

TIGRS - Factors for Successful Extension

Factors for Successful Extension?

TIGRS is a simple way to remember a number of factors that have emerged as keys for successful extension:

Trust

Integrated approaches

Good

Recommendations

Seeing is believing



Plan from the start to make the process sustainable.

TIGRS	Key words	What's involved
T <u>r</u> ust	Credible message and messenger	Ensure information is credible, tested and validated Build trusted "delivery" mechanisms to help people move from accessing information to testing and then adopting. Build technical and extension skills as needed.
I <u>n</u> tegrated approaches	Engage farmers	Engage farmers from the start – from identifying needs through to testing and beyond. Use a range of new and traditional tools and methods to engage with a range of players. Analyze and connect with existing trusted communication channels.
G <u>o</u> od R <u>e</u> commendations	Demand-driven Practical Easily tested Clear benefit	Make sure true needs of the farmers are being addressed in practical ways that can be easily tested and in ways which show clear and obvious benefits (i.e., the process is client-based and needs-driven) Consider financing to ease testing and markets to ensure benefits.
S <u>e</u> eing is believing	The power of seeing	Demonstrate technologies. "Seeing" and doing is proof of conviction and understanding.

Also consider....

Why engage? What are the incentives for others to work with you? (Always ask "Why?".)

The "best" approach to extension depends on local customs and conditions and will likely draw on a range of both new and traditional approaches.

