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AGRILEADER

The Leader

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

March 2025

In this edition of The Leader, the ultimate newsletter for AgriLeaders, we're focusing on some of the highlights from our flagship event – the [AgriLeader Forum](#).

More than 180 forward-thinking farmers joined us at the conference in January to hear from inspiring speakers, take part in group activities and connect with like-minded farmers.

This year's theme was 'Aspire, Advance, Achieve', and attendees were challenged to:

- Make continual, small improvements in their lives and work that would result in big changes
- Be bold, move out of their comfort zone and try something new
- Lead by example and make the most of their team's diverse contributions
- Not fear failure, but embrace the knowledge it brings

If you weren't lucky enough to come to this year's event, make sure you don't miss out next year – look out for details over the coming weeks.

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Leader in the Limelight

In this feature, we profile leaders from across our industry. This month, we hear from Sarah Bell (pictured), who joined our panel discussion at the Forum.

Sarah farms with her husband and parents in Rutland; they have a mixed farming operation spanning cereals, beef and sheep. Sarah has also developed three fully accessible holiday cottages on the farm since returning to the business in 2017.



What's the best advice you have ever received?

Speak your own truth, with care and integrity.

What is your biggest regret?

I always regret not trusting my gut – very often when there has been a good opportunity but at the wrong moment, I have taken it, in spite of my better judgement.

What keeps you awake at night?

The same things as all farmers – pushing the business on and insulating it against poor policy, the weather and working out how to survive everything the universe throws at what ought to be a relatively simple job.

[Find out more about Sarah and what makes her tick](#)

Leading Self: The power of positive habits

Kat Thorne is an international keynote speaker and consultant. She inspired the audience at the AgriLeader Forum with her story of overcoming workaholism and burnout with one small habit change.

She explained that success isn't about drastic overhauls – it's about consistent, intentional improvements. When you commit to a single positive habit, like waking up earlier or practising gratitude, you build momentum. Over time, this small shift rewires your mindset, making self-discipline and confidence second nature.



The secret? Start small, stay consistent and success will follow.

[Find out more about Kat and her tips for becoming happier, healthier and higher performing](#)

Leading People: Creating 'followship'

For any leader, success depends on bringing their team with them.

Gemma Krasucka, Head of Learning and Development at Leicester City Football Club, spoke to attendees about the importance of 'followship' in achieving team success.

With over 20 years of experience in performance coaching and people development, she advocates for leaders to engage with and inspire their teams, fostering a culture where every member feels valued and motivated.



This approach not only enhances individual performance but also drives collective achievement.

[Hear more on this topic by catching up with our Talking Leaders broadcast with Gemma](#)

Leading Business: Work smarter, not harder

Anna Mosley is a high-performance coach and the founder of [Eighty Growth Academy](#).

Speaking on day two of the Forum, Anna focused on how you can enable the extraordinary by adopting an 80% approach – that is, you can't operate at 100% all the time, but that doesn't mean your business can't be successful.

By giving yourself and your team time and space to focus on your business, you can get greater mental clarity, leading to better decision making, enhanced creativity and reduced stress.



The aim is to break free from perfectionism and work smarter, not harder.

[Hear more from Anna and her approach to achieving success in your business by catching up with our Talking Leaders broadcast](#)

Listen, watch, read



Listen

Coaching for leaders

Do you want to improve your leadership skills and create a culture of followship in your team?

The Coaching for leaders podcast with Dave Stachowiak features interviews on how leaders can inspire, engage and motivate their teams for long-



Watch

How great leaders inspire action

One of the most-watched TED Talks of all time – Simon Sinek's golden circle model – goes hand in hand with the theme from this year's AgriLeader Forum: Aspire, Advance, Achieve. Just as our speakers encouraged us to lead



Read

The 80/20 Principle

Anna Mosley's approach to high performance echoes the 80/20 principle in Richard Koch's book of the same name – where 20% of your efforts yield 80% of your results. This book helps leaders and business owners focus on what truly

term success; this aligns perfectly with what Gemma discussed at the AgriLeader Forum.

[Listen to the podcast](#)

with purpose, embrace change and inspire our teams, Sinek explains why great leaders start with 'why'.

[Be inspired by this must-watch Ted Talk](#)

drives success, making it a great follow-up to Anna's talk at this year's AgriLeader Forum.

[Buy The 80/20 Principle](#)

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