

It's about who, not just how...



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RELYING on the same skill set only gets you so far. You wouldn't plant a paddock in the same plantain year after year so why do it with your farm?

The Law of Diminishing Returns is a real thing (Google it if you don't believe me).

And as the saying goes: "If you always do what you've always done, you'll always get what you've always got".

Jeff Bezos, owner of Amazon and one of the world's wealthiest men, is a big believer in taking small bets and experimentation.

"If you're not stubborn, you'll give up on experiments too soon," he says. "And if you're not flexible, you'll pound your head against the wall and you won't see a different solution to a problem you're trying to solve."

I know you and I don't have the same money as the owner of Amazon but you have to take a few little bets if you want to be better.

So what are you doing now?

Are you banging your head against the same wall?

Stuck on a treadmill of the same sh*t day in, day out?

What action are you going to take?

What will you try that is different from what you're doing today?

Are you treating symptoms or the root cause?

Is there a pattern you can pick?

What does this do to your health, energy and wellbeing?

It's not just about what got you here won't get you there. It's about who, not just how.

Let me share an example.

By 1989 Michael Jordan was killing it for the Chicago Bulls. He was rated the number one player in the NBA.

But other teams, especially arch-rivals the Detroit Pistons, were on to him. They were double- or triple-teaming on Jordan so he couldn't make his shots.

The Chicago Bulls needed more who and less of Jordan's how.

Phil Jackson, their legendary coach, came up with the "Triangle Offence", which was a strategy for creating space for players to pass more and score more.

From 1991-1998 the Chicago Bulls won six championships and Jordan went on to win his second straight MVP.

Yet they would have never enjoyed such success relying on one individual or strategy.

They made the decision to build the team around a system, not around the player.

So what could you do with your farm and your farm's strategy?

Have you got the right players? Have you got the right systems? Have you got the right structure?

Farming is not going to get any easier.

Legislation, environmental compliance, stewardship, profitability and succession planning are a few challenges to name but by no means the end.

Labour shortages and availability are a constant challenge, too. You have to work out what makes your farm matter and more meaningful than others because like attracts like.

Yes, it is tempting to stick with what you know. All that inter-generational stuff counts but it also needs to keep the needle moving forward.

Read and research what others are doing around you. Attend the local discussion groups and Fielddays. If you're not willing to make the change, observe someone who has. That way you reduce risk.

You don't need to bet the farm on some significant changes. You just need to get some progress and see some momentum to keep you and your farm moving forward.

Maybe it is the way you run the books; maybe it is the way you measure your pasture covers; or maybe it is the way you are breeding your replacements.

Doing the same thing again and again doesn't get you a different result.

Worse, when you don't take action you are robbed of resources. You might not get to live to fight another day for the next generation.

Only you will know that yourself.

I'll leave the last words — no truer words spoken — to surgeon and author Maxwell Maltz.

"Times will change for the better when you change."

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