



2008 Top Producer Seminar

Adopting a Manager's Mentality

Presented by: Joe Prochaska

**January 17, 2008
Intercontinental Hotel
Chicago, Illinois**



Adopting a Manager's Mentality

Presentation Objectives

*Review the emerging role of managerial skills
for Top Producers.*

*Discuss an approach to creating a managerial
mentality to adopt these skills to your advantage.*



Adopting a Manager's Mentality

Topics

- 1. Roots of today's management trends.*
- 2. Management practices for the future.*
- 3. Management as a discipline.*
- 4. Emerging role in production agriculture.*
- 5. Need for a managerial mentality.*

Summary



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1. Roots of today's management trends.

- *Management is a relatively recent concept.*
- *Military needed rules for discipline.*
- *Big business, labor, government relied on model for 150 years.*
- *Rapidly transitioning to a professional practice.*



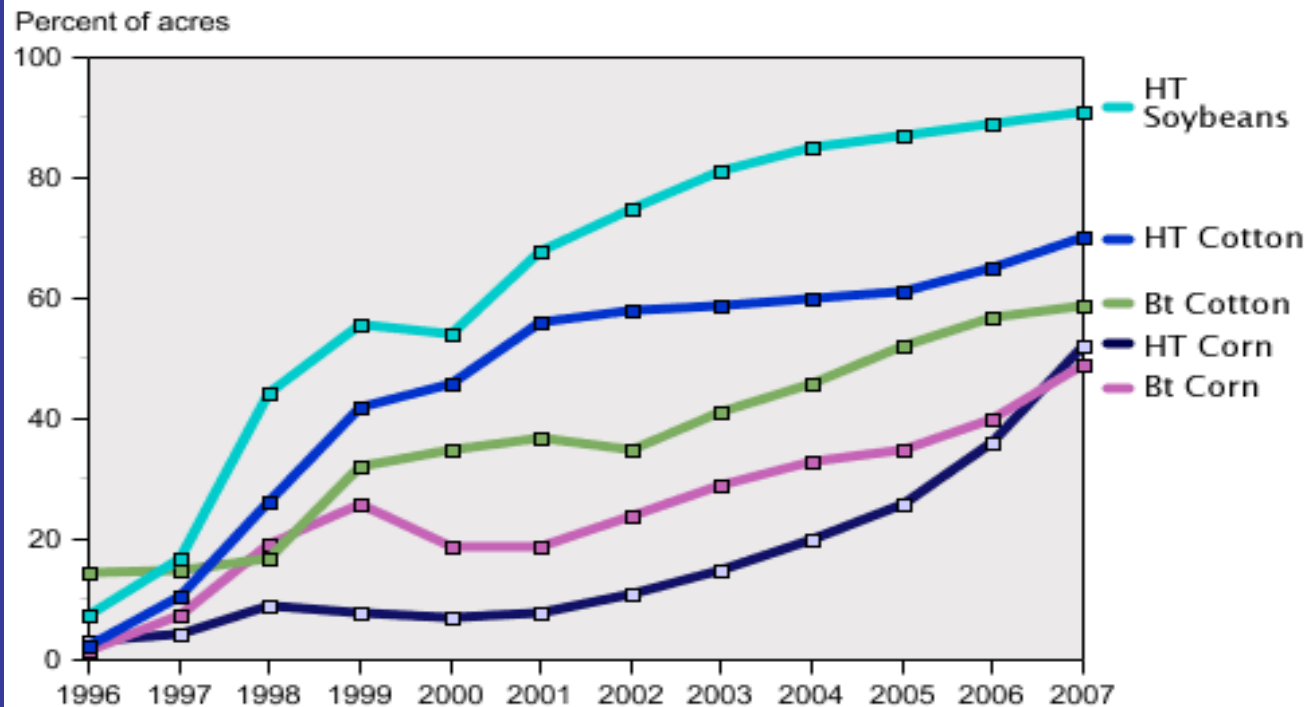
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2. Management practices for the future.

- Fundamental change in economy last 50 years.*
- Shift from mechanical to knowledge-based era.*
- From managing what is large to what is complex.*
- Future opportunities driven by market changes.*

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Adoption of genetically engineered crops grows steadily in the U.S.



Note: Data for each crop category include varieties with both HT and Bt (stacked) traits.
Source: 1996-1999 data are from Fernandez-Cornejo and McBride (2002). Data for 2000-07 are available in the ERS data product, Adoption of Genetically Engineered Crops in the U.S., tables 1-3.



