



AGRICULTURAL EXCELLENCE CONFERENCE

**FARMING FOR OUR FUTURE:
CANADA'S 150TH**

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CULTURE BEATS STRATEGY: FINDING THE BEST ROLES FOR YOUR FARM TEAM


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Culture Beats Strategy

@elainefroese #AgExConf17



Culture is the invisible stuff that
glues the farm together

A woman with her hair in a bun, wearing a grey hoodie, blue overalls, and brown boots, stands in a muddy field. She is holding a chain attached to a wooden post. In the background, a group of black and white cows are gathered behind a rusty metal fence. The setting is a rural landscape with green hills and a cloudy sky.

Believe. Behave. Decide.

A man with glasses and a dark t-shirt stands in a field of tall, golden-brown corn stalks. He is smiling and holding a blue rectangular tray with both hands. A green object, possibly a piece of machinery, is visible on the left side of the frame. The background shows more corn stalks and a clear sky.

Believe

purpose, vision, values, trust



Vision

Do the founder spouses agree?

Vision

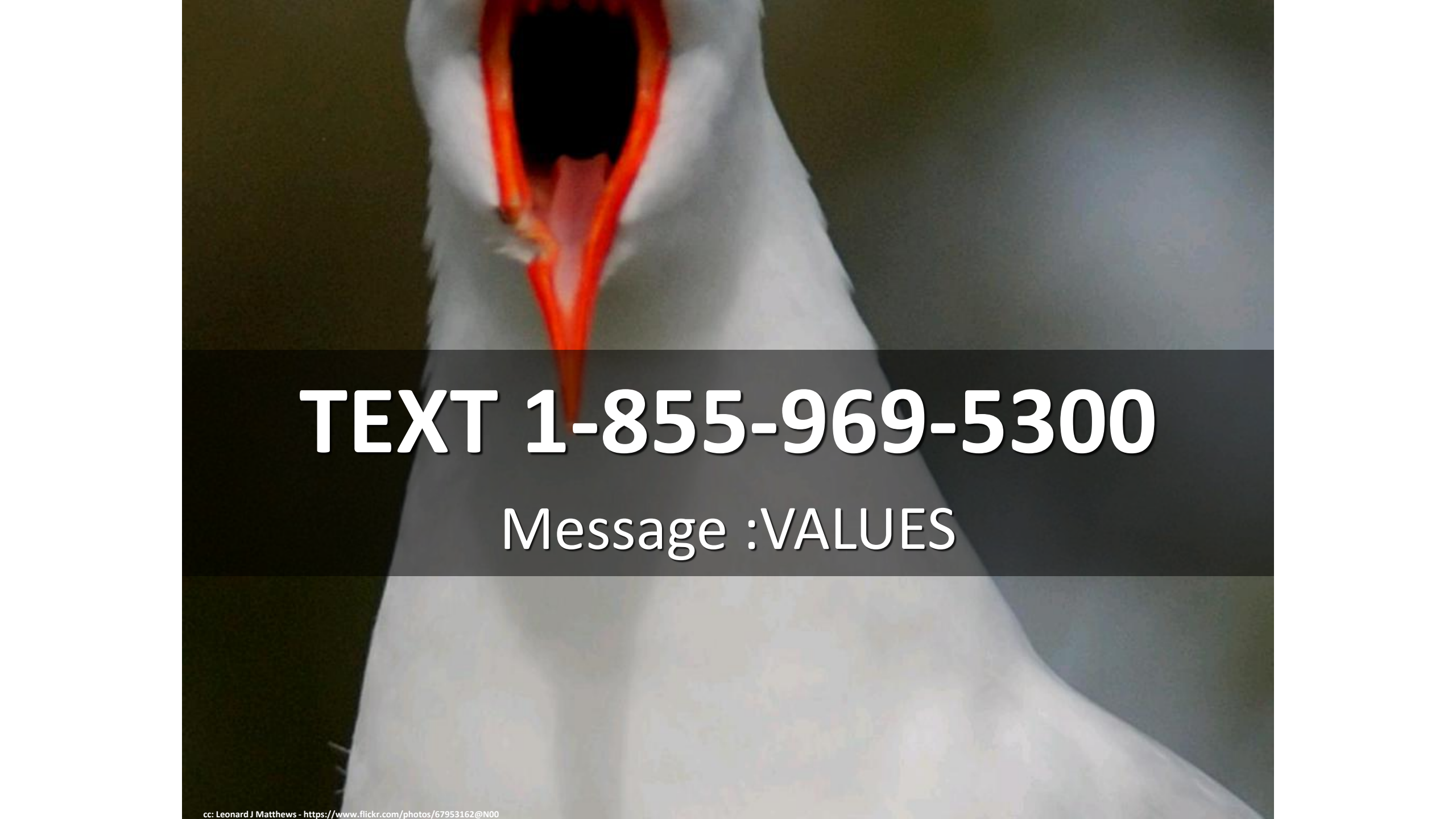
- discuss the undiscussable
- define success & fairness
- resolve conflicts
- embrace shared values

