

WORKSHOP 6

5TH AND 6TH MARCH 2019



MARKETING & SOCIAL MEDIA

WITH CARL HUDSPITH / COMMUNICATIONS ADVISOR, NFU
(& GUESTS)

CONTENT

Using social media to market and promote your business is a vital modern skill in the agricultural industry. Making Social media and marketing work effectively will help you to meet your business objectives, promote your industry, and engage your customers, consumers and supporters of British agriculture. Developing skills to use social media to help counteract negative views and opinions is essential for promoting our industry.

OBJECTIVES

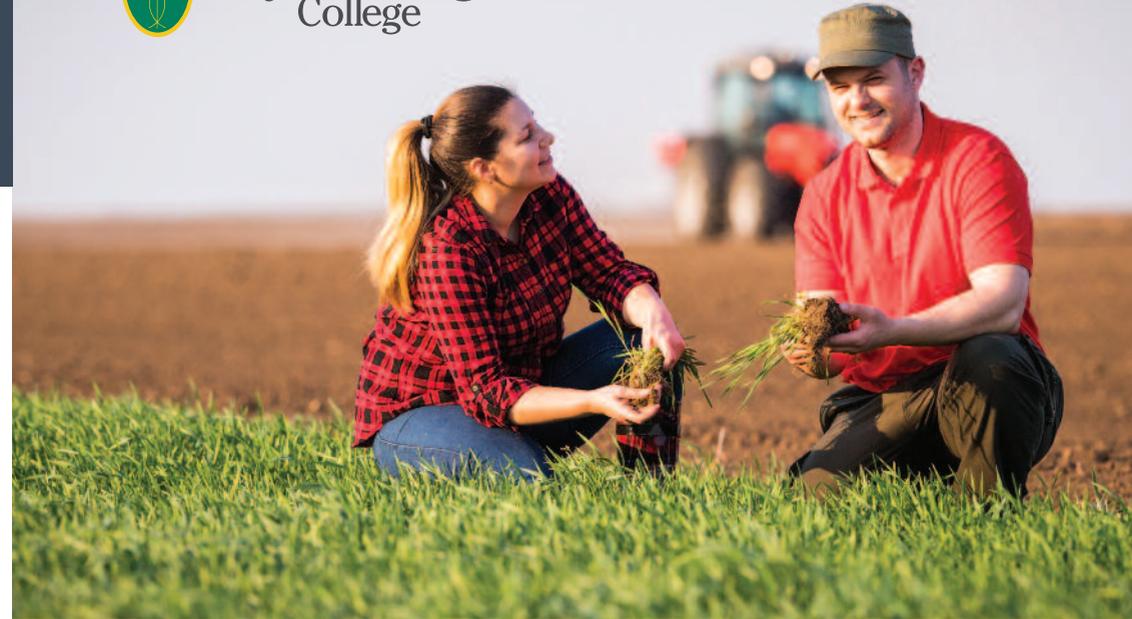
The Workshop will help individuals to understand:

1. How to use social media effectively to market your business and promote your industry
2. How to develop media communication skills to get your points across clearly and concisely

Evening Speaker: Howard Petch



Myerscough
College



YOUNG FARMERS LEADERSHIP ACADEMY

JOIN THIS SUCCESSFUL TRAINING
COURSE FOR FUTURE FARMING
LEADERS STARTING OCTOBER 2018



With generous support from:
THE PRINCE'S
COUNTRYSIDE
FUND



For further information or to apply contact:

Course Director - Craig Thompson 01995 642335 cmthompson@myerscough.ac.uk

Lead Facilitator - Anya Westland 01995 642222 (ext. 2191) awestland@myerscough.ac.uk

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This course has been designed by farmers for young aspiring farming leaders. Successful candidates to the programme will be working on the business and not just in the business allowing them to develop a more strategic approach to farm business development. To be eligible to participate on the programme candidates will be expected to have at least five years agricultural experience and feel that they would benefit from a course on management and leadership skills. Entry onto the programme will be by informal interview with the Course Director.

The Young Farmers Leadership Academy (YFLA) consists of six, two day modules of ten hours each (total 60 hours). Each module commences at 1.00pm on the first day and finishes at 3.00pm on day two. The course is non accredited but a certificate of attendance will be awarded on completion of all six workshops. This will be recognised by the industry as evidence of continuous professional development in leadership and management skills.

THE YFLA IS DELIVERED AROUND THE FOLLOWING COMPONENTS:

Overnight experiential giving attendees the opportunity to network with peers and share perceptions of the programme.

Coaching helps an individual to improve their own performance by helping them to learn and unlocking their own potential. Focusing on the 'here and now' coaching is embedded throughout the programme where individuals will work with an experienced coach to find solutions to problems and issues through coaching techniques.

Farm / industry visits are embedded throughout the programme to contextualise workshop learning objectives.

COST

The cost of the Leadership Academy Training Programme is £1000. This includes all six workshops, overnight hotel accommodation with breakfast for each workshop, lunch, evening meals and course refreshments.

