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YOUR FARM › YOUR FAMILY › YOUR CHOICE
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Like you, I want my farm family to be happy, and our businesses to be profitable. Profitable means yielding a profit, lucrative, beneficial and useful. To live intentionally means to have an aim or purpose, and be deliberate. As a certified Hudson Institute Coach and conflict specialist I have seen many farm families with large net worth who are doing very poorly.

What are you doing to profit personally, in your farm family, and in your business? Are you positive and productive? Are you happy and “on purpose?”

The biggest tool to grab on to is conflict resolution skill in mastering your intent to line up with your actions, and have the intended effect. I encourage all of my clients to see conflict resolution as a business risk management strategy. Check out the “handling difficult people” course at www.resolutionskills.ca \$330 for 2 great days of training in Winnipeg that will change your life, or go online at www.crnetwork.ca

Pacing and getting a good return on our energy (ROE) is important. People connections are the key to our resiliency to manage tough times in farming as Dr. Nikki Gerrard’s research showed that what doesn’t kill us makes us stronger when we communicate, connect and celebrate community.

Smart businesses have a myriad of plans that they activate. Farmers have too many plans in their brains, and not on paper. Conversations are not contracts as my good friend Jolene Brown says (www.jolenebrown.com). Many farms are not reaching their profit potential because the founders and heirs are not making plans for succession, contingency, estates, tax, or human resources. They know what their canola sold for every month, but don’t have a clue what it will take to live financially secure when their roles change and they need lifestyle draws from the farm cash flow for the next 2 decades. Do you have a written business plan ?

Financials is what most people think of when we talk profitability. Are you a market expert, or like many do you “just want to farm!” ? Hire expertise and advisors. (www.cafanet.com) Don’t be afraid to ask for help. Make sure your agreements are signed and current, reflecting the true intentions of all signing parties.

Virginia Tech grad students under Dr. David Kohl discovered that in 6 states, over 400 farms showed that those farms with regular business meetings were 21% more profitable than the rest of the study. Do you know what this really means? You can get more profit by talking, listening, planning, acting, and evaluation...save an extra trip to your lender, start meeting regularly and keep track of details! Order a copy of “Managing the Multi-generational farm” for \$29 at www.farmcentre.com.

Discuss the Undiscussabull™ is my moniker for seeking out the tough issues that need to be addressed in those business meetings that folks are avoiding. Avoiding conflict is death, and a route to ruin. List on cards the main issues (undiscussabulls™) that your business needs to deal with. Have respectful communication in a safe place and use white boards, binders, flipcharts, and crucial conversations to keep your business on track. Squeeze stress toys, and stay calm when speaking.

Living an Intentional Life...Profitably

“Your health is your wealth” said Ralph Waldo Emerson. Are you practicing extreme self care? If you are not sleeping go to www.associatedsleepservices.com in Saskatoon, and call the Stress Line 1-800-667-4442. Buy a water cooler for the farm office and shop. Get yearly checkups, not just when your CLASS 1 needs renewing!

What do you want in your life? What do you think you need to learn ? When was the last time you sat on the deck and just thought about your life and your farm business? Use your noodle! We have 6 major roles in life that require intentional life choices. Fill in your chart with the things you need to be more intentional about:

personal or self care

couple or marriage

family

farm

off farm work

friends and community

Each role needs constant attention, if you are a workaholic, you are lazy with relationship and don't have any friends or hobbies to look forward to . Are you successful? My financial planning friend is convinced that the more time off he takes, the better his income stream. Do farmers plan or know how to relax? Have fun? Founders who have no friends, or hobbies tend to hang on too long to ownership, and this is not profitable for building the next generation's equity.

Profitable families have a good mix of work and play. They know how to discuss the undiscussabull TM on a regular business meeting basis. Conflicts are seen as something to manage, not avoid. The intent, action, effect sequence is not a surprise to team members, everyone is clear about the business plan and goals for the farm.

www.topmanagers.ca

www.agvisiontv.com

www.cafanet.com

www.familybusinessdoctor.ca

www.jolenebrown.com

www.thetablegroup.com

www.associatedsleepservices.com

www.crnetwork.ca

www.resolutionskills.ca

Email Elaine Elaine@elainefroese.com if you would like to share your next steps with a farm family coach. There are many helpful articles on her website, and check her calendar to see when she'll be encouraging families in your area.

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