



CTEAM

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CTEAM

- Partnered with FMC starting with its original development in the late 1990s'
- A “mini MBA” for farmers
- Four intensive weeks in four locations over 18 months
- Strategy, Planning, Finance, HR, Marketing, Risk Analysis, Leadership, a little Public Policy
- Develop a strategic and operating plan for your farm
- Learn to focus on what's important to achieve your goals

Having a Strategic Issue that Resulted in no Offering This Year

- Less government money for mgt training
- A Face-Face course is very expensive to put on
- Resistance to cost and time away
- Some positive experience with on-line courses
- So...considered changing to less face-face, more on-line

But, Undertook an Evaluation with CTEAM Alumni Past Year

- They told us:
 - Their return on investment after costs was:
 - Increased Profitability 50-100%
 - Improved Business operations 50-100%
 - Improved Management skills 50-100%

Study Goes Under Aggregates to Get to Interactive Specifics

- In addition to financial and business impacts, personal benefits like prioritization and leadership
- Alumni said CTEAM resulted in:
 - More confidence
 - Reduced stress
 - Better mental health
 - Better family relations

Fitting this together:

- More profit through better cost management, measuring and improved debt management
- Some comes from better organizational performance – eg. improved communication, better structure, improved relationship with lenders
- Those improvements arise from improved personal communication, better leadership, etc.
- They all work together to reduce stress, improve confidence, improve mental health, and family relations

Finally, CTEAM Alumni Said, Quite Explicitly(!!)

- KEEP THE FOUR SESSIONS
- The greatest impact comes from:
 - Both the formal and informal interactions
 - Having to make and respond to four (progressively more complex) presentations
 - Seeing successful (and not so successful) operations across Canada
 - All contribute to the payoffs reported in the study

Furthermore...

- When the current class was offered the opportunity:
 - To have three face-to-face modules
 - Finish six months earlier
 - Incur considerably less financial cost
- They rejected it for the four-module approach

So.....

- We're not changing it!!!
- Next offering will start Fall of 2019

It's all about investing in you!