



AgXperience

WHAT IS THE AGXPERIENCE

- A fun, immersive, hands-on problem solving activity where students tackle real-world agricultural challenges.
- Team-based scenarios designed to be accessible to students from all backgrounds, encouraging innovation and collaboration as they tackle real-world agricultural challenges.
- Scenarios are fictional made up by AFA Staff but relevant to the institute.



The Beavers Took Over

The Problem: A group of beavers has built dams throughout a working landscape, flooding cropland, changing stream flow, and creating new wetlands.

Your Challenge: How do you respond when wildlife “implements conservation” for you?

Your Proposed Solution:

(Use the space below to outline your approach)

Innovation Challenge:

What’s a creative, unexpected, or unconventional way to move this situation forward?

PURPOSE & EXPECTATIONS FOR YOUR ROLE

- **Prepare Ahead**
 - Review the AgXperience problems and Industry Guide before the session.
- **Engage & Share Expertise**
 - Walk around, ask questions, and offer guidance that helps students shape stronger ideas.
- **Give Impactful, Real-World Feedback**
 - When students present, provide one minute of feedback that connects their ideas to industry insights or practical applications.
- **Encourage Q&A**
 - Leave time for students to ask questions and deepen their understanding.



AgXperience Industry Professional Panelist Guide

Thank you for being part of AgXperience! Your role is to support student learning through listening, curiosity, and real-world perspective. This is not a judging or scoring activity. Your questions and insights help students think deeper and refine their ideas.

Your Role Today

- Prior to presentations, you are encouraged to stroll between groups as they prepare, listening in, asking questions, and offering light guidance.
- Pair up with another industry professional
 - Spend 5 minutes with each group
 - 3 minutes – Student presentation
 - 2 minutes – Feedback & discussion
- Rotate to a new group after each presentation
- Focus on encouragement, clarity, and real-world connection

What to Listen For

Use these areas to guide feedback, no scoring required.

Understanding the Scenario

- Is the problem clearly explained?
- Do students understand the real-world context?

Quality of the Solution

- Is the solution realistic and actionable?
- Does it address the root issue?
- What assumptions are being made?

Creativity & Innovation

- What feels thoughtful, new, or unexpected?
- Does the idea go beyond an obvious solution?

Multiple Perspectives

- Are different viewpoints considered (producer, consumer, industry, environment)?
- Are trade-offs acknowledged?

Communication

- Is the solution explained clearly and concisely?
- Does the group work together effectively?



AgXperience Industry Professional Panelist Guide

Question Bank

Choose 1–2 questions per group, use what fits naturally. These are just example questions feel free to make your own.

Understanding & Intent

- What problem are you ultimately trying to solve?
- Why did your group choose this approach?

Feasibility & Implementation

- What would be the first step to making this happen?
- What resources would this require?
- What challenges might you encounter in the real world?

Impact & Perspective

- How might a producer view this solution?
- Who benefits most from this idea?
- Are there any unintended consequences?

Innovation & Growth

- If you had more time, how would you improve this?
- What question are you still unsure about?

Industry Connection

- In my experience, a similar challenge showed up when...
- How might this idea change at a different scale?

Simple Feedback Framework (If Time Is Tight)

One Strength:

- “One thing that works well here is...”

One Stretch Question:

- “Have you thought about...?”

One Real-World Insight:

- Share a brief industry example or perspective

Helpful Reminders

- Encourage ideas, even imperfect ones
- Ask questions that expand thinking, not shut it down
- There is no single “right” solution
- Your insight helps connect learning to real-world agriculture

SESSION LOGISTICS

- Please arrive 15 minutes before session start time.
- Specific time will be listed in the email.
- Audience: College Freshman-Seniors, ranging from all backgrounds.
- Room Set: Set in roundtables, speakers to walk around the room.
- Attire: Business Casual-Company attire is encouraged

OUR DELEGATES

- Our students come from all over the United States.
- Our students major in a variety of topics. For example, you may be speaking at our Policy Institute and students may have majors in Animal Science.
- Our students have a passion for learning and connecting with industry leaders.
- Our students will come with questions that range from basic to complex.

SESSION TIMELINE

- **Welcome & Introductions**
 - Name, title, company/organization, specialized area you work in
- **Finalize presentations**
 - 25 minutes to finalize presentations
 - Speakers take time during this to walk around and engage with our students.
- **Presentations**
 - 10-12 groups × 5 minutes each
 - Presentations are 3 minutes, feedback 2 minutes
 - Speakers pair up with another person if needed and walk to each table.
- **Q & A from students**
 - Allow students to ask general questions to speakers, panel style.

AFA LEADER COMPETENCIES



Relationship Development

Building and fostering healthy relationships



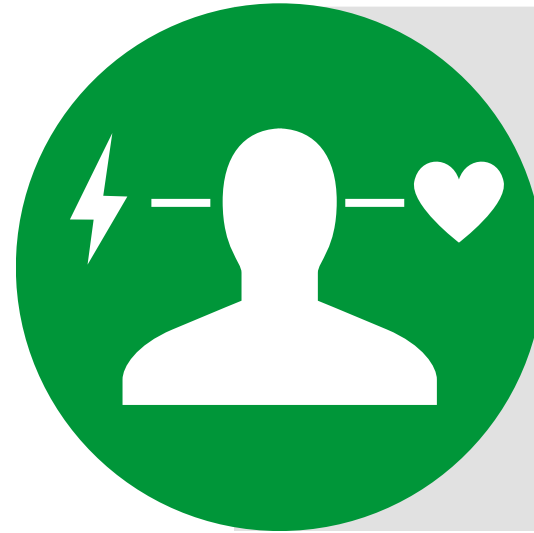
Cultural EQ

The capacity to perform across diverse environments with an inclusive bias.



Systems Thinking

The ability to innovatively influence systems through critical thinking and problem solving.



Interpersonal IQ

The capacity to relate with sensitivity and influence. A built-in bias toward leading & learning



Collaboration

The ability to work effectively with others toward a common goal



Career Management

Using exploration, feedback, and reflection to manage you and your teams.

ACTION ITEMS

- You will gain access to the AFA Mobile App two days before the event. Check your email (spam) for more information.
- Please send the following to taylor.howell@agfuture.org
 - Speaker bio
 - Headshot
 - Job Title



THANK YOU!