

# AgriLeadership Week 2021

17–23 May 2021



**NUFFIELD  
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**#AgriLeadershipWeek**

## *Overview and contents*

Leadership development is an underrated asset in agriculture and horticulture businesses, with more emphasis on technical knowledge and a perception that training is too expensive and takes too much time, with low return on investment.

AHDB has put this pack together to provide information and materials to help positively manage the reputation of leadership training and help raise engagement for the industry on the various methods of development open to all.

This pack covers:

- Leadership facts and figures
- What we are doing
- Free assets available for your use
- How can you get involved?
- Contact AHDB

## *Leadership facts and figures*

Less than **35%** of UK farmers have any formal management training.

Independent evaluation of AHDB EFM and PMDS\* programmes show a return on investment of 13:1.

For every £1 spent, the delegates on average achieved a return of £13 to their business.

\*EFM – Effective Farm Manager PMDS – Professional Manager Development Scheme

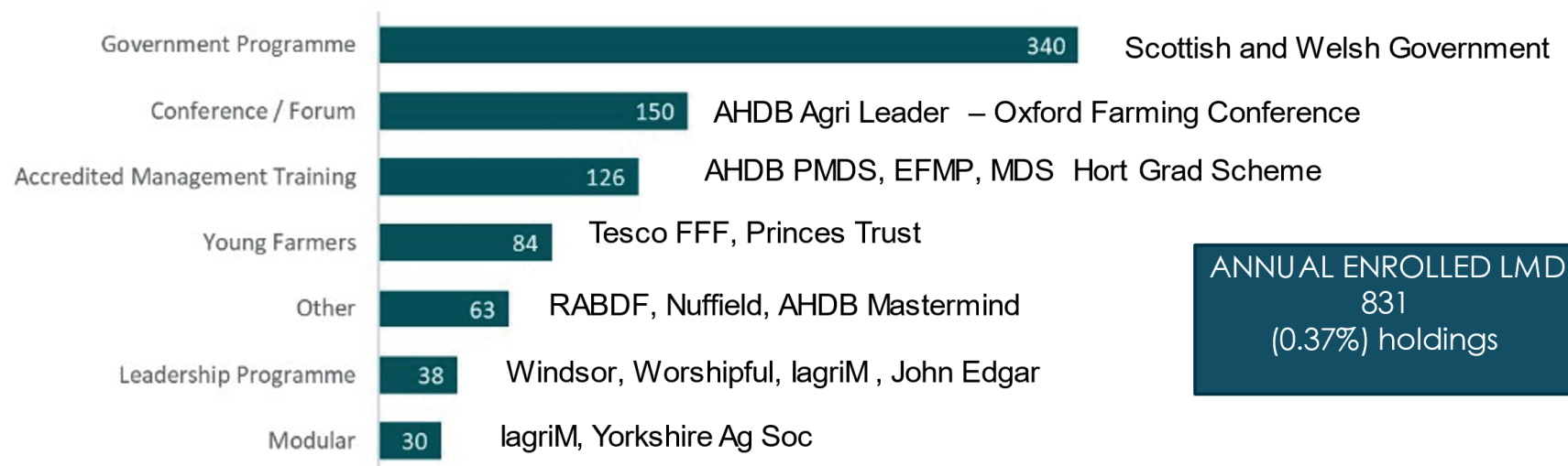
**95%** of agriculture businesses employ fewer than 10 people and therefore lack professional human resources support.

“With the lowest unemployment figures for decades, but about 800,000 vacancies being advertised at any one time, it is fairly clear, competition to attract workers is fierce.”

**City and Guilds**

## Leadership facts and figures

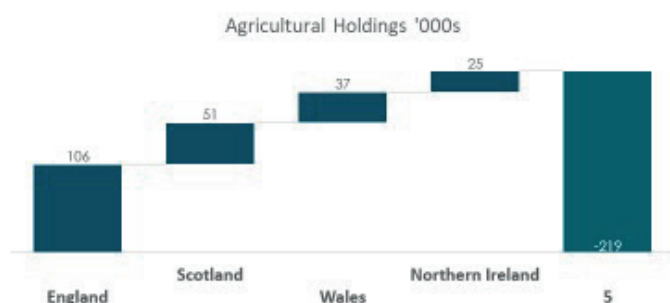
### How much LMD is undertaken



- Known courses, excludes Lantra and other courses offered by Land Based Colleges
- Wales and Scotland 44% of total
- If conference and forums excluded – 0.3% of holdings 3 per 1000 engaged

