WESTERN CANADA FEEDLOT MANAGEMENT SCHOOL

SCFA Saskatchewan Cattle Feeders Association

Leadership Culture:

Practical Strategies for Success

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? ? ?

The Future

? ? ? ? ?

Work

=

Meeting Needs

Success

=

Need Satisfaction

Trend Areas

1. Technology
2. Economic
3. Social/Cultural
4. Demographic
5. Political/Legal

Technology is the lead-edge of change…

The Fifth Economy: **Innovation Age**

- **An Era of Maximum Change…**
- **Change Causes Stress…**
- **More online competition and changing customer behaviour…**
- **Margins squeezed…**

New Strategies!
New Skills!

We are Walking Need Bundles

- Every purchase involves needs & emotions, different priorities & risks
- Are you into being liked, showing success, fun or a self-paced learner?
- Blindspots: Giving away needs… Failure=compare, Boring, Self-Talk
- Each market & person has different need priorities… customization

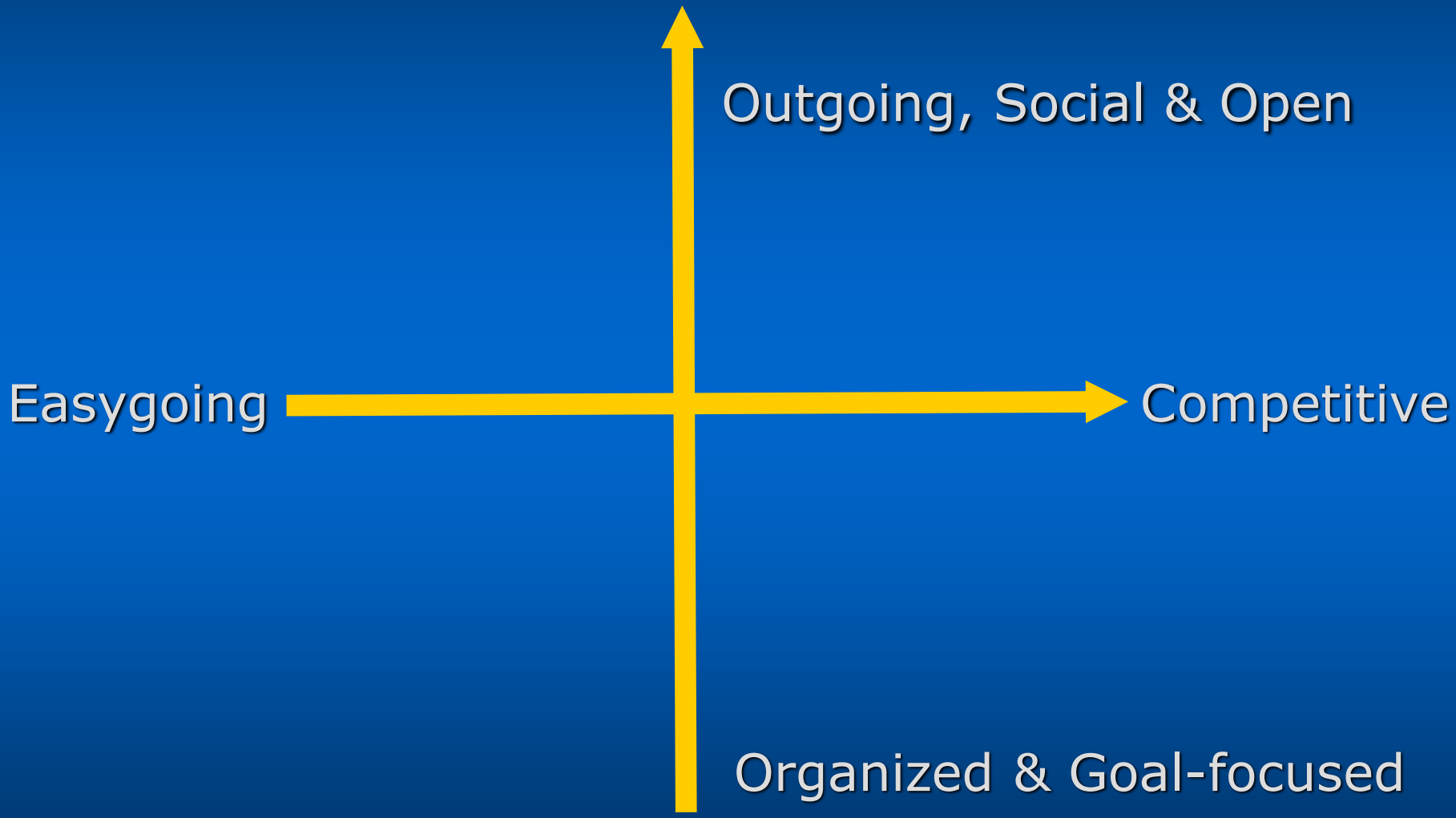
Stages of Entrepreneurship

- Stage 1 : **Revenue for Survival?**
  Blindspot: Targeting & Price
- Stage 2 : **Cash Flow for Growth?**
  Blindspot: Priorities & Team
- Stage 3 : **Balancing Success?**
  Blindspot: ***Delegation and Life Balance***

Family vs Employees?

