

# Monitor Farm Conference 2019

Monday 18 – Tuesday 19 November 2019

# Session One

Leading yourself

Chaired by Tom Mead; Duxford Monitor Farm

# Leading Yourself

Alan Brighton; ActionCOACH





- 1.The importance of mindset
- 2.The No 1 trait of successful business owners
- 3.Where do you start?















Most business people only ever  
have a ...

**J** **u** **s** **t**  
**O** **v** **e** **r**  
**B** **r** **o** **k** **e**



But Alan .....

**My business  
is different ...**





But Alan .....

**Farming  
is different ...**



















AHDB





**Thank you**





A vibrant landscape of a green field at sunset. A path leads from the foreground towards the horizon where the sun is setting, creating a warm glow. The sky is filled with colorful clouds. In the foreground, there are decorative white wavy lines.

**‘Inspiring our farmers, growers  
and industry to succeed in a  
rapidly changing world’**



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