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3. Management as a discipline.

- *Professions built on practices.*
- *Built around learned skills.*
- *Helps manage risk through more effective decisions.*
- *Aligns your resources with future opportunities*



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Why is it so important to identify trends?

- *Today's trends are tomorrow's reality.*
- *Little time to react to market changes.*
- *Cannot be casual activity, intense work.*
- *Align business assets with where your market will be within 3 to 5 years.*



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Changes driving industry restructuring:

- *Innovators initiating change in your market.*
- *Fundamental shift toward a knowledge-based industry.*
- *Market value forming around knowledge-based products.*



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4. Emerging role in production agriculture.

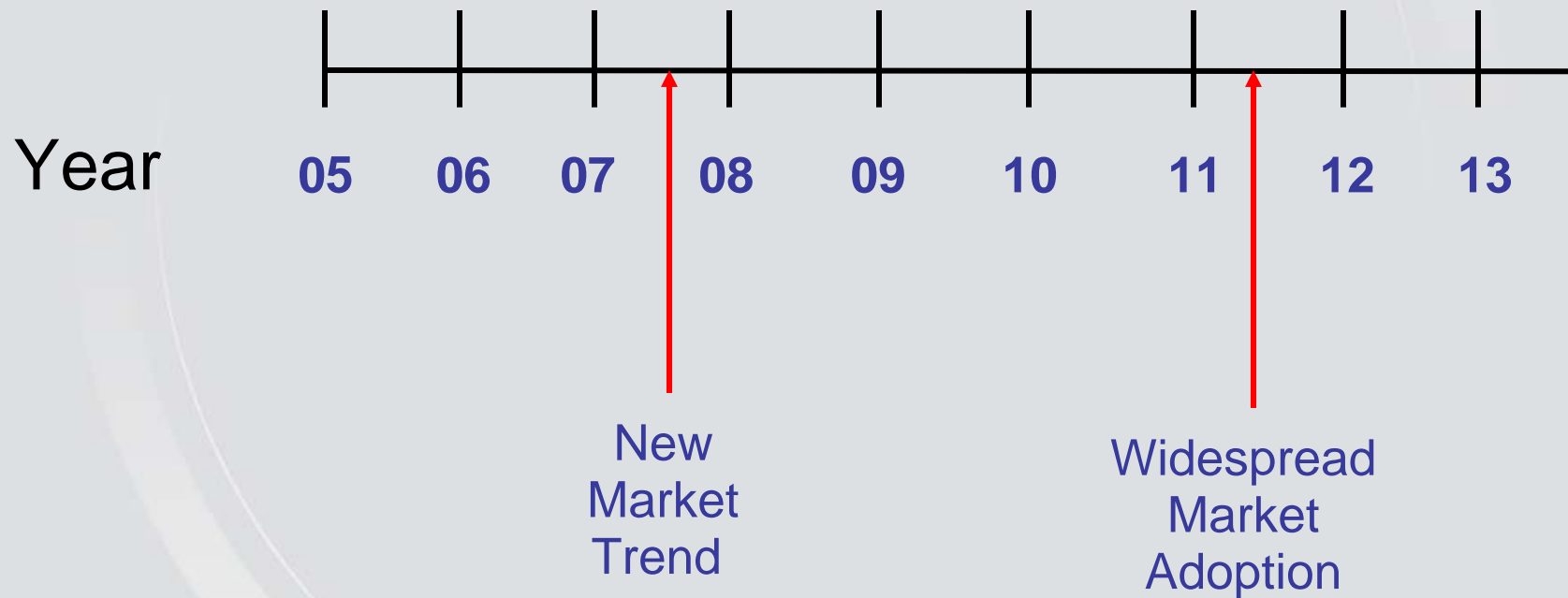
- *Trend from an operations to a business management focus.*
- *All levels of decisions becoming more complex.*
- *More customer-driven strategies.*
- *Business management skills essential to building a sustainable business.*

