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Practical Training Center is attacking on Yunnan, China

Have you had potential target groups for practical training die on you when you're speaking to them? When you're presenting them your perfect description of training contents and training processes? or highlighting your training capability and your practical training experience to them. How does this happen? Don't worry, and read on because you'll find your problems are actually your SOLUTIONS. You will realize what mainly attracts your target attention and how to keep that attention, by shifting your training strategy from solutions to problems attacking.

Attacking problems and attracting attentions

Everyone around you is surrounded by diverse problems. If you had a meeting with 20 local small scales rose farmers, and you were to stand up and ask, "Who has suffered the water shortage that lead to your loss of rose cultivation?" 10 hands may go up. This absolutely happens because you're attacking a problem. Instantly, they focus their attention on you because they assume



you have the solution to their problem, and you are hitting their specific needs. As soon as you attract their attention, it's the best time to conduct an effective training to the specific target group.

Potential problems

As you can see in the previous example, I had a group of rose farmers who was the immediate target-the ones with the water shortage problems. The others- were the ones who were going to experience the water shortage. The secondary group has no need for my training about water management because they have no current problem with water shortage and they have plenty of collected water for 3 months' irrigation. However, the second one would be potential target group, since there would be no rainfall after 5 months and no collected water for irrigation any more.

Not all problems can be solved by practical training

Not all problems can be solved by training; in fact, many problems can't be solved by training. Many problems need solutions in the direction of management changes, financial support or even in this case climatologically solutions. For example, what is

the reason caused the serious drought in Yunnan, China. No much rainfall is the primary and direct cause that definitely can't be changed by training.

However, there are some important causes behind that exacerbate the water shortage. The expert, Ma Jun- director of the Institute of Public & Environmental Affairs said that *one factor is logging, deforestation and general eco-degradation in that region. That's weakened the ecological capability to regulate water. In recent years, much eucalyptus, rubber trees and other non-local species —called “economic trees” — have been planted by paper mills in much of southwestern China. Monsoons and droughts are not unusual, but forests can hold some of that excess water and release it in the dry season.*

Another problem is water pollution in the region. Lakes have been polluted, so the water is no longer good for drinking or irrigation.

Recently, large hydropower projects and mining activities in the region have all worsened the problem. We really need to prevent overexploitation of our resources”.

However, parts of problems can be solved by practical trainings

To focus on horticulture area in Yunnan Province, China, parts of problems leading to water shortage can be solved by practical training. *“The importance of good plant choices, the improvement of site conditions, the importance of crop maintenance, decrease of fertilizers and Pesticides”* can be designed in Practical Training Center in order to improve the awareness of sustainability and the consciousness of protecting the environment.



Action Plan for Practical Training Center in Yunnan, China

- 1) Attack the problems of target groups
- 2) Attract targets' attentions.
- 3) Find the solution to the problems.
- 4) Differentiate your solution from others and Keep it unique.

PTC in Yunnan is a good helper for solving problems

Let's focus on their problems, analyze their needs and come up with solutions.

Great Practical Training Center in Yunnan, China is definitely good at helping target groups to solve great problems.

