



Leadership Through Growth

Margaret Dorgan – Communications Advisor

Expansion & Growth



Good News Story

- ❖ 50% growth expected in dairy production by the year 2020
- ❖ 5.5bn - 7.5bn litres
- ❖ 140 markets globally – new markets developing in infant formula, etc
- ❖ Sustainable – Grass based production
- ❖ Roll out of SDAS as part of Origin Green
- ❖ World Leader in Probiotic Research

Culture is Context

- ❖ **Evolving** set of collective beliefs, values and attitudes
- ❖ **Impact** on strategic direction
- ❖ **Influences** management decisions
- ❖ **Provides clues and cues** as to how to behave in normal and novel situations

Professor Geert Hogstede

Dairy Farmer / Small Business



Evolving Methods of Communication

- ❖ Farmers Journal on line
- ❖ Texting / Email
- ❖ Online Resources
- ❖ Grant applications
- ❖ On time information
- ❖ Apps.. Agriland
- ❖ Online forums / webinars
- ❖ Farmer to Farmer
- ❖ Discussion Groups
- ❖ Local Radio



Leadership



***What is your
definition of
Leadership and
who best
exemplifies that in
your life?***

Keys Factors to Leadership

- ❖ Influence
- ❖ Integrity
- ❖ Inspiration
- ❖ Intelligence
- ❖ Capability

Is Leadership Learned or is it Intrinsic?

Learned Skills

- ❖ Education
- ❖ Experience
- ❖ Learn to listen
- ❖ Learn to speak
- ❖ Presentation skills

