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Young Producer Inspirational Breakfast

Troy Marshall

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Our Story

• 1st Generation – Nothing but our college debt.
• Family Operation
• Careers – AI, Cattle-Fax, Breed Associations, Writing
• 120 Bulls
• Now preparing for next generation

The Opportunities and Challenges

• Advantages of Economies of Scale Vs. Innovation and Knowledge, Information vs. Capital
• Commodity vs. Differentiation, Bottom Line vs. Top Line, Production vs. Marketing
• Age of Producers
• Fierce Competition
• Market Timing vs. Strategic Plan

What We’ve Learned

• What we thought we knew when we left college, was largely wrong
• Leased ground vs. owned, grazed forage vs. harvested, market timing vs. marketing, cows as game pieces, and the power of economies of scale.
• The 3 P’s
  • Persistence
  • Passion
  • Patience
• Hard Work
• Stubbornness and Flexibility
• Resilience

What We’ve Learned

• Focus on Strengths and mitigate weaknesses
• Vision and Commitment
• Out of Box Thinking and finding the “Right” Business Model
• Information is King actually interpreting and Using Information is King
  • Life Long Learner
  • Willing to change mind
  • Multi-Faceted
  • 10,000 Hours Mastery
  • Right Boss and Right Mentors
9 Habits of Profoundly Influential People

- They think for themselves.
- They are graciously disruptive.
- They inspire conversation.
- They leverage their networks.
- They focus only what really matters.

9 Habits of Profoundly Influential People

- They welcome disagreement.
- They are proactive.
- They respond rather than react.
- They believe.

Bringing it all together

To increase your influence, you need to freely share your skills and insights, and you must be passionate in your pursuit of a greater future.

The Future of Ag is Bright!

- The tale of two pictures.

Thank You!