



# LEARNING FROM RURAL CLIENTS

## A Learning Lab Workshop

[rafllearning.org](http://rafllearning.org)

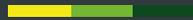
Join the Conversation:

 @RAFLearning #RAFClientVoice

Join the Community:

 LinkedIn Group: "Rural and Agricultural Finance"

# Introductions



**Jason Wendle**, Rural and Agricultural Finance Learning Lab

# What is the Learning Lab?



Dalberg

- Supports innovative ideas, organizations, and initiatives that can create large-scale change
- Launched the Initiative for Smallholder Finance
- A strategy advisory firm dedicated to global development and innovation
- Expertise in access to finance, agricultural development, ICT4D, and the nexus of the three



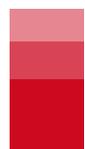
- **The Lab fosters knowledge creation, sharing and collaboration that leads to better financial solutions provided to more smallholder farmers and other rural clients**
- We provide guidance, conduct research, share knowledge, and connect partners
- Learning areas are: (1) understanding impact, (2) what clients want and use, (3) what works in providing financial solutions, and (4) building the ecosystem



Rural & Agricultural Finance  
**LEARNING LAB**

# What is the Learning Lab?

## Experience principles



### **Make learning *actionable***

*static, formal, academic > dynamic, practical, implementable*

The Learning Lab will help translate learning into impact by offering better ways to consume, process and act on knowledge.



### **Make learning *collaborative***

*independent, limited, limiting > collaborative, continuous, extensible*

The Learning Lab will promote a more collaborative learning model focused on defining common goals and inspired solutions.



### **Make learning *client-centric***

*unknown, assumed, under-represented > understood, advocated, integrated*

The Learning Lab will ensure the rural client's voice is represented in the learning process.

## Implications

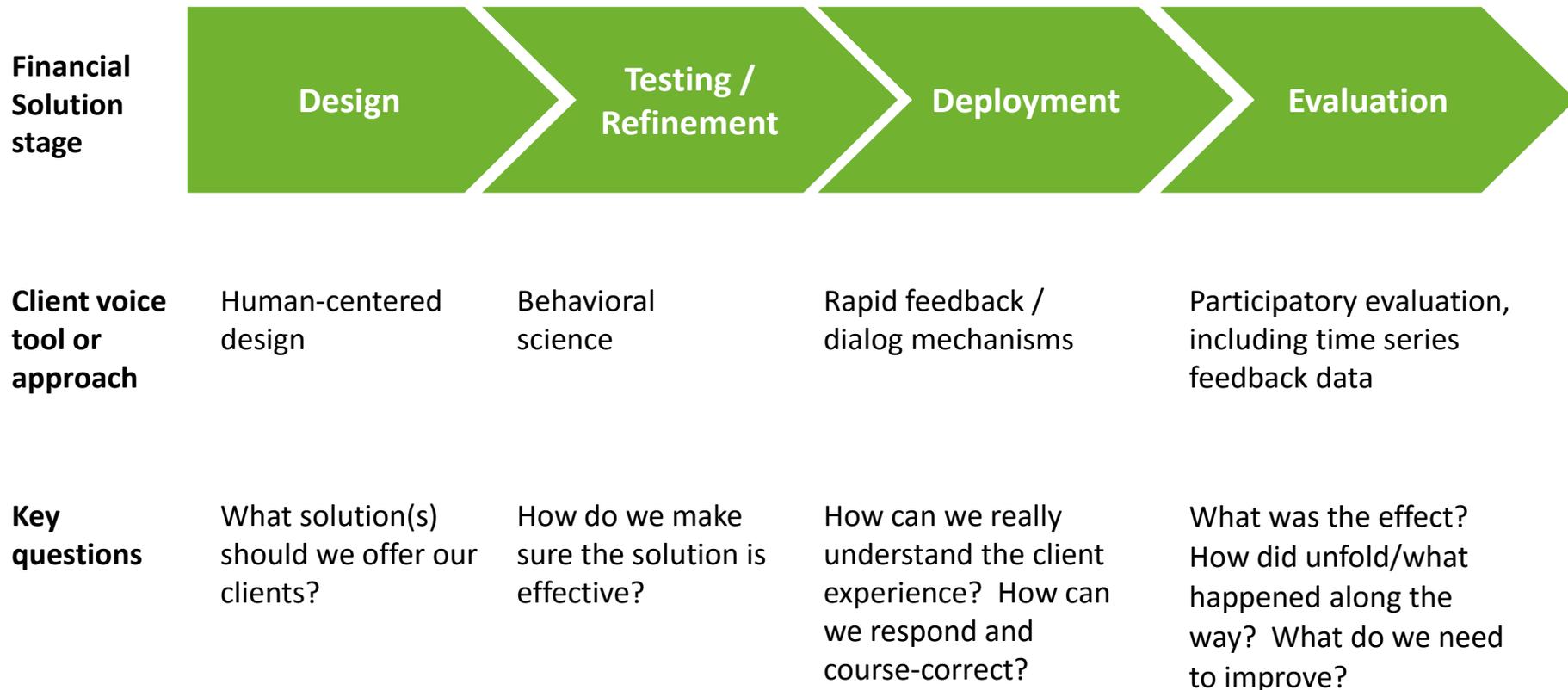
- Move beyond research
  - Go from publication to curation
  - Motivate the private sector
  - Empower the field
- 
- Set the agenda, shape strategies
  - Enable continuous, extended collaboration
  - Incentivize contribution
- 
- Build farmer empathy
  - Learn from rural clients

