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# AGRILEADER

## The Leader

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

November 2022

Finding the right people, with the right skills, at the right time is one of the most frequent topics of conversation these days, highlighting that labour is one of the biggest challenges farmers are facing.

In this edition of The Leader, we showcase some of the resources available on our [Labour Life Cycle web pages](#). We have collated information from various sources, including the likes of Dairy NZ and Teagasc, into one easy-to-access library to help you become the employer of choice.

Building on the popularity of the 'Listen, Watch, Read' feature in this newsletter, we've incorporated a variety of content in our Labour Life Cycle web pages, and there should be something for everyone no matter what stage of the employment cycle you're at.

### In this edition

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### Diary dates

- [23–24 November: CropTec Show](#)
- [15 December: What does it take to get someone to the moon?](#)
- [19 January: Future-proof thinking, predictions and adaptation](#)

- 7–8 February: AgriLeader Forum 2023
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## Are you an employer of choice?

What you offer employees (and we're not talking salary here) is key to being an employer of choice.

Think about your workplace environment, from the team culture to the staff room to the way you lead and manage your team. Do you nurture and empower your people and provide them with opportunities to develop?

There are many characteristics that make an employer of choice and [this article from liveabout.com](#) details 12 for you to consider.

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## Recruitment and becoming an employer of choice

If your business is known as a popular workplace that values its staff, you will stand out from the competition in the job market. Use our building blocks and the [resources on our website](#) to learn more about becoming an employer of choice.

These include:

- Having a clear vision and clear values
- Being a good leader
- Valuing and supporting your people
- Good communication
- Reward and recognition
- Clear ways of working
- Competitor awareness



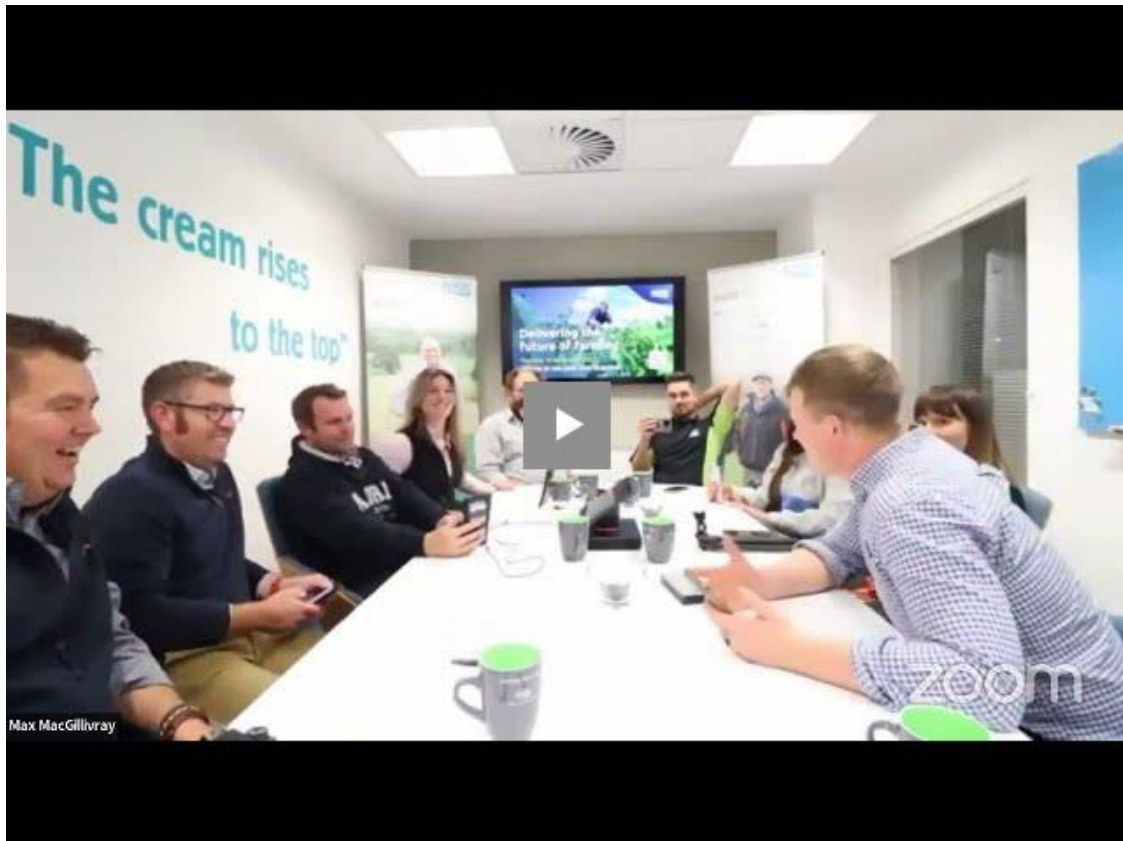
## Did you miss our Circle of Influencers livestream?

