

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

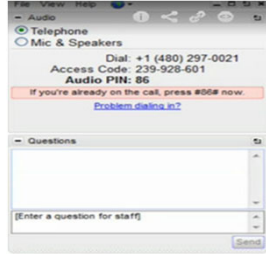
Format 50 Minute Presentation & 10 Minute Question and Answer Segment

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
- If you are having technical difficulties during the webinar you may ask a question and our moderator will do her best to assist you.

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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Go to www.americanagriwomen.org/webinars/

Past Webinars

Basics of Recordkeeping and Financials for Farmers and Ranchers
 Tuesday, February 28, 2017 - 1:00 PM - 2:00 PM CST

[View Webinar](#)

Presented by: Megan Roberts

In this session, you will learn about the basics of farm recordkeeping. Proper farm recordkeeping can save you both time and money. We will learn why it is important to keep records, discuss how to classify assets and liabilities, identify ways to record transactions, briefly overview the four primary financial statements, and talk about electronic recordkeeping systems.

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<https://americanagriwomen.org/webinars/>
<http://umash.umn.edu/cultivating-resiliency/>

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MAKING A DIFFERENCE IN MINNESOTA: ENVIRONMENT • FOOD & AGRICULTURE • COMMUNITIES • FAMILIES • YOUTH

Effective Communication: A Strategy to Reduce Farm Stress




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Megan L Roberts
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Understanding effective communication can help reduce stress on and off the farm.

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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

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Today we are loosely framing this discussion around farm transition, but the concepts are transferable to many situations.

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Communicating farm, family, business

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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.

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Family Versus Business System: A Critical Difference

- One of the **challenges** 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.

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Family & Business
Two Different Systems

Family	Business
Family is inward looking	Business is outward looking
Family avoids risk	Business assumes risk
Family focuses on emotions	Business focuses on rationality
Family seeks stability	Business seeks change
Family value not measured by \$	Business tracks cost
Subconscious decisions	Conscious decisions

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Communication Styles

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**Communication:
A Self-Assessment
Exercise**



Available at Extension.org

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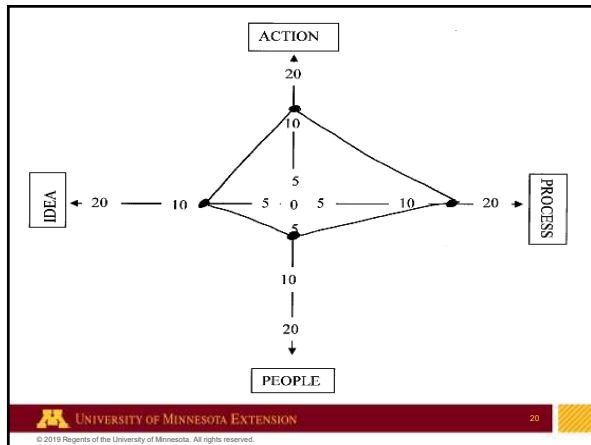
Communication: A Self-Assessment Exercise

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.

<p>1. I like action. 2. I deal with problems in a systematic way.</p> <p>3. I believe that teams are more effective than individuals. 4. I enjoy innovation very much.</p> <p>5. I am more interested in the future than in the past. 6. I enjoy working with people.</p>	<p>23. Planning is the key to success. 24. I become impatient with long deliberations.</p> <p>25. I am cool under pressure. 26. I value experience very much.</p> <p>27. I listen to people. 28. People say that I am a fast thinker.</p>
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RESULTS DISCUSSION

- Action
- Idea
- Process
- People

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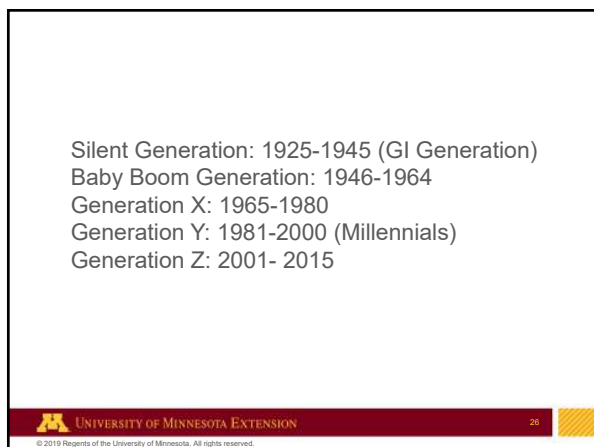
So Why is This Important?

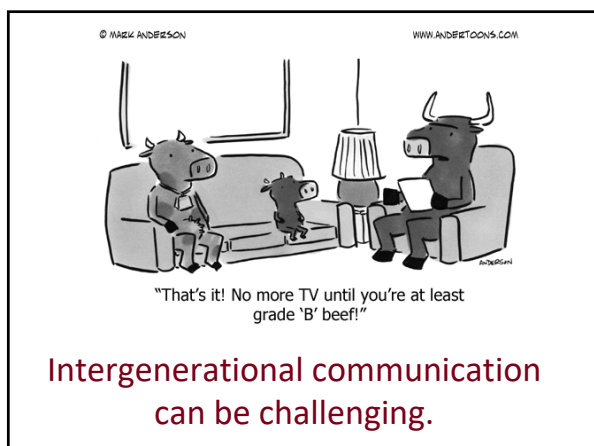
- Based upon personal preference, one's comment, suggestion or approach may be seen as being contradictory or disrespectful when discussing an issue.
- Embrace the fact there are differences and factor that into your interactions.

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.







SILENT GENERATION
1925-1945

<u>LIFE EVENTS</u>	<u>VALUES</u>
Great Depression WW II Korean War	Hard work/Sacrifice Loyalty Respect for others Conformity

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BABY BOOM GENERATION
1946-1964


<u>LIFE EVENTS</u>	<u>VALUES</u>
Civil Rights Movement Cold War Women's Liberation Vietnam War	Optimism Personal fulfillment Work Ethic Discovery

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GENERATION X
1965-1980

<u>LIFE EVENTS</u>	<u>VALUES</u>
Watergate Energy Crisis MTV emerged Latch-key situations	Seek stability Self-reliant Embrace diversity Cynical Pragmatic

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**GENERATION Y (Millennials)
1981-2000**

<u>LIFE EVENTS</u>	<u>VALUES</u>
Technology Columbine Oklahoma City 9/11 Multiculturalism Education	Globally oriented Set work time schedule Technology focus Difficult focusing on "non-stimulating" stuff

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**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.

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Recognizing differences and helping bridge communications gaps can reduce stress.

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Why do we need good farm family communication?

- Know what all family members are thinking and what they want.
- Minimize unmet expectations.
- Reduce conflict.

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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.



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When and Where to Communicate




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Meeting around the kitchen table, especially during a meal or worse yet a holiday, may not be an ideal situation for business discussions.

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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 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?



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