



# LEADERSHIP FOR MIDWESTERN WATERSHEDS

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PREPARED BY  
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# **EFFECTIVE COMMUNICATION BETWEEN FARMERS AND SERVICE PROVIDERS**

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# NEED BEHIND THE NEED – WHY?

- Financial Benefit
- Performance / Efficiency
- Image
- Peace of Mind / Safety / Security
- Other

# PEER GROUPS – INITIAL DESIGN

- **Work Group – Leadership Team & Interested Parties**
- **Potential Members**
  - **Geographical Area / Diversity / Expertise / Competency / Transparency**
- **Design Steps**
  - **Pre-work Survey – Potential Topics of Interest**
  - **Purpose of Each Session**
  - **Design Initial Meeting Agenda**
  - **Identify Facilitator**
  - **Budget**

# PEER GROUPS – INITIAL MEETING AGENDA

## ▪ Initial Meeting Agenda

- Purpose of Each Session – Be Explicit
- Welcome & Introductions – Trust Building Exercise
- Goals & Objectives for the Group
- Review Topics of Interest (Pre-survey with prioritization)
- Presenters of Interest – Planning Committee support / Pre-call Planning
- Guiding Principles
  - Facilitative Environment – Balance Lecture with Open Mike – Professional Process – Meeting Frequency – Time of Day - Length of Meeting(s)
  - Culture / Trust Building / Self-driven events and communication
- Communication Protocol
  - Contact Information
  - Email, Text, Twitter, etc.
  - Meeting Notes / Report
- Remain open to CHANGE what doesn't work

# PEER GROUPS – OUTCOMES

- **Grain Peer Groups**
  - Post-harvest and Planting Review Sessions
  - Benchmarking
  - Field Tours – Cover Crops – Variety Performance – Best Practices – Lessons Learned
  - Risk Management – Strategy Download
  
- **Swine CFO Peer Group**
  - Critical Mass – Attracts the Best Presenters
  - Peer Sharing – Best Practices
  - Tax Update, Diversification, HR Issues, Captive Insurance, Media Blitz
  
- **Swine Operations Peer Group**
- **Swine Controller Peer Group**
  - Benchmarking
  - Knowledge Transfer between the Generations

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