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AGRILEADER

The Leader

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

September 2022

The last edition of *The Leader* looked into why extraordinary leadership requires you to focus on your circle of influence i.e. those things that you **are** able to control, influence and change.

In this edition, we focus on adapting to the ever-increasing rate of change. This will require new strategies and new thinking across a personal, team and business level. This month, we explore ideas to help cope with change.

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Diary dates

- [5 October: Risk and grain marketing strategy](#)
- [13 October: The impact of the cost-of-living crisis on meat and dairy demand](#)
- [20 October: The impact of the cost-of-living crisis on consumer attitudes towards the industry](#)
- [20 October: Talking Leaders – new thinking, new world, new tech](#)
- [10 November: Delivering the future of farming](#)
- [22 November: Grain Market Outlook Conference](#)

- 7–8 February: AgriLeader Forum 2023 – save the date
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Why we need to rethink organisational change management

All organisations must grapple with change, but it's not always easy to get it right. Often, change ideas come from top management, with employees merely seen as implementers. But what if things were different?

[Read this Forbes blog to explore effective ways to improve change management](#)

Three strategic options to deal with inflation

The rate of inflation is rising rapidly and set to continue. Unlike during periods of increased inflation in the 1970s and the recession in 2008–09, inflation in 2022 is a different story. Managers now enjoy a level of market visibility and agility that their predecessors could have hardly imagined.

It's an ideal time to treat inflation as a strategic opportunity, rather than a tactical challenge, and to choose from a better set of options.

[This article from the Harvard Business Review looks at some of your options to deal with inflation](#)

Did you miss our recent Talking Leader broadcasts?

In July's *Talking Leaders* broadcast, we heard from Jon Parry, Principal of Gurteen College, Ireland. He shared his thoughts and ideas on what we need to do to ensure we equip the next generation with the skills and traits needed to adapt to a world that is changing ever faster, and to grab the opportunities this new world will bring.

[If you missed the broadcast with Jon, catch up here](#)

Then in August, we caught up with Flavian Obiero, pig farmer and Young National Pig Association (YNPA) vice-chair. Flavian is passionate about increasing diversity in British agriculture and believes it is a win-win for everyone.

[If you missed the broadcast with Flavian, catch up here](#)



Leader in the limelight: Becci Berry

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

First up is Becci Berry (pictured). Becci runs a 365 ha mixed farm on the beautiful Oxfordshire/Wiltshire borders. Approximately 200 ha is tenanted from the National Trust. Formerly a dairy farmer, she now rears 200 head of native beef cattle and manages various arable operations.



What was the best decision you ever made?

To stand up and take the farm on, despite my complete lack of comprehension of what that meant or entailed!

What keeps you awake at night?

Genuinely, the future of farming. In the UK, the consequences of losing our rural economies and infrastructure have such a long-term impact. I think most people have a common goal and know we all need to make changes, but incentives are needed. Financially yes, but we also need other ways to motivate people; sometimes a bit of recognition and praise is really needed.

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

A workshop that AHDB held with Nollaig Heffernan, an independent management consultant. It was Nollaig who helped me realise that although the changes that needed to happen with my business were plentiful, if I was structured and effective, they could be achieved. Outsourcing some areas and asking (and paying) for the right help ultimately helped me to keep the business moving forward.

Find out more about Becci, including her ideal superpower, [here](#) and [follow her on Twitter](#).

Leading yourself: This Zen concept will help you stop being a slave to old beliefs

Who is to say that the way you originally learned something is the best way? What if you simply learned one way of doing things, not the way of doing things?

There is a concept in Zen Buddhism known as shoshin, which means 'beginner's mind'. It refers to the idea of letting go of your preconceptions and having an open mindset.

[This article by James Clear looks at how to find your beginner's mind and embrace the concept of shoshin](#)

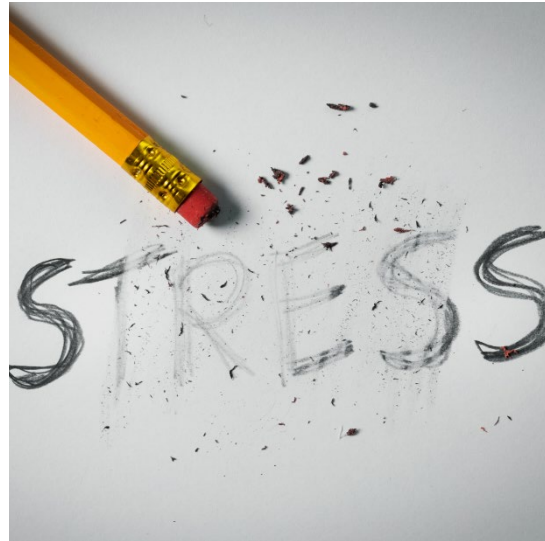


Leading people: Six ways to handle stress through times of change

Change happens. As humans, we are wired to react to change to survive.

While our reactions are normal, it is our ability to choose our response that sets us apart and allows us to shape our own experiences.

[Here are six things you can do to help your team process change](#)



Leading business: Start playing offence and move your business forward

Organisations are playing defence instead of offence more than ever when it comes to executing their must-win strategies.

Learn from the bestselling author of *The 4 Disciplines of Execution*, Chris McChesney, about what leaders can do to help their organisation move forward despite the whirlwind of the day job.

[Watch the webcast](#)



Listen, watch read



Listen

How to get people on board with your great ideas

You have an innovative idea for your business or a solution to a



Watch

Be more pirate – in conversation with Sam Conniff

Sam Conniff is the bestselling author of *Be More Pirate* and the



Read

Emotional intuition for peak performance

With a blend of science, theory, and Eastern thought, *Emotional Intuition for Peak*

problem. That's great!
So why are people so resistant to getting on board with it?

In this podcast, Loran Nordgren and David Schonthal explore the sticking points that make people less likely to adopt change.

[Listen to the podcast](#)

creator of *The Uncertainty Experts*, an interactive, three-part documentary proven to reduce fear of the unknown, reduce anxiety, increase empathy and improve decision-making and problem-solving.

In this interview, Sam discusses the importance of challenging the norms and speaking your mind.

[Watch the interview](#)

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Thursday 10 November 2022

Join us to see your levy in action



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

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