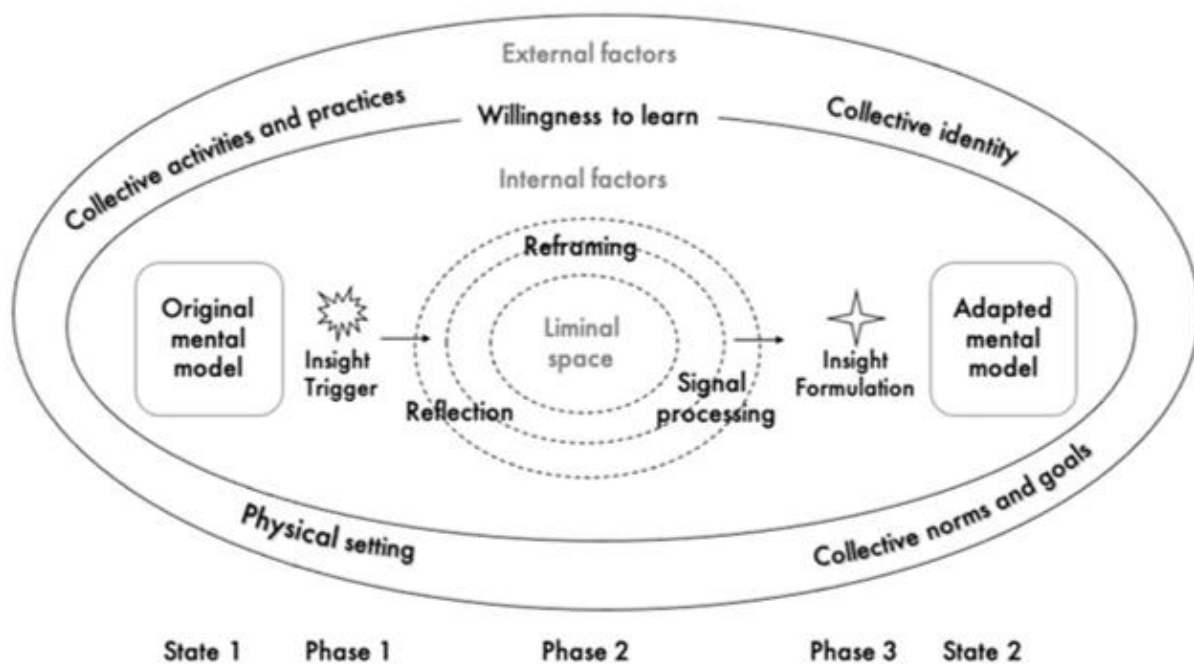
# What characterises storytelling?

- Narrative with an arc of suspense: problem, context, aha experience, solution (Fry et al. 2019)
- Storytelling is interactive: two-way interaction between a storyteller and listeners connecting both
- Vocalization, physical movement and/or gesture
- Encouraging active imagination of listeners
- Listener becomes a co-creator of the story as experienced

# Story line includes learning processes during implementation (challenges, success)



# Changing mental models



State 1    Phase 1    Phase 2    Phase 3    State 2

The process begins with the original mental model (State 1), which is disrupted by an insight trigger (Phase 1), moves into a liminal space characterised by reframing, reflecting and signal processing (Phase 2), leads to insight formulation (Phase 3) which contributes to an adapted mental model of the problem or situation (State 2).

# Working with testimonials (Business)

- What is a testimonial?
- Statement from a past user of your DATS
- They describe how the DATS helped them
- Testimonials are often written by the institution based on specific questions they ask satisfied users.
- They usually show impact through before-and-after comparisons or provide specific improvement statistics.
- Testimonials can help build trust and credibility with your target group
- [How to Write a Testimonial \(With Examples\) | Indeed.com](#)

# Types of testimonials

**Quote testimonial:** Using words directly from a satisfied DATS user and is the most common kind.

**Peer testimonial:** This testimonial shows your target group as someone similar to your future target groups and usually includes a portrait.

**Social testimonial:** This is an organic testimonial, where your target group offers to share their experience with your institution.

**Video testimonial:** This testimonial is when you record your target group talking about your DATS. It's eye-catching, authentic and engaging.

**Interview testimonial:** This testimonial uses a question-and-answer format on video or in print where you ask your target group about their experience with your DATS.

**Influencer testimonial:** This testimonial is when personalities from your target group speak for your DATS.