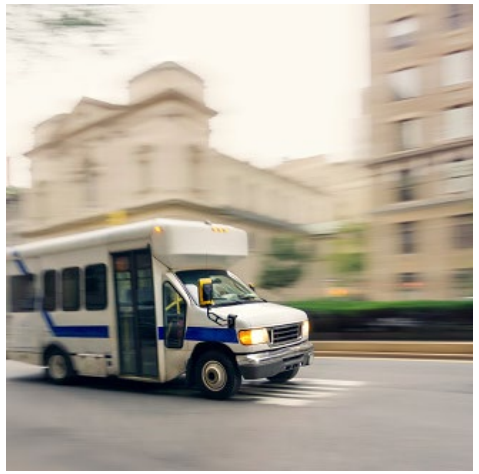
Breakout 2: Convening Stakeholders With Different Perspectives









What situations are you navigating where different perspectives are in the same room?

Group Discussion

Be Prepared

- Know your audience
  - Stay up-to-date on their activities and priorities
  - Subscribe to their newsletter and follow them on social media
- Build trust
- Anticipate potential questions and challenges. Be ready to listen.
- Know when and how to de-escalate and redirect.

Know Your Audience

Who is in the room?

What's important to them?

What's not important to them?



Persona One: Ethanol Producer

- What's important to them?
- What outcomes/impacts do they care about?



BUILDING DEMAND

Ethanol drives corn demand. Missouri Corn is helping lead the effort to expand access to higher blends by working with automakers, fuel equipment manufacturers, and retailers in key fuel markets.

PROTECTING WHAT WORKS

MCGA is defending farmers' tools, technologies, and right to farm, pushing back against regulations that don't reflect the reality of today's modern farming practices.

FIGHTING FOR FARMER-FRIENDLY POLICY

MCGA helped secure permanent tax relief, improved ARC and PLC programs, and enhanced crop insurance options to support growers during challenging market downturns.

CREATING NEW MARKETS

Higher yields mean new opportunities are essential. Through initiatives like the Consider Corn Challenge, investments such as corn-based home air filters and other bio-based products are creating new markets and potential income for growers.

GROWING EXPORTS

Trade matters. MCMC works with national partners to build global demand for corn, ethanol, and corn-fed livestock, while MCGA ensures corn stays front and center in trade agreements.

BE PART OF THE LEGACY

As a grassroots organization, MCGA's strength lies in our members. Joining MCGA ensures you are a part of the collective effort to protect our farms and rural communities.

Missouri Corn Growers Association 2025 Annual Report

Persona Two: EV Charging Company

- What's important to them?
- What outcomes/impacts do they care about?



WHAT WE DO

We simplify your transition to electric. With more charging ports deployed than anyone in the industry, we bring unmatched expertise and a complete portfolio of reliable hardware, intelligent software and dependable services, delivering an EV charging solution tailored for your organization.

HOW WE WORK WITH YOU

We are not station operators; we are charging solution enablers. Whether you're an organization looking to attract drivers to your place of business, a fleet focused on operating at maximum efficiency or want to operate an EV charging business of your own, ChargePoint can help you deliver a world- class EV charging program.

Build Trust Beforehand

- **Demonstrate empathy:** Communicate with clarity and transparency, ask questions, practice active listening. Get to know and care about their world.
- **Show up:** Be consistent and reliable. Do what you say you're going to do. Go to their events, celebrate their successes, stay aware of their work and priorities.
- **Provide value:** Ask what they need, listen, and help. If you can't answer a question, say so, then follow up. Under promise and over deliver.

Anticipate Challenges

- **Know the personalities and perspectives:** Who talks a lot? Who doesn't shy away from conflict? Who typically has a moderating voice? Who is going to disagree with one another?
- **Shape the room:** Consider how the space could contribute to conflict. How are people arranged? Is the space creating hierarchies? Round tables and no dias can reduce tension.
- **Shape the discussion:** Do people have enough time to feel heard? Is the meeting designed to gather reactions or foster learning? When in the process are people being brought in? Set up meetings to be collaborative and win-win.

De-Escalate and Redirect

- Stay calm. Practice active listening. Keep your body language neutral.
- Avoid interrupting when possible. Let them finish their thought, then redirect.
- Show interest. Validate. Restate their points briefly. Acknowledge their thoughts are important to them. Offer to discuss further another time.
- Focus on solutions. Redirect to shared goals.

Activity: Role Play

- **Time:** 20 minutes (10 for round one, 10 for round two)
- **Work:** Small group
- **Instructions:**
  - Form groups of 4
  - Trainers will pass out roles
    - **Convener:** Pick a coalition goal and try to get your stakeholders on board.
    - **Stakeholders:** Act on behalf of your interests. The convener can know your persona category.
  - Spend 10 minutes with your first roles, then you'll be given new roles for the next 10 minutes



Large-Group Discussion

What challenges did you encounter?

How did you navigate dissenting voices?

How did you de-escalate conflict?

What questions do you have?