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AGRI LEADER

The Leader

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

January 2022

A very happy (if slightly belated) New Year from AHDB's AgriLeader Team.

For January we present a roundup of articles and other resources to help you reflect on the last 12 months and build a plan for the coming year to help develop both yourself and your team.

If you have already broken your New Year's resolutions, or perhaps didn't set any, fear not – we're still in January. There's still time to make some fresh resolutions to take through the rest of the year. Why not set some personal development goals using the *Michael Page* article below?

And we can't go through January without mentioning Veganuary, but hasn't it seemed more muted this year? The article below from *The Spoon* might explain why plant-based meat sales are slumping, while *The City Meat Lecture* explores "the rightful place of meat in the national diet".

If you need something to listen to while you're on the go, our podcast pick of the month comes from *The Pick List* and features Olly Kohn. He talks about his transition from rugby to running a food brand and includes some great lessons on leadership.

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Shape the future

Levy payers are at the heart of everything we do, so it's only right that we give you a greater voice in how we spend your levy.

In April 2022, you'll get to have your say on the challenges you want AHDB to focus on and the services we will deliver for you in the future.

[If you haven't already done so, register now to take part.](#)



It's nearly time for the AgriLeader Forum

Join our national conference on 8-9 February, which has the theme of 'Shaping the balance' of your business:

- Hear from inspirational, world-renowned speakers
- Network with like-minded farmers and growers
- Be challenged and motivated in equal measures
- Arm yourself with the tools you need to take your business to the next level

We hope you'll leave the event reinvigorated, having challenged yourself on what makes you and your business tick and with a clear vision of your 'why'.

There's not long to go, but there is still time to register and reserve a hotel room at the discounted rate.

[Register now](#)

Is plant-based meat on the decline?

In January, it often feels like there's a barrage of anti-meat and anti-farming messaging across social media, with Veganuary leading the way.

But has this marketing gained any real traction when it comes to long-term sales?

[This article by *The Spoon* looks at why plant-based meat has hit a sales slump.](#)



Leading yourself: setting personal development goals

The start of a new year is the perfect time to sit down and revisit your personal and professional goals for the next 12 months.

A personal development plan can be a useful tool to identify skills and traits that you want to develop. It also provides an opportunity to reflect on the last 12 months. Start by considering these four development goals outlined by Michael Page: build interpersonal skills, seek mentorship, establish a better work-life balance and explore opportunities.

[Read about the four goals.](#)



Leading people: developing high-performing teams

Last year we ran a series of workshops focused on leading teams of highly motivated individuals.

Dr Bruce Tuckman's 'Forming, Storming, Norming, Performing' model offers a simple way to understand how teams develop and how leadership styles should change accordingly. He explains that you should move from directing, to coaching and participating, finishing with delegation.

[Find how to adapt your management style to develop your team.](#)



Leading your business: 10 leadership lessons from 2021

The last couple of years have been a bit of a rollercoaster, but 2021 saw a re-emergence of a strong GDP, nearly 57% of the world's population vaccinated against Covid-19, schools reopen, and a resumption of travel and in-person get-togethers.

Forbes magazine has collated ten lessons from some of the leaders who not only survived but managed to grow their businesses during 2021.

[Learn from the leaders who survived 2020 and achieved growth in 2021.](#)



Listen, watch, read



Listen

The Pick List with Olly Kohn of The Jolly Hog

In this episode of The Pick List, Olly Kohn, former professional rugby player and owner of The Jolly Hog, talks about his transition to running a food brand and includes some great lessons on leadership.

[Listen to the podcast](#)



Watch

The City Meat Lecture 2021

Catch up with the inaugural City Meat Lecture, organised by The Worshipful Company of Butchers, titled "The Rightful Place of Meat in the National Diet".

The lecture explores some of the flaws in many of the environmental and nutritional arguments put forward by those who advocate reducing meat consumption.

[Watch the lecture on YouTube](#)

Read

Shine – Rediscovering Your Energy, Happiness and Purpose

There's no denying it's been a tough couple of years. Andy Cope's book *Shine* could be the kick-start you need to boost your energy and increase your motivation.

Shine is the literary equivalent of 'ctrl/alt/delete.' All you have to do is read the book, keep an open mind, and apply the learning.

[Find the book on Amazon](#)

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[Listen to the AHDB Food & Farming podcast](#)
[Practical know-how to help your farm business.](#)



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