In October, we trialled something new: The Circle of Influencers livestream. The aim was to use the reach of farming's social media influencers to connect with farmers, the public and potential new entrants, and to get conversations started on topics affecting our industry.

With up to 1,500 people watching on AHDB's livestream, and more than 45K views since, this promises to be an excellent way to connect with a potential and previously untapped workforce.

Our next livestream is on 30 November when we'll be talking about becoming an employer of choice. Make sure you're following our social media channels so you don't miss out!

[Catch up with October's livestream](#)



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Leader in the limelight: Charlotte Baillie

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

This month we hear from Charlotte Baillie (pictured). Charlotte grew up on a beef and sheep farm in Ayrshire. She spent time milking cows in New Zealand before a brief stint at SRUC and Promar. She now farms in partnership with her husband Robert and her in-laws, Robert and Margaret, in Lanarkshire, Scotland.



**What was the best decision you ever made?**

Moving to Lanarkshire in 2012 to live with my now husband. I was living in Fife at the time, working as an agricultural consultant for SRUC. I hadn't known Robert for long at that stage but packed up and moved to live with him on the farm. Married and two kids later, he tells me I'm living the dream!

**What keeps you awake at night?**

Other than my husband's snoring...? In all fairness not much. As a business, we've had our fair share of tough times but we always come back fighting. For example, we had a farm fire in 2018. It was stressful and frightening at the time but we survived. There is nothing we can't handle.

**What's been the best AgriLeader or other leadership development activity you've participated in?**

Walking Leaders in Glencoe! I really enjoy AHDB's events as they are great at finding different speakers and hosts, but Walking Leaders was next level. The concept of 'walking and talking' had a very positive impact on me, sharing knowledge with fellow attendees (who I didn't know prior to the event) in a relaxed atmosphere and gaining support in a safe and confidential environment.

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

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**Leading yourself: Give yourself headspace by delegating**

The hardest part about delegating is learning to let go. When you stop trying to control the little things, you empower others in your team and it gives them chance to grow and contribute.

You also give yourself time to get on with what you need to do, rebalancing your workload and preventing you from feeling overloaded.

Explore tools you could use to help you delegate and get the balance just right for you and your team



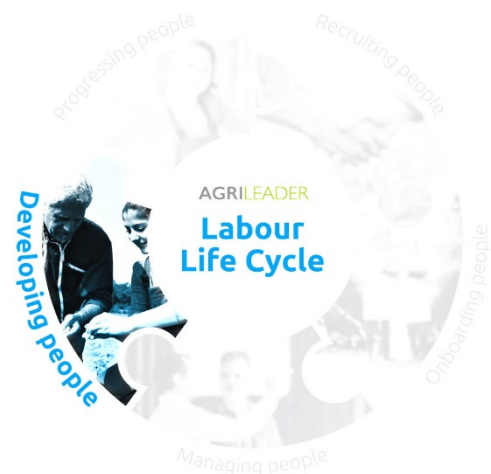
## Leading people: The three most important factors for leading a team

Communication, communication and communication.

Good communication is one of the most important skills to have in business and it can have a big impact on productivity. How often do you find yourself saying: “I told them to do it that way, I don’t understand why they’ve done it wrong”?

Or, as an employee, do you find yourself thinking: “I don’t understand how to do this job,” or “I don’t know how to talk to my boss”?

Whether you want to finetune your own communication style or improve it across your whole team, there’s something for you here.



## Leading business: Workforce planning

Workforce planning is the process of getting the right people on board, at the right time and with the right skills and expertise.

Find out how to master this using the information on our [workforce planning web page](#), which includes a 'People Planning' webinar.

Or, if you prefer to learn while you're working or on the road, listen to [The Dairy Edge podcast: Making farming easier and more enjoyable through labour efficiencies](#)



## Listen, watch read



### Listen

#### **It pays to value and manage your people well**

In this episode of AHDB's Food & Farming podcast, Kay Lane, Agrileader Workforce Development Manager, chats to Kim Stafford, Director of U&I, and farmer, Nicola Carr, about the challenge of finding time to invest in your people, as well as how the farming sector has been upping its people management game over the last few years.

[Listen to the podcast](#)



### Watch

#### **Labour Life Cycle webinars**

To promote our Labour Life Cycle campaign, we hosted a five-part webinar series featuring farmers and experts who shared their own insights and experiences from within and outside of agriculture.

[Watch the webinar recordings](#)



### Read

#### **Has the time come for a promotion?**

Promotions show employees that you value them while also setting up the company for future success. This requires careful consideration and planning.

Within our Labour Life Cycle web pages, we share an article by Indeed discussing the importance of promotions, the different methods of promoting employees and when and how to promote people.

[Read tips about promoting staff](#)



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## Get in touch



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## Delivering the Future of Farming livestream

Sector plans for the Beef & Lamb, Cereals & Oilseeds, Dairy and Pork sectors have been published as part of a commitment to outline how the levy will be invested over the next five years.

Watch the recoding of the recent livestream to hear the sector councils discuss the priorities and answer questions from levy payers.



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