Innovation Trends Change the Rules



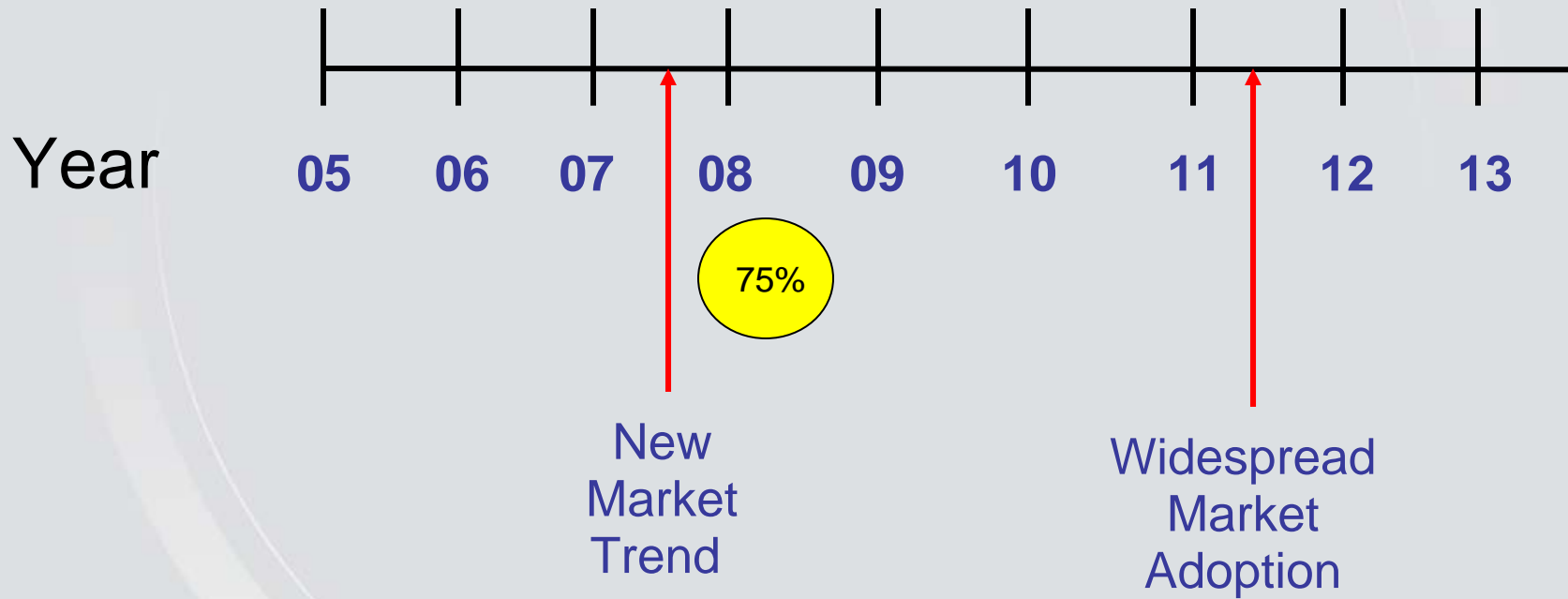
Identify Industry Trends

For More Timely and