Intrinsic Skills

- ❖ Beliefs
- ❖ Values
- ❖ Ethics
- ❖ Character
- ❖ Fluency
- ❖ EQ & IQ



Styles

*Which of these Leadership styles
best describes you?*

Autocratic

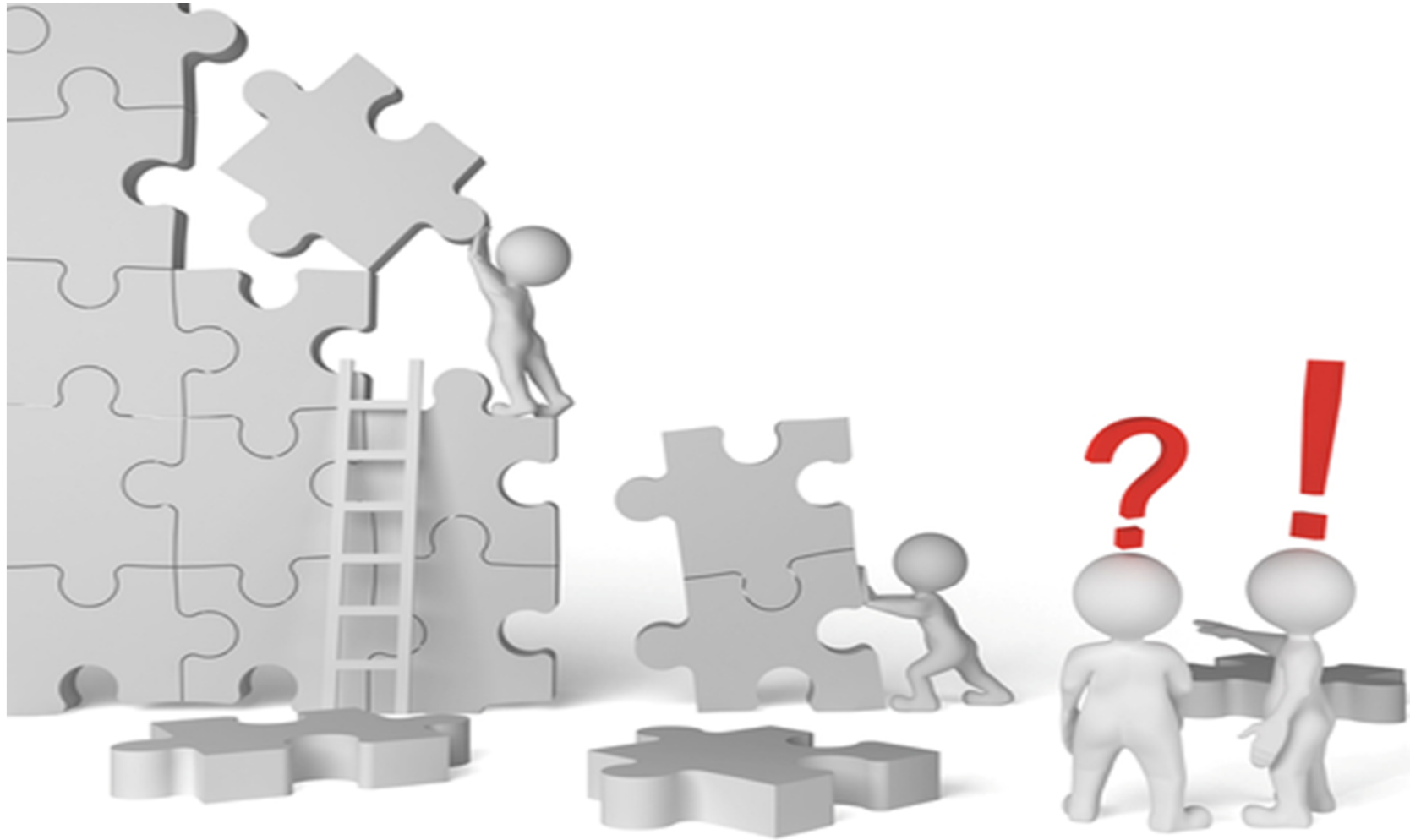




Bureaucratic



Laissez-Faire



Democratic



Essential Traits for Effective Leadership

❖ 34% High Emotional Intelligence

❖ 26 % Strong Communicator

❖ 22 % Strategic Thinker

Amrop survey 2016

Emotional intelligence is make up of ...

- ❖ Self Awareness
- ❖ Self Regulation
- ❖ Motivation
- ❖ Empathy
- ❖ Social skills

60 SECOND PHD IN LEADERSHIP

‘And you thought Leadership
was complicated’

Dee Hock, founder of Visa

Engaging New Employees



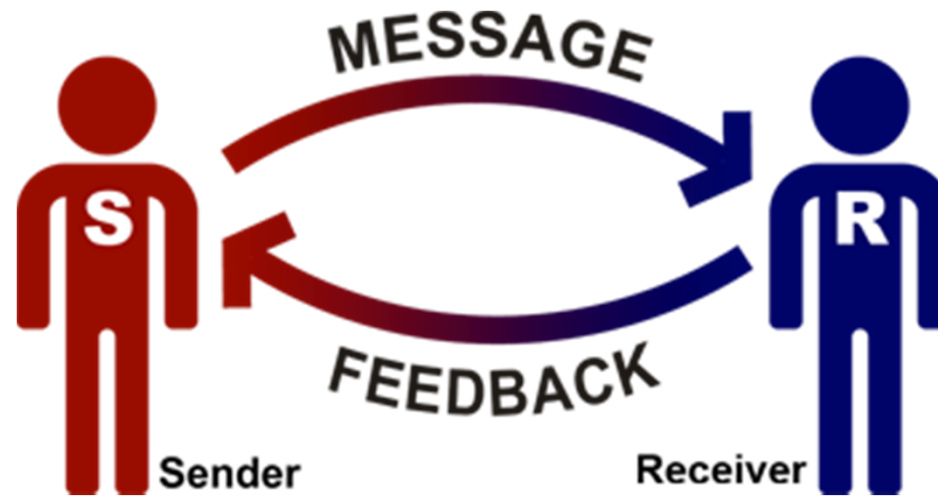
Leadership Through Growth

- ❖ Get the right fit - Hire Attitude, Train Skill
- ❖ Effective Communications
- ❖ Effective Planning, Business Plan
- ❖ People Management Skills
- ❖ Accountability & Responsibility
- ❖ Capacity to see around corners
- ❖ Stay Motivated

What would improve my Communications Skills?



