Welcome to Thriving Across Generations!!
Who is this for?

• Young leaders/future leaders in agribusiness
• You see yourself leading in our industry...
• You’re looking for more balance...
• You want to end generational frustration...
• You want greater RESPECT from others...
• You want more CONTROL over your day...

• You’re a baby boomer spy!

Mark Jewell
Speaking & Training
Who is Mark Jewell?

I DON'T CRY

I LEAK AWESOMENESS
“You been farming long?”
“You been farming long?”
We only get one shot at this - so be honest...are you Surviving, or are you Thriving?
Are you Surviving or Thriving...

In Sales?

How about In Leadership?

With Customers?

Are these things connected?
Why are these things important?
The Next Generation
Of Leaders & Sellers....

The MOST important of ALL time...
The One Question...

Did we get it right?
But what if....

• I want to have my cake and eat it too?

• I want to – get more respect..

• I want to – Sell more...

• I want to – have people perform...

• I want to – have more flexibility...
What are the 4 Building Blocks?

- 6 Basic Human Needs
- The 7 Phases
- Capacity
- Knowledge
What are the six basic human needs?

• Connection
• Certainty
• Variety
• Significance
• Contribution
• Growth

• 1-10 – How are you doing?
Transcendence

Thriving

Awakening

Driving Effort

Suffering

Discovery

Surviving
The Three Steps to STAY Thriving (and not fall back into old habits)

- Appreciate
- Celebrate
- Accelerate
What is the PRIMARY Reason That People Do Not Take Action?

- F.E.A.R
- FALSE EXPECTATIONS APPEARING REAL
- F***** EVERYTHING AND RUN!
- FACE EVERYTHING AND RISE
To Face Fear or Pain We Must Improve Capacity

- Clarity
- Certainty
- Execution
Why Build Capacity?

Capacity

Agronomy

Sales Training

Markets
Why Build Capacity?

- Manager
- Merchandising
- Leadership

Capacity
How do we build capacity?

Body

Being

Bonds

Business
Gamify Everything!

Grain Originator*

Grain Originator**

Grain Originator***

Grain Originator***

Grain Originator****
Everyone Needs Coaching

All Employees Need Accountability...

- They need a consistent resource
- They need to know they are cared for
- They need a consistent resource
- It needs to be once per week...
What can we do about it?

• Develop On-Going Reinforcement & Accountability Structure

• Redefine Team/Org Culture

• Demand MORE of Yourself

• Get Some Help
Two More Games...

• The Go for No Campaign...
  – Reward ACTION - not just success.
  – One way through a down market is INCREASED sales activity

• Hide and Seek Question Game...
  – How many questions can I ask before I have to share anything about my Product, Process, or Price?
How does coaching work?

• 90 Days (12 weeks) of Coaching
• Online Peer Accountability Group Reinforcement
• Core Mastermind Group
• Additional Programming
• Manager/Leader Monthly Discussions

• Precision Skill Development...
Outcomes?

• Certainty...

• Clarity

• Execution

• More “Ownership Activity”
Lions

Not

Sheep
Two last questions...

• Are you and your people Surviving...or Thriving?

• Did WE Get it right?
I'm not here to be average,
I'm here to be awesome.
#thrive today

Thank you!