# Today's objectives



- 1 Explore a range of ways that learning from rural clients can enhance our work
- 2 Practice/experience client-voice approaches together
- 3 Connect and build community around client-centered rural and agricultural finance

# A (rough) framework for today's learning

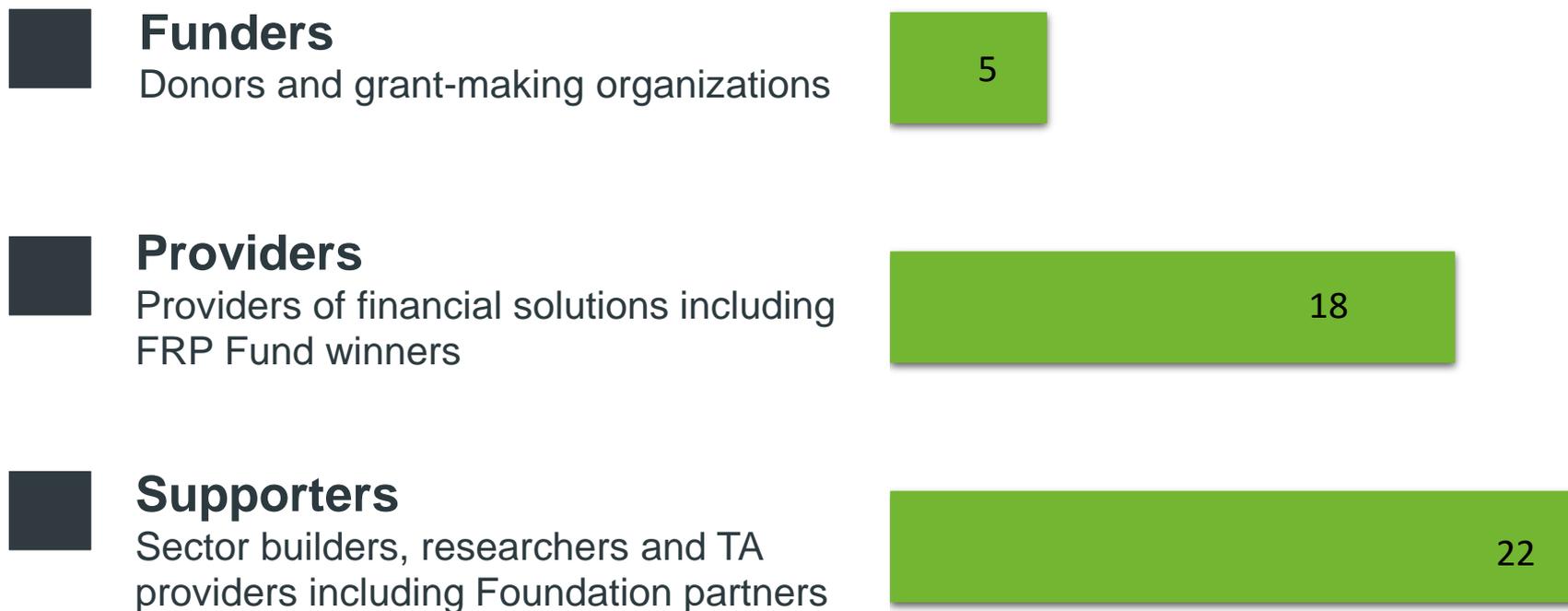


# Major sessions



-  Panel: Why does client voice matter?
-  HCD training session – translating client voice into solutions
-  Lessons from real life HCD
-  Learning from client behavior
-  Farmer feedback for performance management

# Who is in the room, by org



# Table introductions



## At your tables

1. Who you are (name, organization, interesting fact)
2. What you want to learn
3. How long it took you to travel here

## With the larger group

1. Who traveled furthest on your table (name, organization, interesting fact)
2. What they want to learn