To cultivate ideas, nourish leaders, and harvest excellence by putting our talents, passions and agrarian values to work. We engage and develop individuals and organizations.
Who am I?
GOLDEN CIRCLE

WHY?

HOW?

WHAT?

WHY DO YOU DO WHAT YOU DO? WHAT'S THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT THE HELL DO YOU DO?

IDEA: SIMON SINKE
Why are you involved in animal agriculture?
Schwartz-Grant Inverted-U

Complete Trust

No Trust

Scarcity of Food

Abundance of Food
Shifts in our society

Authority is granted primarily by office
Broad social consensus driven by WASP males
Communication is formal, indirect (mass communication)
Progress is inevitable
“Big” is respected

Authority is granted primarily by relationship
No single social consensus, great diversity, many voices
Communication is informal, direct (masses of communicators)
Progress is possible
“Big” is bad
“WE CANNOT SOLVE OUR PROBLEMS WITH THE SAME THINKING WE USED WHEN WE CREATED THEM”
All around the globe, KPMG survey respondents had the same message — they’re crying out for companies in every industry to understand them as people: complex, evolving and unique.

KPMG’s Me, my life, my wallet; 2018
History often repeats itself ... when will we learn from it?
Be Relationship-Driven
Seek to Understand

Clarify, Dig Deeper, Explore

Share Your Story
Not This ...
This ...
Consumer Types
Peak Performers℠

Food is about self-improvement

Food is critical ingredient for looking good and enhancing performance

Moderately educated about food and food politics.

Food is an obsession, because they are obsessed with their physical and professional performance.

17% 25%

POPULATION SIZE SHARE OF VOICE
Building a Communications Strategy
What is it?

- A guiding document
- An opportunity for collaboration
- A tool to measure success
- A resource to identify key stakeholders and audiences
- A resource to aggregate activities, KPIs, resource allocations, etc.
When we use ...

- Regular communications
- Special events and activities
- Major announcements
- Crisis
Plan Your Work ... Work Your Plan
EDDIE COLI couldn’t understand why business was bad.

WORDS ARE POWERFUL