

CHANGE: Don't fear to...dare to!

Your biggest competitor isn't who you think it is.

And it's not you either.

Our brains are biologically wired to compare ourselves to others.

We want to know where we sit based on the main human motivations of status, significance and survival.

Back in caveman and woman days we wanted to know what our role and rank was because our very survival and genetic lineage depended on it.

"Higher up the food chain" literally meant what it said — those higher up the social hierarchy got first dibs on the food.

By having access to this all-important energy source they were able to attract the right mate because they had the right resources.

They also had the energy to go out and hunt to secure more resources.

Think about chiefs and tribes or the top table at a wedding. The same principles apply.

Your biggest competitor isn't you or others.

Your biggest competitor is status quo.

Humans love the homogeneous state, where things stay the same like our 37-degrees body temperature

Who likes it when the weather can't decide whether it's hot or cold?

Or what about the heat pump or fire at home? Some people think it's too hot; some too cold.

The more the things change, the more we

want them to stay the same.

Why? Because control and consistency are deeply wired into our survival.

When we can control our surroundings we are more likely to survive.

When our environment changes it's a potential threat and alerts us to be on guard.

Why do you think we look around us when someone new walks into a room?

And why are we uncomfortable sitting with our back to a door?

It's simple caveman/woman stuff.

Farmers generally don't like change and only change when they have to (debt, succession planning or legislation).

What you, dad or granddad did has served you well. I get it. Why change it? Why fix what isn't broken?

Whether it's crops, animal rotation or mating, you stick to what you know.

Yet sunk fallacy bias will always kick in.

Newton's Law of Motion states in its first law: "a body continues in its state of rest unless acted upon by a force."

Furthermore, in its third law it states:

"if that body exerts the same force back as applied and these forces are equal in magnitude they will move in opposite in direction."

For every action there is a reaction.

Status quo is a massive factor in farming.

It's your biggest competitor.

Considering change is hard, painful and often fraught with risk and fear.

Even thinking about change is hard work



Picture by Jet Photography.

for the computing power parts of our brain.

This is why so many of us hate change.

We're used to things being the way they are.

Change is uncomfortable because we don't know what we don't know. The unknown can freeze us or flight us unless we're willing to change.

But farming is changing. Constantly.

And you don't need to be Darwin to know you need to adapt.

You can reduce your risk and fear of the unknown by using "known knowns".

Research what others have done so you can make an informed and accurate decision. If they have a similar set-up, go for it and take a calculated and controlled risk so you're not betting the whole farm on it.

Talk to them. Ask them questions. Find out about the results they got.

And then decide for yourself.

The more we try, the more we grow.

Just like we did when we all started to walk. We didn't give up. We fell down, got up and started again until we could walk freely

on our own.

As Henry Ford said: "the competitor to be feared is one who never bothers about you at all, but goes on making his own business better all the time."

Take in what you can from others around you. Learn their lessons of what to do and not to do. And then take action.

Then double down, stay in your lane and run your own race.

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