# Leadership facts and figures

## How much LMD is needed



As a minimum assume 1 LMD event per career (over 20 years)

- To achieve 20% of UK farms would require 2200 LMD events per year
- To achieve 40% of UK farms would require 4400 LMD events per year
- To achieve 100% of farms would require 10,000 LMD events per year

Over 470,000 individuals employed in Agriculture at least 50% of these are managers / directors

## What we are doing



Working collaboratively with others to create conversation and noise on social media



Videos from industry leaders sharing their learnings



Dedicated AgriLeadership Week webpage to act as the 'hub' for the campaign



Shareable graphics to inform and inspire



'Make a pledge' competition to encourage people to commit to work on their leadership journey

## Free assets for you to use

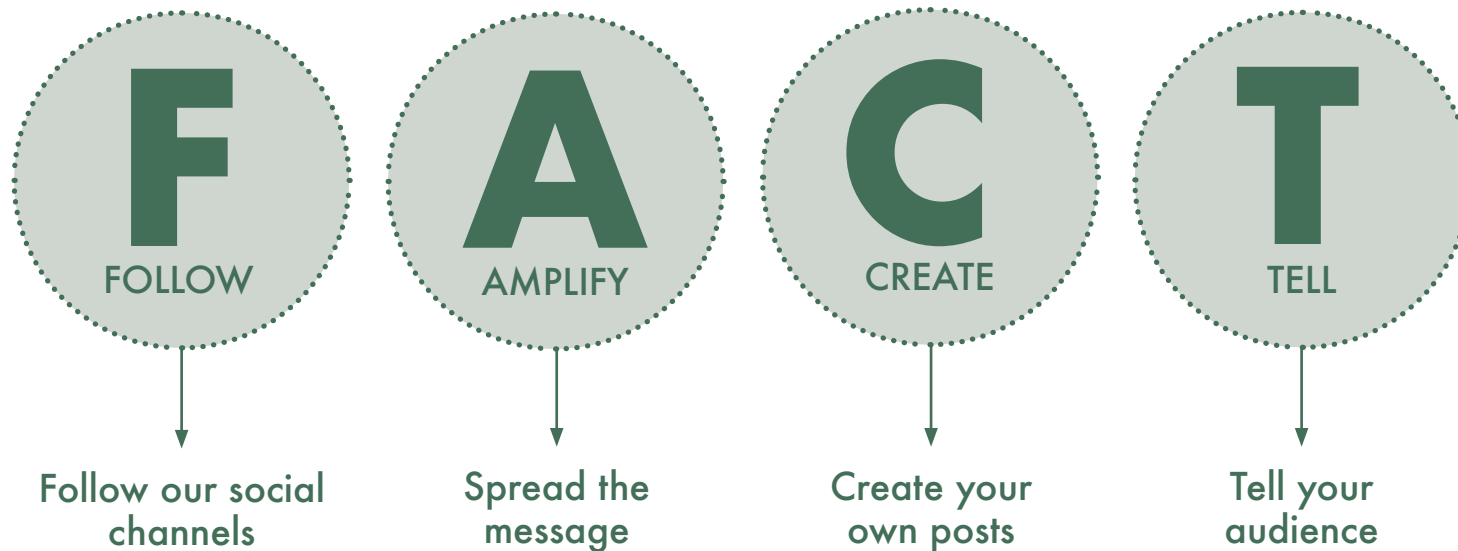
You will be provided with the following assets to share on your social media:



## *How can you get involved?*

Part of this campaign is showcasing the benefits of leadership development. Share your story, advice and guidance. Or just share, like and comment on others with the hashtag **#AgriLeadershipWeek**

We'd love for you to help us spread this message across social media.



