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AGRI LEADER

The Leader

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

May 2022

Wow, how the world has changed since our last edition of The Leader. It would be disingenuous not to mention what is happening in Ukraine, and this month we will be thinking about how to deal with such a paradigm shift while focusing on our circle of control and influence.

Can we learn anything from the horror of war, or the kindness of strangers, that we can apply to modern leadership in the face of adversity?

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Diary dates

- [8–9 June: Cereals – the arable event](#)
- [9 June: Risk management panel debate – how can we plan in a crisis?](#)
- [16 June: Talking Leaders – eat sleep work repeat, with Bruce Daisley](#)
- [5 July: Arable Scotland](#)

#AgriLeadership week 2022

This week is #AgriLeadershipWeek – a week dedicated to breaking down barriers and stereotypes about leadership. We want to show that leadership development is for everyone and accessible to all.

When was the last time you invested in yourself? Make a pledge to develop your leadership skills this [#AgriLeadershipWeek](#) and you could win a one-to-one session with an industry leading mentor.

A promotional graphic for AgriLeadershipWeek. It features a teal background with a purple torn-edge banner on the left containing the text: "Make your pledge and WIN 1-2-1 session with an industry leading mentor". To the right, white text reads: "Share your pledge on how you will make a positive change to improve your leadership skills." Below the text are five stylized hands of different colors (light skin, dark skin, brown skin, orange skin with a watch, and light skin with a red sleeve) raised in a gesture of participation. At the bottom, a white banner contains the text: "Make your pledge and share using #AgriLeadershipWeek 16-20 May 2022".

Make your pledge and share using [#AgriLeadershipWeek](#) 16-20 May 2022

AgriLeadership week is a joint scheme organised by: AHDB, Nuffield Farming Scholarships Trust, the Institute for Agricultural Management, the Worshipful Company of Farmers, The Farmers Club Charitable Trust, Oxford Farming Conference, The Institute for Agriculture & Horticulture, and the Agricultural Universities Council.

How can we plan in a crisis?

A promotional graphic for a webinar. It features a blue and green background with a blurred image of hands working with documents and a laptop. In the top left corner, a blue box contains the word "Webinar". In the top right corner, the AHDB logo is displayed. The main text in the center reads: "Risk management panel debate: How can we plan in a crisis?". Below this, the date and time are given: "Thu 09 June, 6:30pm". At the bottom, it says "Book now at: ahdb.org.uk/events".

Webinar

AHDB

**Risk management panel debate:
How can we plan in a crisis?**

Thu 09 June, 6:30pm

Book now at:
ahdb.org.uk/events

What we have all experienced in the last 12 months is unprecedented. Feed, fertiliser, fuel, and labour costs have all risen dramatically, squeezing margins from profit into loss. With all sectors forced to rein in inputs, this will lead to

reduced yields and production. Left unchecked, there could be double-digit cuts in output across all sectors of UK food production.

Surging energy prices are central to the potential cutbacks in output. Farming systems depend heavily on energy for fertiliser manufacture, food storage, crop drying, milk pasteurisation, and for heating everything from glasshouses to livestock sheds. And since Russia invaded Ukraine in February, energy costs have gone through the roof.

Next month we'll be holding a panel discussion with several key industry experts to discuss risk management. Join us as we go live at 6:30 pm on **Thursday 9 June**. If you'd like to submit questions ahead of the event, email info@beanstalk.global

[Register now](#)

Market impact of Ukraine conflict

After a long period of geopolitical tension, Russia launched its invasion of Ukraine on Thursday 24 February. But earlier that month, with the war clouds still only looming, Rabobank published a report looking at "[How we would pay for the war](#)," comparing three possible scenarios.

Three months on, let's see how it is playing out both internationally, with [these perceptions from Rabobank](#), and closer to home, with [these insights from AHDB's analysts](#).

Leading yourself: leading is tough right now, but you've got this

The last few years have not been easy on leaders, but according to Harry Kraemer, American business executive, leadership author, and professor, good leadership looks a lot like it did pre-pandemic, and pre-war.

"The requirements to be a leader have always remained pretty constant. It's leading yourself, leading others, communicating like crazy, listening carefully, demonstrating you care."

[Find out why self-reflection is even more critical during a crisis](#)



Leading people: lessons from Ukraine's President

Why do people follow certain leaders? When the United States of America offered to evacuate President Zelensky, his response was: "I need ammunition, not a ride."

This article by Forbes looks at what it is about this 44-year-old politician that makes his fellow Ukrainians follow him into war and sing his praises.

Some of his key attributes, which each of us can apply to our own situations, include authenticity, simple language and relatability.



[Find out more about these attributes and why people follow certain leaders](#)

Leading business: doing good isn't just about altruism

Amid the horror of war, we've seen amazing acts of kindness towards the people of Ukraine, and [in this article](#) we learn about a five-step model of why "doing good isn't just about altruism. It's how companies create value," with a new business ethos called "brand citizenship".

Brand citizenship isn't about a company sacrificing to better the world. It's a model that integrates "doing good" activities with brand development to strengthen reputation and loyalty.



[What activities can you implement to strengthen your business?](#)

Listen, watch read



Listen

Beer disrupted: the worst supply chain



Watch



Read

disruptions, ranked

Inflation, war, and general chaos are disrupting every aspect of the beer value chain.

In this podcast, guests discuss the most important themes from the current inflation and supply chain crisis and how brewers might manage them.

[Listen to the podcast](#)

Leadership matters

With everything that is happening, both in our own lives and around the world, you might find yourself worrying about things you can't control. In this video, Brad Waldron discusses leadership during difficult circumstances and provides you with [exercises you can do for yourself or with your team.](#)

[Watch 'Why Leadership Matters'](#)

Turn the ship around!

This book tells the story of how Captain David Marquet successfully transformed the USS Santa Fe in less than a year, from the worst-performing submarine in its fleet to the best.

It presents a different approach to leadership, using a "leader-leader" model instead of a "leader-follower" model.

[Order *Turn the ship around!* from Amazon](#)

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