Effective Decisions



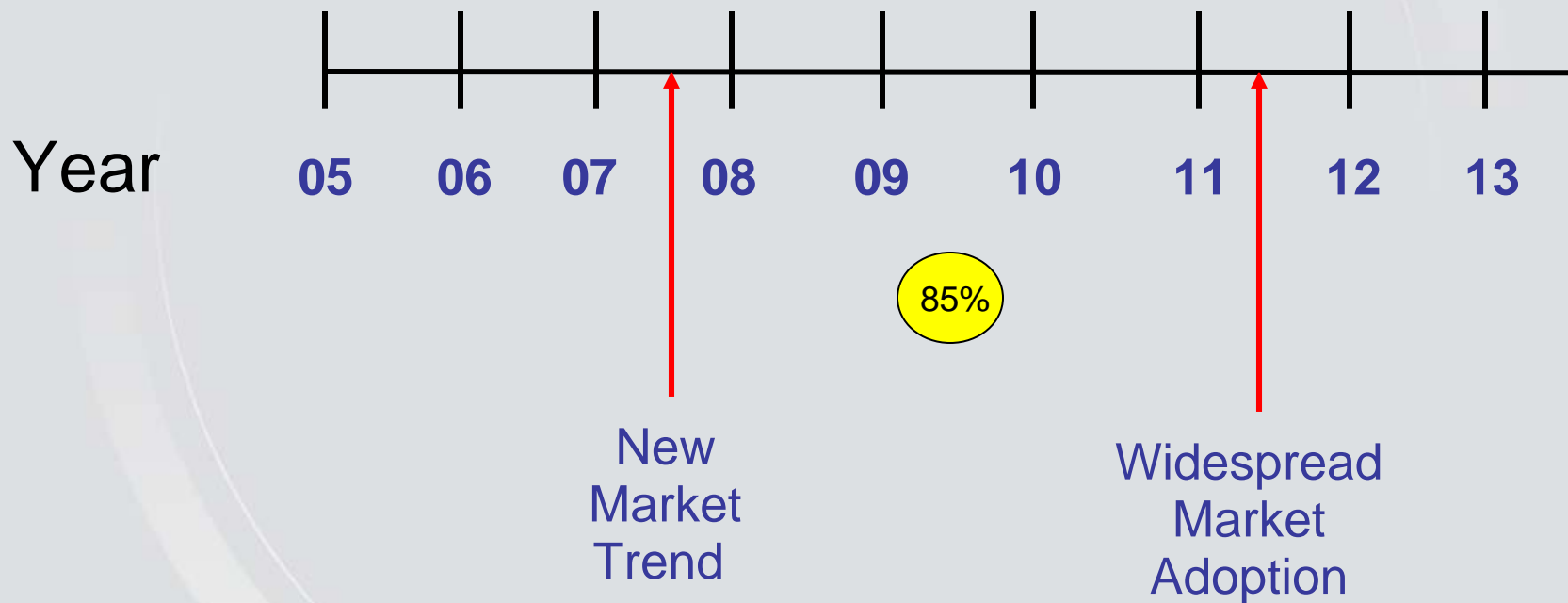
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