*How can you get involved?*

**F**

FOLLOW

Social media handles on Twitter:

**NUFFIELD  
FARMING  
SCHOLARSHIPS  
TRUST**



@NuffieldFarming



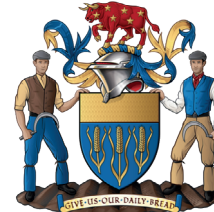
Charitable Trust

@TheFCCT

**IAgrM**

INSTITUTE OF AGRICULTURAL MANAGEMENT

@IAgrM



The Worshipful Company  
of Farmers

@farmerscompany

@WCFAumni

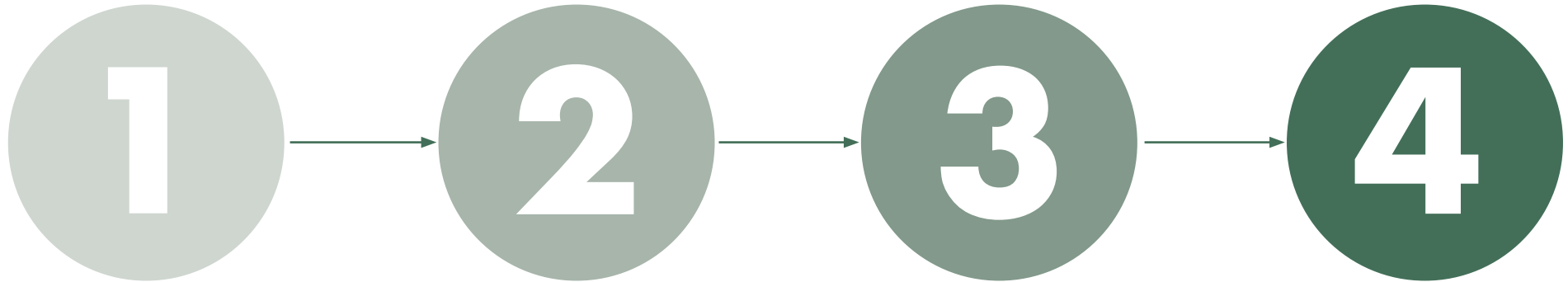
**AHDB**

@TheAHDB

# *How can you get involved?*



## Four ways to engage



Download the free assets we've created and share from your social channels

Post on Facebook and Twitter and remember to use **#AgriLeadershipWeek**

Search **#AgriLeadershipWeek** and retweet posts to spread the word

**Pin a Tweet** to the top of your profile. Click on the down arrow in the top right of the post and select 'pin to your profile'

# *How can you get involved?*



## How to create a video for social media

**1**

Shoot all video in landscape and avoid holding the phone yourself to avoid a wobbly video

**2**

Don't use the built-in camera zoom, it won't look good on the finished video

**3**

Think lighting, and film with your back to the light so your subject is lit up

**4**

To avoid jittery footage from autofocusing, we recommend using the 'exposure

**5**

For best sound results when out and about, record out of the wind and avoid a noisy background if talking on camera

**6**

Keep it snappy and under 2 mins and 20 seconds

## *How can you get involved?*



AHDB will be actively posting on social media from 17–21 May and encourages you to do the same.

- The shelf life of a post on different social channels varies and which social media channel you are using will determine how visible your posts will appear to your audience
- Use pictures to make your posts stand out. Content with relevant images attracts 94% more views and is 40 times more likely to be shared\*
- Don't be afraid to use the same message but present it differently
- Asking questions is a great way to interact with your audience and get others involved in the conversation: 'Did you know...' 'Ever wondered why...' 'Have you seen/ heard...'

\*5 Proven Reasons to Use Visual Content in Social Media ([smartbirdsocial.net](http://smartbirdsocial.net))

## *Responding to negativity on social media*

AHDB's advice is to remain objective and to stick to the facts. The following are tips for dealing with negative social media activity:

**Investigate** – check out their profile and see what you can learn from their activity. Do they look like they'd be open to hearing your side of the story? If not, don't bother to engage.

**Be polite** – don't tarnish yourself or the farming industry by getting into a heated debate. Don't be dragged into a negative vortex, it's unlikely to achieve anything good.

**Don't overreact** – it's easy to be emotional and use inflammatory or defensive language when attacked, especially if things get personal.

**Know when to walk away** – you don't have to respond to every argument you are invited to. Step away, take a breather and ask yourself, do they sincerely want to learn and hear your story?

**Generate positive content where possible** – if there are negative topics about a specific area or subject, do we have any evidence supporting our position or explaining our view positively? – join in with sharing positive conversations i.e. assets.

## Contact AHDB

### **Press contact:**

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The AHDB Press & PR team will be monitoring press stories and media enquiries seven days a week.

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Please contact Amie for any other queries about the week, including getting in touch with individual partners.