



NATIONAL FARM LEADERSHIP PROGRAM

A Leader Capable of Building Partnership

LeaderShift will be hosting the seventh National Farm Leadership cohort in January of 2023. Five years has blown by as we've worked to build a service that has real impact. We've measured our success just as we've challenged our clients to do, by noticing everyday whether we're getting closer to, and clearer about the outcomes that matter most. I started LeaderShift because I realized that focusing on business development without focusing on people wasn't working and delivering more knowledge and tools didn't increase their use. From the beginning I wanted LeaderShift to be a place where people could go to grow bigger than their challenges and where our success was measured by the amount of personal and professional growth of our clients. In an industry where success is often measured in participant numbers, positive comments and even "followers", I wanted to build a process that would have a lasting impact. We knew we had to do things differently and to stick to our guns.

Our process has steadily evolved as we've learned how to equip and support clients for both the challenges they face today, but more importantly, the outcomes they want going forward. It's taken us places we couldn't have imagined when we started and were not discussed during the hundreds of hours of accreditation and formal education, I took only a few years ago.

Humans for all our vulnerabilities and limitations, are the most adaptable creature on the planet – it's easy to forget given the serious struggles many are having right now. Don't be deceived or deceive yourself; if you are more stressed, experiencing more periods of burnout or struggling to execute the way you know you can – this has A LOT to do with your current capacity to adapt. I tell my farming clients to think of their nervous system as an auto steer controller that has its' sensitivity setting out of whack. It's either too slow to find the line or trying to take the bushings out of your steering. Most of us do not have our nervous system set for the "field we're in" and this accounts for much of the personal suffering and business opportunity cost – the number is staggering globally. At the level of family business, it depletes the most critical element for success that's in the same league as water, topsoil, and operating capital. Partnership. Let me give a short explanation.

At LeaderShift, we define partnership as a state where everyone feels responsible for the success of whatever we're doing together right now. Think about that. As life and business continue to become more complex, achieving success no matter how we define it has become largely dependent on the amount and quality of partnership between people. Typically, people come to us when they've reached



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a point where it's increasingly difficult or impossible to move forward with their "business as usual approach" that got them to where they are now. Often people are trying to achieve more and more with same or even declining levels of partnership which causes low productivity, management errors, anxiety, mental health issues, drama driven culture, low moral, employee turnover, divorce, failed or ambiguous farm transitions and ultimately the inability to think and act strategically at the individual level, never mind collectively – where the real magic happens. It's common to see clients who have tried to implement cutting edge best practices whether they are production or management but just can't. Much of this stems from an insufficient capacity to adapt to our current and emerging reality. Imagine a 1980's four-wheel drive tractor trying to run a modern air drill. That's exactly what many people are trying to do with their minds and bodies within a modern ag business. Their approach isn't sustainable and scalable.

There is good news – we can adapt to our circumstances no matter how old we are, and the field of leader development is zeroing in on how to switch on and rev up our adaptive ability, so we can equip and support people, the right way, so they can sustainably create the future they want.

Most people have an incomplete understanding of how partnership is created, if at all, but more often they don't know how they can deploy themselves into a group of people – a human system, and cause the interactions between them to shift, and ultimately transform. The basic skills are widely known but usually poorly executed or not practiced at all following most learning events, training programs or advisory service engagements. Applied Psychology rather than business management is showing us how and why this is, and LeaderShift is steadily adapting its' methods of equipping and supporting people so over time, they show up in those groups the way they know they need to, to get the clarity, learning and partnership necessary, to get the results they want.



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When clients follow our programs and engage the coaching, their capacity to create partnership builds.
When high level partnership exists:

- ✓ We continually remind ourselves and each other to focus on the outcomes that matter instead of problems.
- ✓ Challenges are confronted and resolved by transparently engaging family, team members, advisors, business relationships & neighbors.
- ✓ Everyone contributes and is rewarded according to their capacity and competency.
- ✓ We take care of one another while taking care of business.
- ✓ We grow ourselves as we grow our business.

Skepticism is normal, and I think I've heard most of it, whether it be outright dismissal that personal development is not relevant or just won't "sell", or the persistent belief that people can't change, or that all of us must change together or it just won't work.

The brutal truth is, if you believe any of that – you're right, it won't work, and your business will likely not exist in future. That's what happens to things that don't adapt. It's also wrong – history has shown we are highly adaptable, science is revealing how this works, and applied psychology is steadily figuring out what we can do to make it happen. LeaderShift is focused on equipping and supporting every farmer who wants to be bigger than their challenges, so life and business is easier today and with brighter futures as they look forward. I welcome a conversation about how we can help you or someone you know.



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