- We know family – expectations are known and need few words
- What about employees – desires and fears? *Do we need to talk?*
  - - Values & Culture – Communication Style?
  - - Lifestyles – enhancements - goals
  - - Work expectations / roles / feedback
  - - Career potential?

Communication Styles



Demographic Trends

- Baby boomers currently 52-72 with peak year at age 57 – millennials now outnumber
- Singles are now biggest family type (28%)
- Highly skilled people in their earlier years want action, vibrancy & diversity
- Emerging trend? baby boomers & immigrants moving to small towns/rural
  – seeking nature, friendliness, safety & good health care (ambulance response time)
- The future of crime is fraud
- Four generations are now working together

Customer Perception: "I'm Not Aging like everyone else."

- Recent research has shown:

  Boomers generally perceive themselves as 14 years younger than their actual age

- An example: Gap launched a line of clothing for women over 35 – actually over 50

- Lifestyles now more important than age
- Perceptions are the reality for you!

Communication By Generation

Gen X's – born '65 to '80 (38 to 53)

- less in this group – up against boomer power
- weaker job market following the boomers, who also bid asset values up (x's often realists)

Gen Y's - born '81 to '99 (19 to 37)

- grew up in homes with absentee parents
- expect feedback and involvement / equals
- Employers must coach not boss

Gen Z's - born this century – now working!

- See through bullshit - want legitimacy
- Less crime – more about purpose

All in *The Creative Class* – less structured, seeking stimulation, want to be involved in decisions & embrace new technologies – they like change!

The Millennium Generation

- Saw parents' sacrifices
  - lifestyle work balance sought
- Raised with adulation & goodwill
  – expect thanks and involvement
- Employers must coach not boss
- Have expectations of change -
  they'll walk, change jobs
- Extraordinary Tech Skills

Leadership is Changing

Old	New
Management is Control & setting rules	Leadership is Motivational & guiding values
COP - Monitor	COACH -Inspire
Coercion; Top Down, Leader Directed	Respect, Self-management, Teams
Total Authority	Share Authority
Focus on the present	Focus on the future

- Most important strategy to improve our world:

Worldwide Empowerment of Women Through Education

Social Trends

- Environmental sustainability; connecting with nature
- Stress relief; seeking life balance
- Cocooning: safety & security
- Return to family values
  - Inter-family experiences sought
- The "creative class" seeks vitality stimulation & is time-challenged
- Caring capitalism
- Remote technology
  - Online Apps & Cloud Collaboration

Most Important Social/Cultural Trend

The Rise

of

Individual Power

Through

Knowledge

Result

- More demanding, knowledgeable purchasers
- Focused need satisfaction strategies are the key to success in the new economy
- Suppliers increasingly are "partnering" with buyers/client organizations to achieve need satisfaction – integrating supply chains and more robust services
- Effective communication strategies are changing

Better Benefits:

- Reflect a better way of satisfying a customer need priority
- Are the keys to establishing branding
- Should reflect the overall organization, but vary by type of service product or client
- Managing better benefit goals should drive the overall vision

Motivation

=

Clear and Shared Goals

x

Tracking & Measuring & Communicating Success

x

Rewards for Achievement

The Anatomy of Innovation

How Should You Spend Your Time?

What % of Time	Now	vs. Future?
▲ Operational/delivery	_____	_____
▲ Organizational/HR	_____	_____
▲ Technical	_____	_____
▲ Financial	_____	_____
▲ Marketing & Sales	_____	_____
▲ Research & Dev't	_____	_____
▲ Process Improv't	_____	_____
▲ Visioning	_____	_____

Let's Plan a Cruise

- What need should we focus on?
- What would our dining room look like?

It all starts with customers

- What different groups of customers/stakeholders do you serve? Family vs Employees?
- Age? Interests? Lifestyle? Social or ethnic group? Local? Tourist? Special Interests?
- Business Customers – Needs?
- KEY: What needs do you meet for each?

Leadership & Culture

- Common goals are key for team success as managers change from cop to coach; need to align goals of the organization with those of the individual – BETTER BENEFIT GOALS
- Change Planning involves identifying *both* the positives and negatives
- Involve people in the process –meeting norms?
- Remember that organizational values drive behaviours - walking the talk with rewards

  CREATING A CULTURE OF THANKS
- Ego-less Management…supporting the stressed and stressing the positive…

Keys to Employee Retention

- Culture of respect and thanks
- Quality direct supervision
- Granting other priorities – family time - flex work time
- Team-based culture - fun
- Rewards for measured success
- Clear vision matched to need priorities – employee lifestyle enhancement
- Creative stimulation
- Individual impact – local & world

Success

…comes through

Collaboration

With employees

Through the Supply Chain

Consumer through to Producer

Rooted to a Region

Better Benefit Goal*s* Drive the Vision

Promoting a Region & Recruiting for Your Operation

- Increasingly, not only infrastructure and business conditions, but social/quality of life factors are important
- In future, *companies will locate where people want to live*
- Community health and positive lifestyle offerings will increasingly be important to economic health

Innovation & Success

- Customer Focused
- Creating Sustainable Competitive Advantages – ***Better Benefits***
- Customized Continuous Improvement
- Dynamic Leadership
- Strong Partnerships
- Process Driven
- Creating Learning Organizations...

In The Future…
We'll All Be…
L***earn***ing A Living

Here's to your Future Success!

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