

Click [here](#) if you are having trouble viewing this message.



# AGRI LEADER

## The Leader

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

July 2021

---

We've collated a wealth of podcasts, videos and reading materials to inspire and challenge your thinking on business and leadership.

This month, the focus is on what we can learn from other industries to make your business more resilient and how to develop your team to help them achieve their full potential.

---

### In this edition

- [Talking Leaders: Who says farmers won't meditate?](#)
  - [How Britain's 50 fastest-growing food and drink companies beat COVID](#)
  - [Leading yourself: Improving self-awareness](#)
  - [Leading your team: A skills-based approach to hiring](#)
  - [Leading your business: Why one size doesn't fit all](#)
  - [Get in touch](#)
-

## Talking Leaders: Who says farmers won't mediate?

*Talking Leaders* is a bimonthly series of short online events featuring inspirational speakers.

**Our next event is at 11:30am on Thursday 19 August.**

Holly Beckett (pictured) is a director at Focussed Farmers and works with farmers to implement 'mental training'.

Join this event to pick up tips that you can implement to better manage difficult situations and improve your focus.

[Register for event on 19 August.](#)



## How Britain's 50 fastest-growing food and drink companies beat COVID

Fast-growing food and beverage firms faced huge challenges during the pandemic, but while some have suffered many have thrived.

In its 12 years of publication, the **Fast 50** has taken in plenty of industry-changing forces, from the aftermath of a global financial crisis to the rise of the discounters and online grocery.

[See the winners and the companies to look out for.](#)

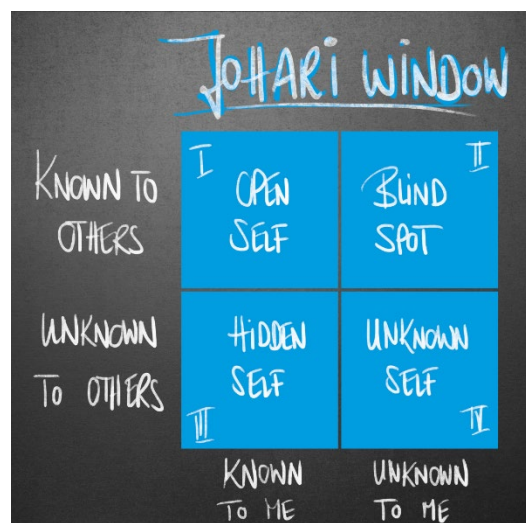


## Leading yourself: Improving self-awareness

If you're looking to improve your self-awareness and mutual understanding between your team, the **Johari Window** model could be the tool you're looking for.

It represents information (feelings, experience, views, attitudes, skills, intentions, motivation, etc.) within or about a person, from four perspectives.

[Find out how to improve communications in your team.](#)



---

## Leading your team: A skills-based approach to hiring

The economic toll of the coronavirus pandemic is expected to leave more than 140 million people out of work.

Shifting to a skills-focused approach is a viable solution to an evolving workforce dilemma. Evaluating employees based on their skill sets can help level the playing field — and help companies realise the talent they already have.

[Find out how to upskill and reskill your workforce in this Harvard Business Review.](#)



---

## Leading your business: Why one size doesn't fit all

Today, a relevant and tailored way of marketing is especially important as brands look to establish themselves as meaningfully different — striving to be authentic and credible for consumers demanding transparency.

[Find out how to market your business your way.](#)



---

## Listen, watch, read



Listen

### Influence change at your place of work

Listen to this series of Enclaria podcasts to explore ways to influence organisational change, from someone who's not calling the shots.

[Listen to the podcast](#)



Watch

### What makes a great leader?

Simon Sinek suggests, it's someone who makes their employees feel secure. This short video explains how you can make your team feel safe.

[Watch the video](#)



Read

### 10 ways to change your life

Lessons learned during the 34-year career of a navy SEAL that can change your life... Start by making your bed!

[Read the article](#)

---

## Get in touch



Izak Van Heerden

Email: [izak.vanheerden@ahdb.org.uk](mailto:izak.vanheerden@ahdb.org.uk)  
Mobile: 07854 507279



Mark Campbell

Email: [mark.campbell@ahdb.org.uk](mailto:mark.campbell@ahdb.org.uk)  
Mobile: 07528 780346



[Listen to the AHDB podcast](#) Practical know-how to help your farm business



AHDB, Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TL

T 02476692051

E [comms@ahdb.org.uk](mailto:comms@ahdb.org.uk)

W [ahdb.org.uk](http://ahdb.org.uk)

© Agriculture and Horticulture Development Board 2021. All rights reserved.

To ensure you continue to receive this information please notify us of any change to your email address by responding to this email. While the Agriculture and Horticulture Development Board seeks to ensure that the information contained within this document is accurate at the time of broadcast, no warranty is given in respect thereof and, to the maximum extent permitted by law the Agriculture and Horticulture Development Board accepts no liability for loss, damage or injury howsoever caused (including that caused by negligence) or suffered directly or indirectly in relation to information and opinions contained in or omitted from this document.