

# Women Transforming Agricultural Business

*Executive Women in Agriculture Conference  
December 5, 2013  
Chicago, IL*

I HAVE NO  
SPECIAL  
TALENTS.  
I AM ONLY  
PASSIONATELY  
CURIOUS.

~ ALBERT EINSTEIN

## Factors Driving Today's Ag Business

- Globalization & Consumers
- Technology & Advancements
- Politics & Government

## Driver: Globalization & Consumers

- Increasing global populations – projected to reach 9 Billion by 2050
- Increasing global incomes, shifting people into changing diets
- The globalization of the business of farming intensifies as productivity rises going forward

## Driver: Technology & Advancements

- Information Technology
- Production Technology
- Improved Management Capability



## Driver: Politics & Government

- Objective is to win...regardless
- Effects on agriculture are global as developing countries see agriculture as the way up.
  - Long term - this means stiffer competition
  - What do we (US agriculture) do best?
- Influencers - associations, media, political parties
  - Low engagement by association members
  - Media coverage in 10 second sound bites
  - Polarization of the left and the right

## Skills for Today's Ag Business Manager

- Agility
- Transformational Leadership
- Creativity



## Skills: Agility

- Sharing information & collective intelligence
- Trending away from managing people to empowering, engaging your people
- Understand technology to adapt & evolve ahead of the competition



## Skills: Transformational Leadership

- Maintain integrity, honesty & confidence
- Transformational Leadership is simply:
  - Have a vision & be a role model
  - Stimulate & motivate employees to achieve the vision
  - Rewards for steps towards achieving the vision
- Vulnerability is ‘having the courage to show up and be seen’
- Courage is ‘the heartbeat of innovation & creativity’
  - From Brene Brown in ‘Daring Greatly’

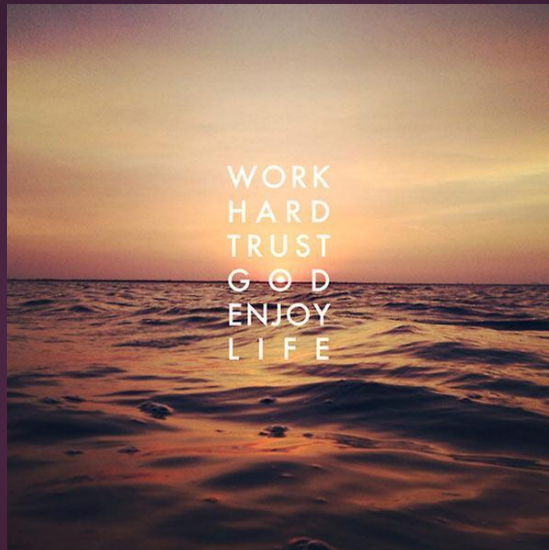
## Skills: Creativity

- Much of management’s role is resolving problems or conflicts
  - Creativity in finding new ways for new results
- Continuing education and training
- It is lonely at the top
  - Important to regularly meet with a mentor, coach or brainstorming partner
  - Make connections with others at the top of other businesses and meet/talk regularly

## Connecting Carabiners

Correctly connected carabiners are life & death for climbers. Your connections at this conference will give you life.

1. One person begins introducing herself (standing).
2. When someone at table hears of something they connect on, they stand & connect their carabiner to person one.
3. Person two begins introducing themselves, others listen for connection point, and so on...



*Dana J. Peterson*

*<http://www.linkedin.com/in/danajpeterson>*