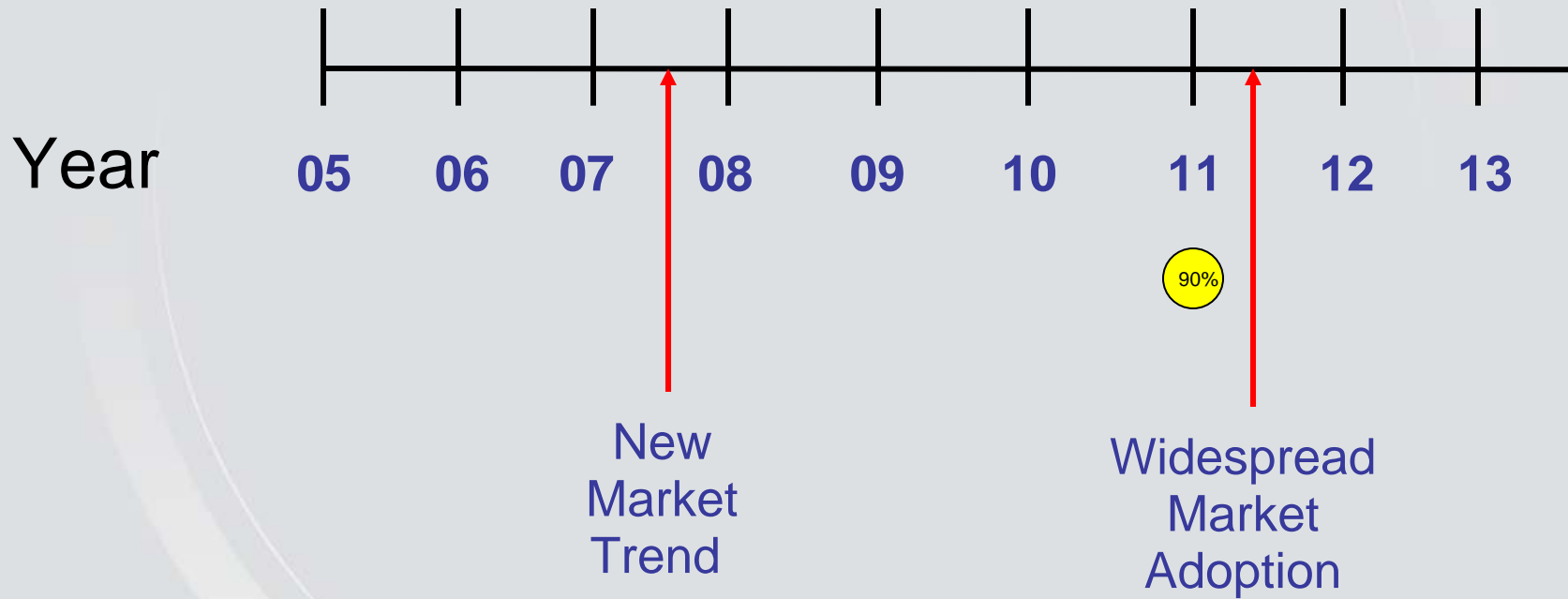
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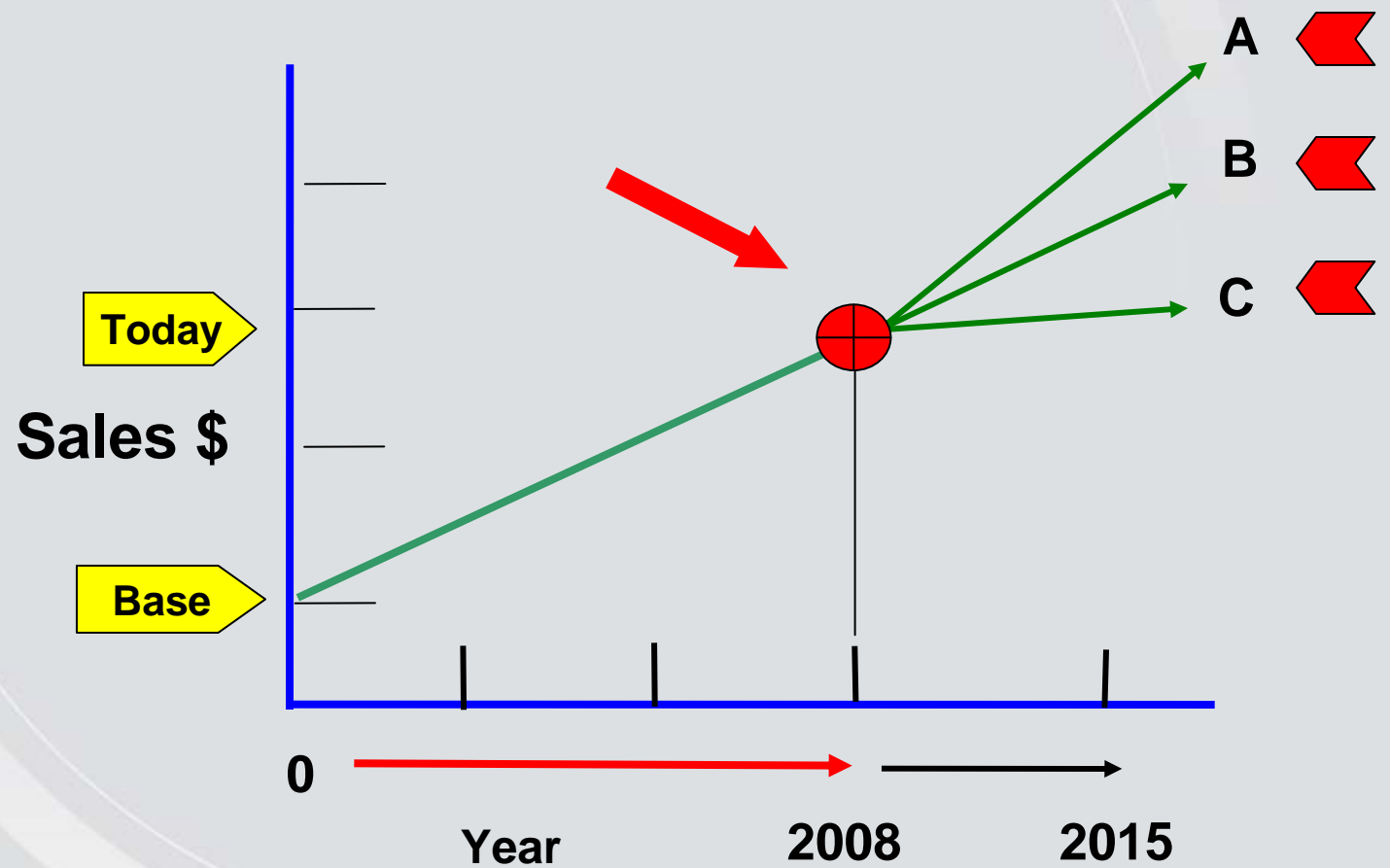