THE YFLA CONSISTS OF THE FOLLOWING WORKSHOPS:

1. Leadership and Management
2. Human Resource Management
3. Business Management
4. Innovation and Supply Chain Management
5. Business Strategy
6. Marketing and Social Media

WORKSHOP 1

23RD AND 24TH OCTOBER 2018



LEADERSHIP AND MANAGEMENT WITH DUNCAN MACKENZIE / SPRUCE CONSULTING

CONTENT

This workshop will introduce Young Farming Leadership Programme and identify your strengths and development needs. It will then explore the differences between leadership and management and explore how you develop the skills of a good leader. The workshop will involve "self-appraisal" techniques and introduce you into theory and methods of team building.

OBJECTIVES

The Workshop will help individuals to:

1. Differentiate management and leadership,
2. Explore and identify their management and leadership styles
3. Identified your strengths and development areas
4. Know how to develop a high performing team
5. Be aware of the main theories of motivation

Evening Speaker: Philip Halhead of Norbreck Genetics



WORKSHOP 2

20TH AND 21ST NOVEMBER 2018



HUMAN RESOURCE MANAGEMENT WITH KIM STAFFORD / U&I

CONTENT

One of the most difficult roles a manager has is to manage and get the best out of their people. When managers are expected to 'lead', 'motivate', 'develop' as well as 'have difficult conversations', 'discipline' and 'fire' it is no surprise that the role can be both challenging and frustrating. When managers are able to focus people on 'doing the right things' it can help them manage their time more effectively and create a more motivated and engaged workforce.

OBJECTIVES

The Workshop will help individuals to understand:

1. How to attract the right people, communicate clearly and focus them on 'doing the right things'
2. How to use the Plan, Do, Monitor Review cycle as a tool for managing performance and giving constructive feedback
3. How to adapt your management style to motivate different types of people
4. How to help people 'learn' and understand the full range of development opportunities available to them
5. What to do when poor performance continues after providing support, feedback and development

Evening Speaker: John Blackett - Director of Golden Acres Pet Food Partners

BEING ABLE TO EFFECTIVELY
MANAGE STAFF HAS BECOME
VERY IMPORTANT WHICH IS
WHY I'VE JOINED THIS COURSE

WORKSHOP 3

11TH AND 12TH DECEMBER 2018



BUSINESS STRATEGY

WITH ROB HITCH / PARTNER AT DODD & CO, ACCOUNTANTS
AND DR. KAY CARSON / STREAMLINE FARM MANAGEMENT

CONTENT

Session 1 Monitoring and managing financial and business performance is the key role of the manager. Understanding the key terms turnover, cash, profit, capital etc. and how you use accounts to benchmark the business. This is vital for future investment and securing good business health.

Session 2 The principles of lean manufacturing are well understood and have delivered higher production efficiency in countless process driven businesses. In the first place, lean enterprises maximise value in every activity and seek to eliminate waste, where possible, and minimise it when it is not. Secondly, management leads a culture change across the business which creates the conditions for continuous improvements that release resources for business expansion.

OBJECTIVES

The Workshop will help individuals to understand:

1. Use of financial records for monitoring and improving business performance
2. Exploring lean management techniques to improve farm business and farm teams

Evening Speaker: David Hall

IT'S GOOD TO STEP
AWAY AND LOOK AT ASPECTS
OF THE BUSINESS FROM A
DIFFERENT ANGLE



WORKSHOP 4

8TH AND 9TH JANUARY 2019



INNOVATION & SUPPLY CHAIN MANAGEMENT

SERIES OF VISITS TO INNOVATIVE FARM BUSINESSES,
SUPPLY CHAIN INTERMEDIARIES, PROCESSORS AND RETAILERS

CONTENT

Innovating and creating a vision is essential for moving your business forward. By evaluating business opportunities, innovations and managing the supply chain, business survival, success and expansion can be achieved. This session will be led by coaches and guest speakers that will speak from experience and pass on their knowledge of what to do, how to do it and how to survive and thrive.

OBJECTIVES

The Workshop will help individuals to understand:

1. How to evaluate and develop strong relationships with suppliers
2. How to grasp business opportunities and bring innovation to the market place

Evening Speaker: Oliver McIntyre – National Agricultural Strategy Director at Barclays Bank

“ I WANTED TO HAVE THE
CORRECT TOOLS IN MY BOX
TO COPE WITH THE VOLATILITY
OF THE FUTURE ”

WORKSHOP 5

12TH AND 13TH FEBRUARY 2019



BUSINESS STRATEGY

WITH HEATHER WILDMAN / DIRECTOR, SAVIOUR ASSOCIATES LTD

CONTENT

Great leaders succeed by analysing their business, being resilient to risk and planning for the future. This module will cover: Succession Planning, Resilience Risk Analysis and Investment Appraisal, What If” scenario planning. A highly experienced coach will help you to develop these essential leadership skills.

OBJECTIVES

The Workshop will help individuals to:

1. Leave with a vision and SMART plan for your own succession/legacy ambitions
2. Have a broader understanding, respect, empathy and awareness of what it may take to achieve your ambitions

Evening Speaker: TBC

“ LEARNING HOW TO GET
THE BEST OUT OF PEOPLE AND
BECOMING PART OF A NETWORK
OF LIKE-MINDED FARMERS, VIA
THE LEADERSHIP ACADEMY,
IS IMPORTANT TO ME ”