

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

February 2024

Welcome to The Leader, the ultimate newsletter for AgriLeaders. In this edition, we bring you highlights from this year's AgriLeader Forum as well as articles, podcasts, book and video recommendations to help you create and nurture a positive and productive team environment.

Below, you'll find insights from various industries and resources to help you on your path to success.

In this edition

> [AgriLeader Forum 2024](#)

> [Leader in the limelight](#)

> [Leading yourself](#)

> [Leading your people](#)

> [Leading your business](#)

> [Labour life cycle](#)

> [Listen, watch, read](#)

> [Get in touch](#)

AgriLeader Forum 2024: Farming your network - playing your field

This year's AgriLeader Forum – Farming your network, playing your field – attracted nearly 200 farmers for 24 hours of networking and thought-provoking discussions.

The Forum was sponsored by Agri-Tech Centres and featured an array of activities and speakers designed to push people out of their comfort zones, inform and inspire. Attendees were treated to engaging presentations, lively discussions and valuable networking opportunities.

Highlights included:

- Renowned speakers from inside and outside of agriculture delivered insightful presentations, offering valuable perspectives on mental health, networking and leadership
- A panel tackled pressing issues in sparking thought-provoking questions and meaningful conversations
- Interactive breakout sessions provided attendees with practical skills and knowledge to enhance their personal development
- Networking opportunities, enabling attendees to connect with peers, leaders and potential collaborators, forging new relationships and partnerships

Whether you attended the event or not, why not [read more about the AgriLeader Forum online?](#)

Leader in the limelight: Phil Jarvis

In this feature, we profile leaders from across our industry.

This month, we hear from Phil Jarvis (pictured). Phil is the Land and Estates Director for Albanwise Ltd., which manages land in Norfolk and Yorkshire, cropping sugar beet, cereals, oilseed rape, maize, rye, peas, beans and potatoes.

He was also one of the panellists at the AgriLeader Forum last month.



What's the best advice you have ever received?

There are actually two bits. As organisations grow, practitioners should do practical frontline tasks, managers should manage, and consultants consult. While multitasking is admirable, you can end up losing focus.

The second leadership gem is just because you are responsible for an activity or task, it doesn't mean you have to physically undertake it. Learn the art of delegation.

What's been the best AgriLeader activity you've participated in?

The AgriLeader Forum was my first AgriLeader event, but I have been involved with AHDB for some time. The journey from farm benchmarking to Monitor Farms, AHDB conferences and interaction with AHDB staff has been a positive one for knowledge transfer and gaining business acumen.

What one item (other than a spouse, child or pet) would you rescue from the flames?

My guitar. Saving it might not suit the eardrums of the local community, but it's a pastime that lets me get away from life's trials and tribulations.

[Find out more about Phil and what makes him tick](#)

Leading self: What is self-leadership? Models, theory and examples

The fact is, we all lead ourselves to some extent. How efficiently we do that determines how much we live life with purpose and intent.

Yet, despite its central importance to leading a meaningful life, the term self-leadership often warrants explanation and doesn't form part of our common vocabulary. This article from PositivePsychology.com offers a basic overview of what self-leadership is and its scientific foundations.



[Find out what self-leadership means in practice](#)

Leading people: The happiest people pursue the most difficult problems

For many social entrepreneurs, happiness comes from the feeling they are making a difference.

Rosabeth Moss Kanter, author of this article for Harvard Business Review, sees that same spirit in business teams creating new initiatives that they believe in. She has identified three primary sources of motivation in high-innovation companies: mastery, membership and meaning. She goes on to explain that people can be inspired to tackle impossible challenges if they care about the outcome.



[Explore how you can motivate and empower your team](#)

Leading business: Why family businesses need to find the right level of conflict

Many families avoid conflict because it makes them uncomfortable. For families that own and manage businesses, this is a problem. Conflict avoidance leads people to avoid difficult – but necessary – conversations and decisions.

Instead of avoiding conflict, family businesses need to learn to engage in difficult conversations, and find the ‘Goldilocks’ midpoint between too much and too little conflict. Only then does a family business stand a good chance of lasting for multiple generations.



[Try the short quiz in this article to get the conversation started about whether your family business is in the ‘Goldilocks zone’](#)

Listen, watch, read



Listen

Tackling mental health and sexism

Mental and physical wellbeing, as well as sexism in the workplace, are on the agenda as AHDB reporter Alice Perry chats with Dr Stephanie Fitzgerald, a chartered clinical psychologist and neuropsychologist.

The pair met at the AgriLeader Forum in Manchester, where Stephanie spoke about the key mental health issues of today.

[Listen to the podcast](#)

Watch

Marcus Child at the Cultivate Conference

Marcus was a keynote speaker at this year's AgriLeader Forum. In this video from the 2022 Cultivate conference, he talks about creating your bigger picture, creating self-belief and driving towards achieving your aspirations.

[Watch the video to discover how to develop positivity among colleagues](#)

Read

Reworked: Putting Health and Happiness at the Centre of Your Career

In *Reworked*, Dr Stephanie Fitzgerald utilises neuroscience, evidence-based psychology and two decades of working in health and wellbeing to teach you how to be happy, healthy, safe and engaged at work.

It will teach you everything you need to rethink, reimagine and reinvent yourself in the workplace.

[Find the book on Amazon](#)

Get in touch



Izak Van Heerden

E: izak.vanheerden@ahdb.org.uk

M: 07854 507279

Mark Campbell

E: mark.campbell@ahdb.org.uk

M: 07528 780346



AHDB, Middlemarch Business Park, Siskin Parkway East, Coventry, CV3 4PE

T 0247 669 2051

E comms@ahdb.org.uk

W ahdb.org.uk

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.

You can read our [privacy notice](#) here.

AHDB, Middlemarch Business Park, Siskin Parkway East, Coventry, CV3 4PE, UK

© Agriculture and Horticulture
Development Board 2024. All rights
reserved.

