

Lesson 6 - Attracting and motivating people for FairShares

Learning objectives

To be able to explain the value and relevance of FairShares to ensure participant engagement

Description of the content of the lesson

In this lesson, we offer research-based evidence to convince lab participants of the need for FairShares, with materials that appeal to both ‘reason’ and ‘emotion’. Your role in this lesson is to develop your personal ‘Case for FairShares’. You will consolidate your learning by preparing (or scripting) a voice track for a presentation on ‘The Relevance of FairShares’ after examining a number of cases of FairShares in practice.

Resources Required

Face to Face: Projector and laptop for the trainer, flipchart or whiteboard for further explanations of concepts

Online and Face to Face: Participants will need access to the learning materials (via DropBox or the Moodle Platform) plus a laptop or desktop computer with an internet connection.

Content

Download the lesson learning materials. Using them, you will:

- start preparing your own version of ‘The Relevance of FairShares’ to present in your own lab.
- find material and tailor slides 2, 4, 7, 10 and 13 (and modify other slides as necessary).
- cut and paste material from the ‘extended’ presentation to your own version where needed.

Task 1 - Observing your tutor (30 mins)

Make notes as your tutor gives (or shows) their presentation ‘The Relevance of FairShares (Extended)’

If studying online, use the video link for [online students](#) or watch the video on the [fsi.coop/courses](#) learning platform.

Tasks 2 - 7 (Planning your presentation) (60 mins)

Preparation: Make a copy of: The Relevance of FairShares (Basic).

In a face to face learning setting:

1. Organise into pairs (three are allowed if there are three from the same lab, but if there are four or more, break these into groups of two/three people)
2. Create a copy of the presentation using the templates available.
3. Support each pair as they work through the sub-task below to customise the presentation to their needs. To help plan the lesson, each sub-task is described with approximate timings.

In an online learning setting:

1. Download the template for your presentation.
2. Correspond with other members of your platform and your tutor if you need support to tailor the presentation slides (as described below)

Sub-task 2 (Customise Slide 2) (indicative 10 mins)

- Agree a statement about the ‘biggest challenge of today’.
- Agree a question you will ask your participants about this statement.
- Use a search engine to find a video (on YouTube) that informs participants about this statement. Add the video link to your slides.

Sub-task 3 (Customise Slide 4) (indicative 10 mins)

Scan Annex 6 (Methodology for Creating a FairShares Lab) to find a case to present to lab participants (or agree one based on your own experience).

- Add a statement about your case.
- Add a statement about your case’s link to FairShares.
- Add a picture or short video that enables you to better explain your case.

Sub-task 4 (Customise Slide 7) (indicative 10 mins)

Add information to Slide 7 about any web platforms you would recommend lab participants use to raise funds for FairShares enterprises.

- Add a statement about your preferred platform.
- Add a video link, picture or URL so that participants can learn more about the platform.
- Add the names of any ‘relevant practice cases’ that you believe could use this platform to raise funds for a project.

Sub-task 5 (Slide 10) (indicative 5 mins)

Add information to Slide 10 about creating a FairShares enterprise in your lab.

- Add a statement about the support your lab can offer (how it would work)
- Add a video link, picture or URL that enables participants to learn more about your lab (you may need to do this later if your lab has not yet been created).

Sub-task 6 (Slide 13) (indicative 5 mins)

Add URLs to Slide 13 about any additional resources that your own lab provides.

- Name your resources so they are differentiated from those provided by FairShares Labs, the FairShares Association and FairShares Institute.
- If you have one, add a URL so that participants can access the resources you have named.
- Make any other changes you want to the remaining slides.

Sub-task 7 (Optional) - Preparing a voiceover (20 mins)

- Script and/or record a sample of your voiceover for Slide 2
 - Identify the technology that you will recommend for doing a voiceover.
(N.B. this video presentation will become the video you use for your online version of this course).
- To finish this course and be assessed as a FairShares Trainer, you will need to finish this video, upload it to a social media platform, and submit the URL to the video you have created.
- Your country coordinator can provide feedback in advance of submission. Your assessor will also provide feedback if you wish to become a Certified FairShares Trainer.

Evaluation of the lesson

Undertaken as part of the assessment

Expectations of the FairShares Trainer

- To develop a strategy for convincing participants of the importance of the FairShares Model and FairShares Labs

Time

1.5 hrs

Recommendations

- Consider the benefits of taking out a subscription to the voiceover software you use so that other lab participants can use it without incurring additional costs.

Additional resources

[The surprising truth about what motivates us](#): This engaging short animated video by Dan Pink explains how motivation works in human beings. Importantly, for mechanical tasks, financial incentives work. For cognitive tasks, financial incentives lead to poorer performance.

[Personal coaching example](#): This early adopter of FairShares already has an evolved approach to explaining the importance of the FairShares Model.

[The power of strategic communications \(a history\)](#): This document provides a full history (starting with Freud) on the power of communications.

[Motivating people in the 21st century](#): This article summarises the evolution of motivation theory.

[77 ways to motivate people](#): This quick guide, by the University of Nebraska contains a whole series of things that you can do to encourage engagement and participation at work.

[How to use Screencast O Matic](#): This URL takes you to a quick tutorial on using Screen-O-Matic, software you can use to record presentations with voiceovers.