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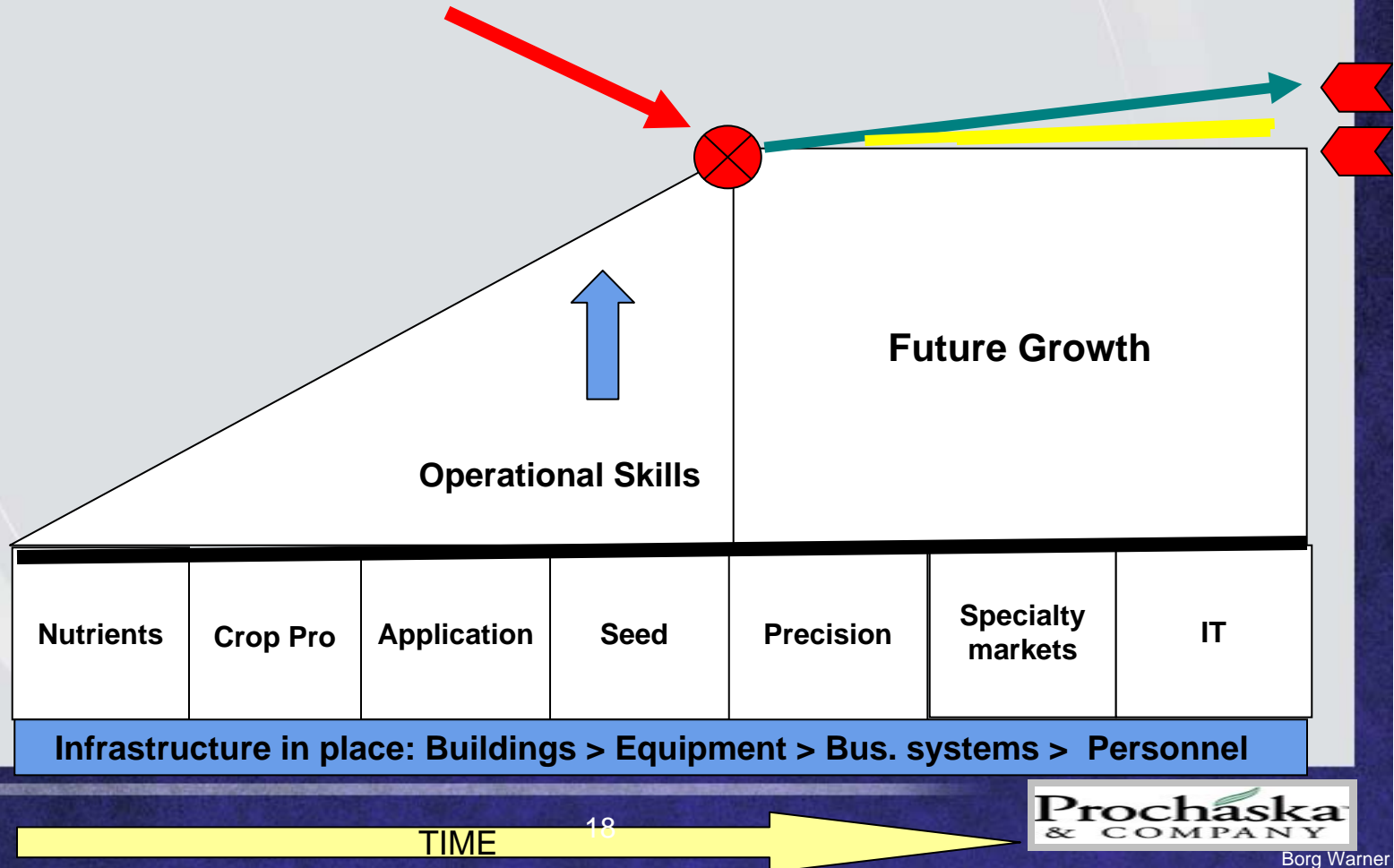
5. *Need for a managerial mentality.*

