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AGRI LEADER

The Leader

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

November 2021

Here's something to ponder: would you want to work for you?

This month we are focusing on how to better manage and support your workforce. With labour shortages biting across all sectors, keeping hold of your talented and skilled workforce is crucial. An important factor is to make sure your team are happy and to give them opportunities to show their full potential.

This edition of *The Leader* focuses on how to do exactly that. Whatever role you are in and whatever the size of your business, you can develop the skills to become the 'employer of choice'.

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Unlocking your potential workshops

Join our online workshops this autumn to find out how you can better engage, motivate and unlock the potential of your team.

Aimed at business owners, you will develop your leadership and management skills and come away with practical techniques you can implement in your business.

	Session 1	Session 2	Book your place
Group 1	10am – 12pm on 17 November	9am – 1pm on 7 December	FULLY BOOKED
Group 2	7–9pm on 17 November	2–6pm on 7 December	Register for Group 2
Group 3	10am – 12pm on 17 November	9am – 1pm on 8 December	Register for Group 3
Group 4	7–9pm on 17 November	2–6pm on 8 December	Register for Group 4

Right people, right skills workshops

To complement the workshops above, we're running a parallel series aimed at managers. These are also running online through November and December. The sessions will, among other things, help you map your team's skills and develop your communication skills.

Places are now limited, so if this is something you're interested in, [book your place today](#).

Talking Leaders: Negotiation – dealing with awkward bast**ds

Talking Leaders is a bimonthly series of events featuring inspirational guests.

Our next speaker is Nick Davies (pictured), author of 'How to be Great at the Stuff You Hate: the straight-talking guide to persuading, selling & networking' and trainer of communication skills to members of The Royal Household.

Join us next month to pick up some top tips on how you can hone your negotiation skills to get the result you want.

[Register for Talking Leaders at 11:30am on 16 December.](#)



Leading yourself: Are you a great leader?

Vince Lombardi, the famous American football coach, once said: "Leaders are made, they are not born. They are made by hard effort, which is the price which all of us must pay to achieve any goal that is worthwhile."

Great leaders are a result of self-improvement and training, not just innate qualities.

[For those of us who aren't natural leaders, this article will help you to identify your leadership skills and how you can become a better leader.](#)

LEADERSHIP
Empower People
Inspire People
Shared Vision
Lead Change

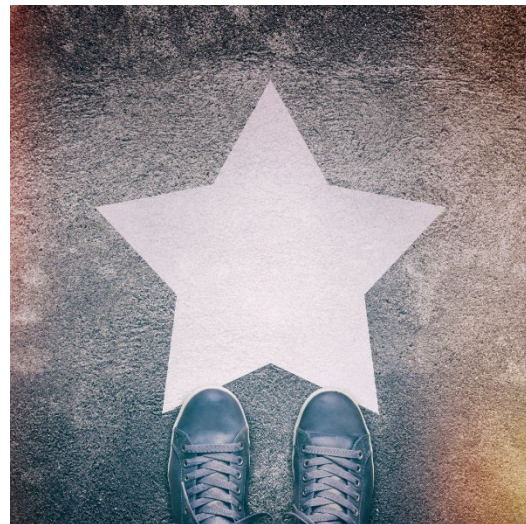
Leading your team: How to keep your top talent

If you've got some outstanding members of staff, you won't want to lose them.

These high-achieving individuals can have an enormous impact on business results.

This article from the Harvard Business Review looks at the six most common errors companies make when it comes to managing their rising stars.

[Which tips can you implement to nurture and recognise your top talent?](#)



Leading your business: How to create a skills matrix for success

A skills matrix enables you to visualise the skills that you and your business need, the skills that are available in the team and the skills that are missing – the skill gap.

A skills matrix can drive performance in multiple ways. It is not only beneficial to the team but also to the individual and the business.

[Find out how a skills matrix can benefit your business and where to start.](#)



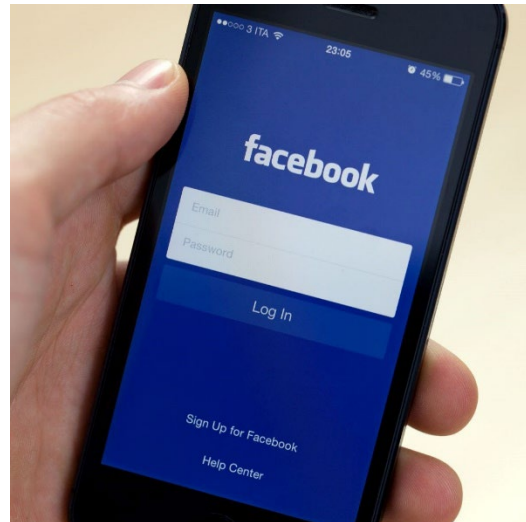
Join our Facebook group

Our private Facebook group brings together leading farmers and growers from the arable, beef, dairy, lamb and pork sectors.

We post inspiring and helpful content and challenge members on the themes of leadership, growth and resilience.

It's also a space for you to discuss the challenges you're facing and to motivate and support others in the group.

[Join the AgriLeader Facebook group.](#)



Listen, watch, read



Listen

Understanding the 'why' behind shopper trends

In this podcast, Nathan Ward, Business Unit Director at Kantar, discusses which lockdown trends are proving sticky, how the 'big return to work' is affecting shopping and eating habits and what to expect from Christmas.

[Listen to the podcasts](#)



Watch

How climate change could make our food less nutritious

Rising carbon levels can make plants grow faster, but there's another hidden consequence: they rob plants of the nutrients and vitamins we need to survive. In this TED talk about global food security, epidemiologist Kristie Ebi explores the consequences of this growing crisis.

[Watch the video](#)



Read

How to understand those who can't be understood

Do you ever think you're the only person making sense? Does your colleague's abrasive manner get your back up? *Surrounded by Idiots* is a book that offers a simple method for assessing personalities and provides insights into how you can adjust the ways you speak and share information.

[Find the book](#)

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