A close-up photograph of a person's hand holding a small, dense pile of bright red, knotted string or yarn. The hand is positioned palm-up, and the string is piled in the center. The background is a plain, light color. The overall image conveys a sense of care, attention, and the tangible nature of values.

Values

drive how you operate core beliefs

Friendship
Recognition Spirituality
Respect Instruction
Responsibility Variety
Honesty Tranquility Faith
Acknowledgement Cooperation
Challenge Teamwork
Harmony Independence Expertise
Creativity Trust Pleasure Unity
Security Quality
Wealth Intimacy
Organize Accomplishment



TEXT 1-855-969-5300

Message :VALUES



Trust

What beliefs are building trust ?



Behave

roles & responsibilities

The image is a vertical composition of three distinct scenes. The top scene shows a clear blue sky with a few wispy clouds. The middle scene is a dark silhouette of a person sitting at a desk with a laptop, set against a background of a sunset with orange and yellow hues. The bottom scene is a dark, grainy image of a field of corn at night, with a single bright red light source visible in the distance.

strengths & weaknesses
more mgt. support




conflict avoidance
& procrastination have to stop !



Conflict Dynamics

Toolbox at www.elainefroese.com



Focus & execute

Get 'er done, rock n' roll farm

NOW

Hire for skills
HIRING
not gender

A person is sitting on a bed of straw, wearing an orange t-shirt and plaid shorts. Their arms are crossed over their chest. The t-shirt has a graphic that includes the letters 'Ad' in a dark, blocky font, with a green leaf-like shape to the left. The background is a dense layer of dry straw.

Successor skill set

passion to manage risk

A group of men are sitting on the ground in a field of dry grass, eating from bowls. In the background, there is a large tractor and several pickup trucks. The scene is outdoors during the day.

Decide

communicate regularly with all voices

Communicate

- Different perspectives
- Respectful
- Evolution not revolution
- Listen more

[illegible]

The background is a dark, textured surface, possibly a wall or a door, with a central panel. The panel has a dark, mottled appearance with some lighter spots. To the left and right of the panel are vertical strips of lighter, possibly wooden or painted, material. A small, glowing orange light is visible on the right side of the panel, near the bottom.

Ask "What if ?"

Use powerful questions.



