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AGRILEADER

The Leader

Business insights and advice to help you stay ahead of the curve

January 2023

Stephen Covey, the author of the well-known book *The 7 Habits of Highly Effective People*, said “Self-growth is tender; it’s holy ground. There’s no greater investment.” Which is why we are excited to be hosting the [AgriLeader Forum](#) on 7–8 February in Stratford-upon-Avon.

This year’s theme is ‘driving your success’ and we’ll be challenging you to reflect on your business and leadership style. You will also pick up leadership tips from outside our industry that you can apply when you get home.

In this edition of The Leader, we give you a taste of what is in store for attendees and find out why Nick Grayson, Future Farmers of Yorkshire Chair, said: “I would go as far as to say the AgriLeader Forum is the best conference I’ve ever attended.”

In this edition

> [Diary dates](#)

> [Driving your success](#)

> [Becoming an employer of choice](#)

> [Circle of Influence livestream](#)

> [Leader in the limelight](#)

> [The rising role of social media within UK agriculture](#)

> [Leading yourself](#)

> [Leading your people](#)

> [Leading your business](#)

> [Listen, watch, read](#)

> [Get in touch](#)

Diary dates

- [30 January: Become an effective business leader](#)

- [31 January: Reducing carbon emissions through grass and forage management](#)
 - [2 February: AHDB and NFU livestock conference](#)
 - [7–8 February: AgriLeader Forum 2023](#)
 - [16 February: The rising role of social media within UK agriculture](#)
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Driving your success

There is a certain something that motivates successful people to succeed and live the lives of their dreams.

Business coach Machen MacDonald believes that when it comes to success, there are three types of people: those who think about achieving their goals, those who talk about their goals and those who do something about attaining their goals.

To succeed, we must do all three. Read [this Forbes article](#), in which Machen discusses how to put yourself in 'drive' to succeed.



Did you miss our Circle of Influence livestream?

AHDB's [We Eat Balanced campaign](#) returned on Boxing Day with adverts shared across TV, video-on-demand, social media, supermarket aisles and newspapers throughout December and January.

So, live from the LAMMA show earlier this month, we posed a question to some of the UK's most well-known farming influencers from YouTube, TikTok, Instagram and Twitter as part of our Circle of Influence livestream.

We asked them: How do we tell the British farming story to bridge the gap from farm to fork?

We also invited Dr Amy Jackson, who recently completed her AHDB-sponsored PhD entitled: Consumer perceptions and cultural values around the housing, management and wellbeing of dairy cows, to share her views.

If you missed the livestream, you can still catch up on the lively discussion filmed after hours at LAMMA.

[Catch up with the January livestream](#)



Leader in the limelight: Emma Middleton

In this feature, we profile leaders from across our industry. We ask them questions to find out what makes them tick and how they've become the leader they are today.

This month we hear from Emma Middleton (pictured). Emma farms in Lincolnshire with her husband, Andrew. They run a small suckler herd together with a rearing-to-finishing beef enterprise and a free-range egg production unit. Emma also has her own podcast ([Blossoming Business](#)) featuring tips and advice for first-time business owners.



What's the best advice you have ever received?

To set goals, think about both short- and long-term goals for your personal life and business. Make sure your goals include the reasons why you want to achieve them, and be positive by starting each goal with "I am going to do xyz..." as opposed to "I should do xyz...".

What was the best decision you ever made?

To take the risk and set up my own business. I left behind a job I loved and people I enjoyed working with, but running my own business gave me the flexibility I so desperately needed for family life.

When have you felt outside your comfort zone?

I've had to build my own business brand and push myself to step into the spotlight. It's meant I've been doing more on social media, recording podcasts, and I recently filmed with AHDB as one of their [Labour Life Cycle case studies](#). Being in front of the camera and having nowhere to hide has been stretching at times, but it's the right thing to be doing.

[Find out more about Emma, including her ideal superpower](#)

The rising role of social media within UK agriculture

In 2021, Remy Beaumont founded GEN Z TALENT, an agency specialising in influencer and social media marketing, initially to provide a part-time income while completing his final year of university.

Remy's final year dissertation focused on farm diversification, and it was during this time that he began to see the potential for social media marketing within agriculture.

[Join our broadcast on 16 February for an insight into how you can use social media for business development](#)



Leading yourself: Turning ambition into achievements

What do five Ryder Cup captains, three English Premiership football clubs, the 2009 England Ashes winning cricketers and Formula 1 racing drivers David Coulthard and Eddie Irvine have in common?

They have all been coached by Jamil Qureshi (pictured). Jamil is a motivational speaker, performance coach, psychologist, author and headliner at the AgriLeader Forum 2023.



[Join us on 7–8 February to meet Jamil and explore how you can turn ambition into achievement](#)

Leading people: Surviving the leadership pressure cooker

In dealing with pressure, Katy admits she had different strategies, but the team around her were vitally important.

“To be a good leader, you need to ‘be yourself’ and get others involved. Preparation is key, making the task of leading much easier when everyone knows their role.

“By the end, I really enjoyed not having to micromanage, being able to sit back and trust that everybody would do their job and that we’d done enough prep in the build-up that people knew what was expected of them.”

Our after-dinner speaker at the AgriLeader Forum is Katy Daley-Mclean MBE. Hailing from the Northeast of England, Katy is one of the UK’s most high-profile sportswomen and has developed an imitable reputation as both a rugby player and a leader.



[Get to know more about Katy](#)

Leading business: The future of work is not what you think

Dan Sodergren is another keynote speaker at the AgriLeader Forum.

Dan is a renowned international speaker who specialises in new and emerging digital marketing techniques. He's a dad, a lover of tech and a futurist.

His company, YourFLOCK, centres on team engagement based on values and aims to save businesses money by keeping their teams together for longer.



Some of the areas he'll explore at the conference include:

- Why a blanket approach to expectations for employees does not work
- How managers who find one-to-ones challenging can still find out what they need to know
- Mindset versus generational differences

Listen, watch, read



Listen

Blossoming Business with Emma Middleton

This month's Leader in the Limelight, Emma Middleton, has her own podcast – Blossoming Business. She shares tips and advice for first-time business owners during the planning, setting up and running of their new business.

From 'Taking a break', to 'Fighting the fear of judgement', to 'Alternatives to Social Media Marketing',



Watch

Success, failure and the drive to keep creating

Elizabeth Gilbert was once an 'unpublished diner waitress', devastated by rejection letters. And yet, in the wake of the success of 'Eat, Pray, Love', she found herself identifying with her former self.

In this Ted Talk, Elizabeth reflects on why success can be as disorienting as failure and offers a simple, though hard,



Read

10 ways to take time for yourself even with a hectic schedule

"If you feel burnout setting in, if you feel demoralised and exhausted, it is best for the sake of everyone, to withdraw and restore yourself", said Dalai Lama.

Do you tend to get overwhelmed with everything going on in your life? Whether it's the responsibilities piling up at work, the chores you have to do

Emma covers a range of helpful topics for business owners.

[Listen to Blossoming Business for tips and inspiration that will help your business grow](#)

way to carry on, regardless of outcomes.

[Watch Elizabeth's Ted Talk](#)

at home, or the people in your life who need your attention.

[Find out how and why it's important to learn how to take time for yourself](#)

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[Practical know-how to help your farm business](#)

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