- *Skills shape different thinking.*
- *Thinking shifts toward future opportunities.*
- *Management relies on specific tools.*
- *Aligns your resources of 2008 with where the market
will be at a future point in time.*

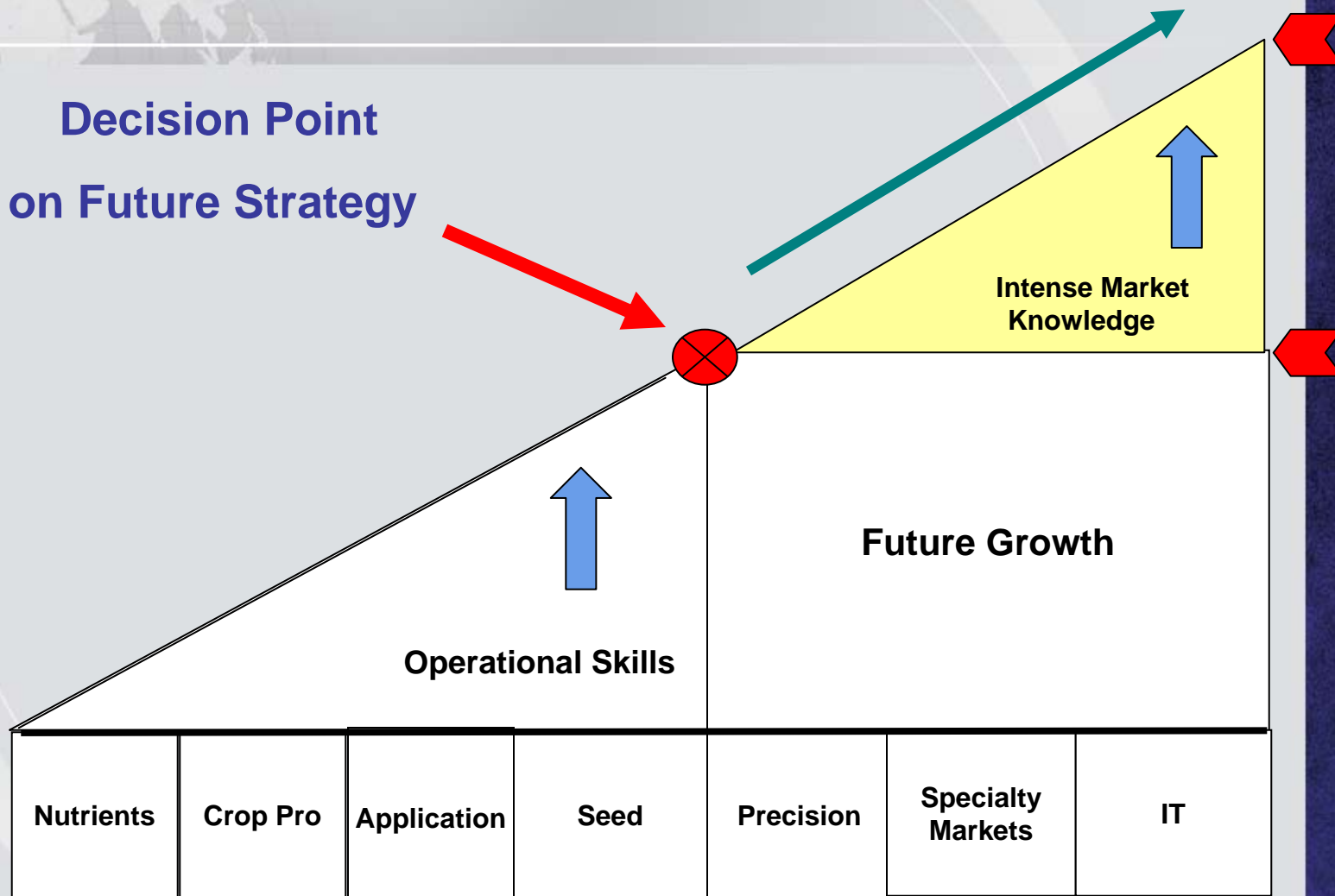
Strategic Point in Time



Decision Point on Future Strategy

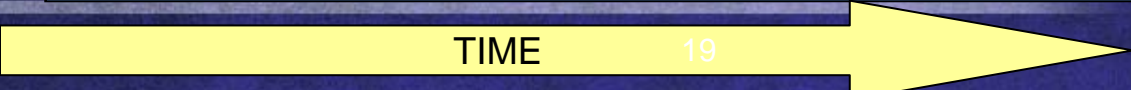


**Decision Point
on Future Strategy**



Nutrients	Crop Pro	Application	Seed	Precision	Specialty Markets	IT
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Infrastructure in place: Buildings > Equipment > Bus. systems > Personnel





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Summary

- *Management is about skills to make better decisions.*
- *Decisions are always about the future.*
- *A manager has the unique responsibility to prepare for the future.*
- *Producers gain a competitive, long-term advantage by adopting a manager's mentality.*



***Thanks to Farm Journal Media and
Top Producer Magazine***

Joe Prochaska