decide together


teamwork collaboration



let go of control, pride
and stubbornness



**You get the behaviour you accept
create a great culture !**

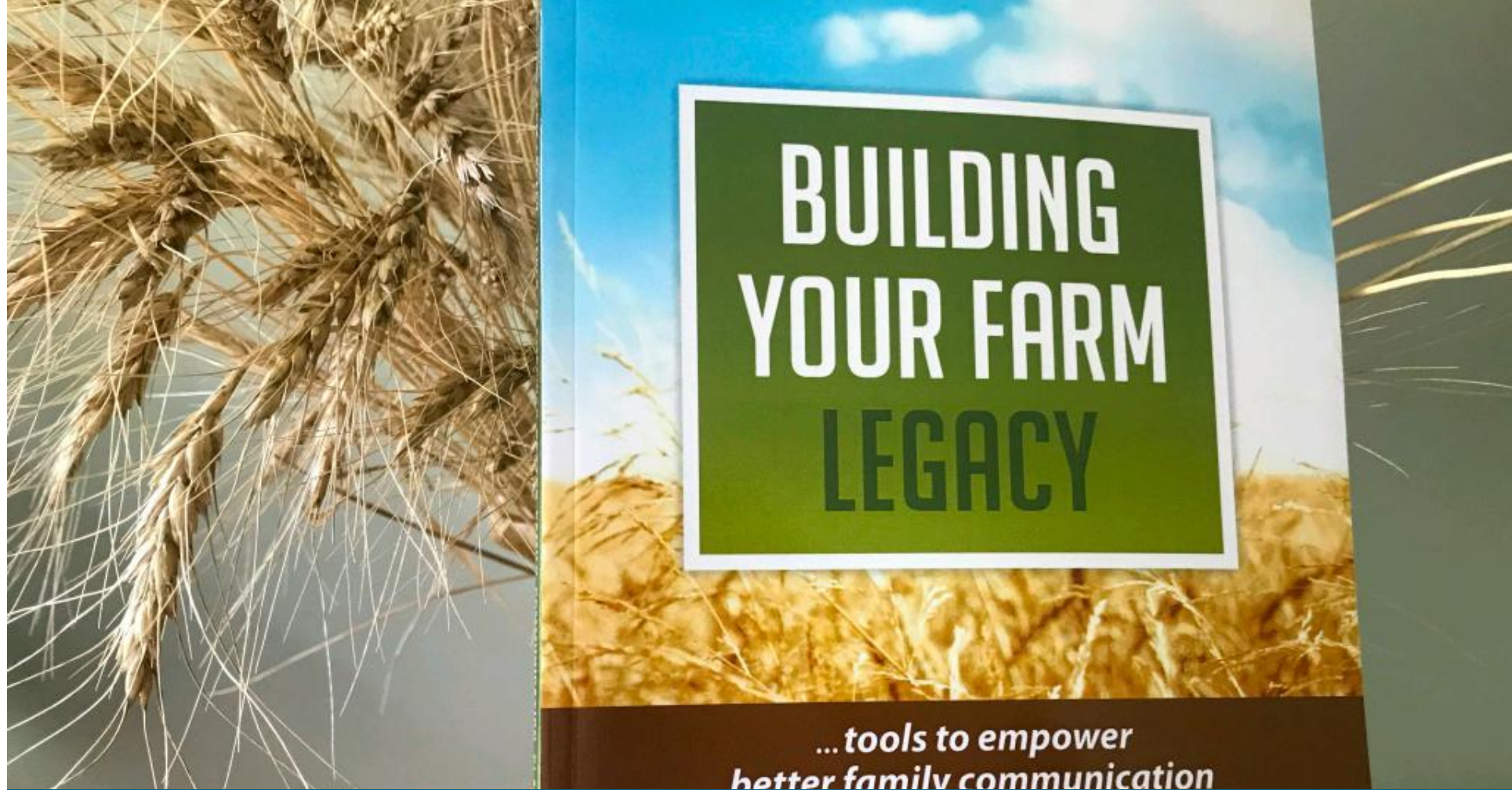
A photograph of two green plastic chairs in a field of dry grass at sunset. The sun is a bright, glowing orb in the upper center of the frame, casting a warm, orange and yellow light across the sky and the field. The chairs are positioned on either side of the frame, facing each other. The field is a vast expanse of dry, golden-brown grass that stretches to a flat horizon. The sky is a mix of soft orange, yellow, and pale blue. A semi-transparent dark grey rectangular box is overlaid on the middle of the image, containing the text.

Believe
Behave
Decide



GET FARM TRANSITION UNSTUCK

Elaine Froese & Dr. Megan McKenzie



elainefroese.com/store

The image features a vibrant field of yellow wildflowers in the foreground, stretching to a horizon line. Above the field is a clear blue sky. A dark blue horizontal banner is positioned across the middle of the image, containing white text. The text is centered and reads 'www.elainefroese.com' in a large, bold, sans-serif font, with '204-534-7466' in a slightly smaller font below it.

www.elainefroese.com

204-534-7466