Effective Communication



Communications Skills

- ❖ Verbal Communications
- ❖ Non Verbal Communication
- ❖ Listening skills
- ❖ Negotiation
- ❖ Problem Solving
- ❖ Decision Making
- ❖ Assertiveness
- ❖ Building Rapport
- ❖ Delegation
- ❖ Delivering objective feedback
- ❖ Encouragement / Mentoring

To Be Effective

- ❖ Clear
- ❖ Concise
- ❖ Concrete
- ❖ Correct
- ❖ Coherent
- ❖ Complete
- ❖ Courteous

Check for Comprehension



Steps to People Management

- ❖ Put yourself in their shoes - Empathy
- ❖ Show Gratitude & Appreciation ...‘thank you’
- ❖ Give sincere compliments
- ❖ Treat others with respect
- ❖ Delegate appropriately *
- ❖ Be Honest – Earn & Maintain Trust
- ❖ Build Rapport
- ❖ Empower
- ❖ Mentoring
- ❖ Listen attentively
- ❖ Manage Expectations



Building Employee Accountability

- ❖ Define business expectations - Meet regularly with all employees.
- ❖ Don't solve your employees' problems.
- ❖ Practice what you preach.
- ❖ Define success in reasonable terms.
- ❖ Be tactful.
- ❖ Prepare to fail.

Advantages of Increased Accountability

- ❖ Improved performance
- ❖ Increased participation
- ❖ Improved feelings of competency
- ❖ Increased commitment to work
- ❖ More creativity and innovation
- ❖ Increased morale and work satisfaction

Accountability vs. Responsibility

Responsibility can be shared
while **accountability** cannot.

Being **accountable** not only means
being **responsible** for something but also
ultimately being answerable for your
actions

CHANGE



Innovation In Agriculture

By changing nothing, nothing changes...

Tony Robbins



Co-operation

The modern dairy farmer coping with scarce labour and the demands of increased production requires a wide range of skills, one of them is an ability to co-operate with multiple agencies and individuals..

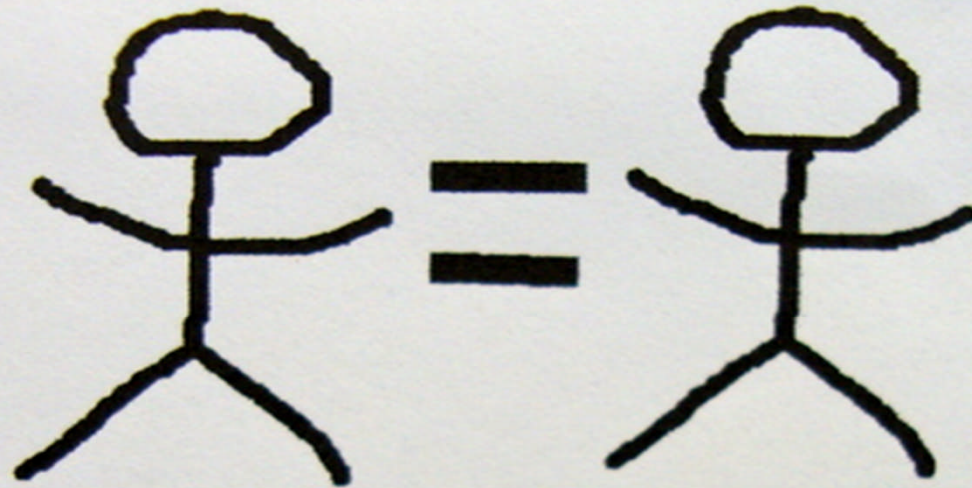
Start with your own



Judgment



Respect



Treat Others the
Way You want to
be Treated

Motivation



Be Your Own Motivator

- ❖ Know your 'why'
- ❖ Set Goals and Milestones
- ❖ Track your Progress
- ❖ Celebrate Achievements
- ❖ Network
- ❖ Stay Positive
- ❖ Empower Yourself & Team
- ❖ Take Care of Yourself
- ❖ Be Patient

***Growing your sector ...is an evolution
not a revolution....***

