Welcome to Our One Year Anniversary Session

Brought to you by: American Agri-Women, District 11 MN Agri-Women and the University of Minnesota - Women in Ag Network and UMASH

Format 50 Minute Presentation & 10 Minute Question and Answer Segment

Webinar Logistics

• You are in “listen only” mode (muted) during the webinar.
• A recording of this presentation will be made available on the American Agri-Women (AAW) website: www.americanagriwomen.org
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Webinar Logistics

- A survey will launch after the webinar. We appreciate your feedback.
- Please use the "Question" area on your control panel to post a question at any time during the presentation. Questions will be selected and responded to at the end of the presentation.

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- Basics of Recordkeeping and Financials for Farmers and Ranchers
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Effective Communication: A Strategy to Reduce Farm Stress

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Understanding effective communication can help reduce stress on and off the farm.
Overview:
- Communicating farm, family, business
- Identify communication style(s)
- How to approach and accomplish inter-generational communications
- How to engage in active listening and effective farm communication techniques

Today we are loosely framing this discussion around farm transition, but the concepts are transferable to many situations.
Family Versus Business System: A Critical Difference

- One of the **blessings** of being a farm family is you live where you work, you are your own boss, your family is there with you and they work with you.

- Most other businesses don’t face this challenge.
<table>
<thead>
<tr>
<th>Family</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family is inward looking</td>
<td>Business is outward looking</td>
</tr>
<tr>
<td>Family avoids risk</td>
<td>Business assumes risk</td>
</tr>
<tr>
<td>Family focuses on emotions</td>
<td>Focuses on rationality</td>
</tr>
<tr>
<td>Family seeks stability</td>
<td>Business seeks change</td>
</tr>
<tr>
<td>Family value not measured by $</td>
<td>Business tracks cost</td>
</tr>
<tr>
<td>Subconscious decisions</td>
<td>Conscious decisions</td>
</tr>
</tbody>
</table>

Communication Styles

Communication: A Self-Assessment Exercise

Available at Extension.org
Communication: A Self-Assessment Exercise

Below are 40 pairs of sentences. Please select from each pair of attributes the one which is most typical of your personality. No pair is an either-or proposal. Make your choice as spontaneously as possible. There is no wrong answer. Circle the number of your choice.

- I like action.
- I like planning.
- I believe that teams are more effective than individuals.
- I enjoy innovation very much.
- I am more interested in the future than in the past.
- I enjoy working with people.
- Planning is the key to success.
- I am cool under pressure.
- I value experience very much.
- I listen to people.
- People say that I am a facts-driven.
So Why is This Important?

- Based upon personal preference, one’s comment, suggestion or approach may be seen as being contradictory or disrespectful when discussing an issue.
- Embrace the fact there are differences and factor that into your interactions.

On the farm, family needs to be allowed to **honestly** share their thoughts.

Family needs to be allowed to **honestly** share their thoughts. Different generations have different default communications methods.
Intergenerational Communication

Silent Generation: 1925-1945 (GI Generation)  
Baby Boom Generation: 1946-1964  
Generation X: 1965-1980  
Generation Y: 1981-2000 (Millennials)  
Generation Z: 2001-2015

Intergenerational communication can be challenging.

“That’s it! No more TV until you’re at least grade ‘B’ beef!”

Intergenerational communication can be challenging.
SILENT GENERATION
1925-1945

LIFE EVENTS
- Great Depression
- WW II
- Korean War

VALUES
- Hard work/Sacrifice
- Loyalty
- Respect for others
- Conformity

BABY BOOM GENERATION
1946-1964

LIFE EVENTS
- Civil Rights Movement
- Cold War
- Women’s Liberation
- Vietnam War

VALUES
- Optimism
- Personal fulfillment
- Work Ethic
- Discovery

GENERATION X
1965-1980

LIFE EVENTS
- Watergate
- Energy Crisis
- MTV emerged
- Latch-key situations

VALUES
- Seek stability
- Self-reliant
- Embrace diversity
- Cynical
- Pragmatic
GENERATION Y (Millennials) 1981-2000

LIFE EVENTS
- Technology
- Columbine
- Oklahoma City
- 9/11
- Multiculturalism
- Education

VALUES
- Globally oriented
- Set work time schedule
- Technology focus
- Difficult focusing on “non-stimulating” stuff

So Why is This Important?
Let’s use farm transition as an example.

- Silent/Baby Boom Generation (owner)
  - Hard work & sacrifice.
  - Loyalty - respect - conformity.
- Generation Y (Millennial) (successor)
  - Technology to do some of the work.
  - Global orientation.
  - Work time flexibility.

Recognizing differences and helping bridge communications gaps can reduce stress.
Why do we need good farm family communication?
- Know what all family members are thinking and what they want.
- Minimize unmet expectations.
- Reduce conflict.

Understand that there can be generational differences, but ultimately communication style comes down to a combination of factors.

What other factors can influence communication?
Each of us have a "preferred" way of dealing with and approaching our lives and our work. Does not mean we cannot appreciate and use the opposite preference.
Meeting around the kitchen table, especially during a meal or worse yet a holiday, may not be an ideal situation for business discussions.
Logistics to improve communication:
- Arrange a suitable time to invite family members to a business meeting, preferably not a holiday or family celebration.
- Listen to concerns, give time to respond.
- Take notes, provide minutes of meeting.
- Include everyone that needs to be.

Effective Communication
- Effective communication is not only how you convey information so it is received and understood in the way you intended.
- It is also how you listen to gain the full meaning of what is being said.

Characteristics that enhance communications:
- Mutual trust.
- Respect for everyone & their viewpoint.
- Sincerity and open mindedness in listening.
- Dignity & clarity knowing that you will do well for everyone.
- Integrity: being ethical & fair
What are Your Suggestions?

Thank you.

Contact Information

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