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# AGRI LEADER

## The Leader

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

March 2022

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More than 100 farmers joined us at the inaugural [AgriLeader Forum](#) in February at the East Midlands Conference Centre in Nottingham – and wow, what an event! Attendees spent the best part of 24 hours (over two days) talking all things leadership, while networking with new and old farming friends from around the country.

Everyone left feeling inspired to evaluate what they do, and motivated to make positive changes in their businesses and lives. You can see some of the messages in the 'highlights' link below, or take a look at farmer [Olly Harrison's YouTube channel](#) (days 688 and 689) as he filmed some snippets of the event.

A recurrent topic of discussion was the culture of your business and team, and in this edition of *The Leader* we focus on exactly that, with inspirational articles from outside farming.

Enjoy!

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## Shape the future – two weeks left to register

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.](#)

Registration closes on  
**31 March**

**AHDB**

Don't lose out on having your chance to have your say. Tell us what the future of farming should look like.

Get involved by registering **now!**

**Shape the future of farming**

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### Talking Leaders: Preparing yourself for the world that doesn't yet exist

*Talking Leaders* is a bimonthly series of online events featuring inspirational guests, and next month's topic couldn't be more appropriate given current world events. Our guest on 21 April is Sir John Jones, a sportsman, educational professional and inspirational speaker.

Sir John has a down-to-earth approach to education, believing it to be about social change and never just about ticking boxes or meeting targets. Covering an impressive range of educational issues from leadership and inclusion to organisational development and 'futures thinking', Sir John is guaranteed to give all those who encounter him food for thought.

[Register now](#)

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### Where have the food industry's workers gone?

In the past two years the food and drink industry's labour market has been upended – so what's behind the struggle to find staff (and no it isn't just about seasonal workers)?

The pandemic caused many European workers to return home, while post-Brexit immigration changes removed the rights of many EU workers to freely live and work in the

UK. But the surprise is that this is as much a British worker exodus as a European one: around 80% of the workers who left the farming industry were British.

[Read the article by \*The Grocer\*.](#)

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### **Make work better**

Improve your workplace culture with the latest news, trends and research from Bruce Daisley (pictured), a respected thought leader on the subject of workplace culture and the future of work.

Bruce is the former vice president of Twitter and he spent 12 years running the social media platform in Europe. His book on improving workplace culture, *The Joy of Work*, was the Sunday Times number one business bestseller in spring 2019.

Bruce will also be a guest on our *Talking Leaders* series in June.

Sign up for his [Make Work Better newsletter](#).



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### **Leading yourself: The ABCDs of leading with trust**

Trust is something we often take for granted, until it's broken. Ken Blanchard is an author and researcher with decades of experience of writing about leadership. For him, and for most of us, words are not enough. As the saying goes – actions speak louder than words.

In his article, [Leading with Trust – The ABCDs of Leading](#), Ken provides what he believes are the four key elements of developing trust and becoming a better leader in the process.

What can you take away and implement to improve your own leadership?

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## Leading your people: 5 brutal truths about leading other people

What's your business culture like? How does your team feel? Often, we find ourselves focusing solely on performance, but research shows that how you make your team *feel* has a big impact on how they *perform*. So, how do you make your team feel valued?

It might be helpful to remember that you lead people and manage the work. And you need to be able to inspire your team and nurture a sense of belonging to get the most out of them.

Here are [five factors that contribute to leadership success](#).



## Leading your business: Don't neglect these 3 workplace wonders

Given the theme of this newsletter, you won't be surprised that one of these 'wonders' happens to be culture. It's also one of the most common reasons that employees hand their notice in.

This article by *Forbes Magazine*, explains how a business's culture isn't just defined by one or two grand gestures, like the parties you throw or year-end bonuses. It's about so much more.

The article [gives tips on three areas to focus on](#) within your business to lead it in the direction you want to travel.



## Listen, watch, read



Listen

### The Mid•Point with Gabby Logan

In this episode of The Mid•Point podcast, Gabby



Watch

### Highlights from the AgriLeader Forum



Read

### Superfast: Lead at speed

In this book by Sophie Devonshire, one of the speakers at the AgriLeader

Logan interviews football manager Jurgen Klopp.

Find out how the culture he nurtured united fans, pundits, and players alike, while leading Liverpool FC to domestic and European triumph.

[Listen to the podcast.](#)

Did we mention that the first AgriLeader Forum took place last month?

[Watch the AgriLeader Forum event overview](#) and see other conference highlights, and for one farmer's perspective, watch [Olly Harrison's YouTube videos](#) (days 688 and 689)..

Forum, you'll find practical solutions to leadership questions and tools to help you map your own shortcut to personal and professional success.

[Order Superfast: Lead at speed from Amazon.](#)

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## Get in touch

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[Practical know-how to help your farm business.](#)

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