Mentoring and managing employees to ensure husbandry and assure consumers.

Tracey Erickson
South Dakota State University, tracey.erickson@sdstate.edu

Follow this and additional works at: http://digitalcommons.unl.edu/rangebeefcowsymp

http://digitalcommons.unl.edu/rangebeefcowsymp/359

This Article is brought to you for free and open access by the Animal Science Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Range Beef Cow Symposium by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.
Mentoring and managing employees to ensure husbandry and assure consumers.

Tracey Erickson, SDSU Extension Dairy Field Specialist

What???
- What do consumers want?
- What do consumers care about?
- Shared Values
  - Safe Food
  - Quality nutrition
  - Appropriate Animal Care
  - Environmental Stewardship


Communicating Shared Values
- Mission – What you want to do now and the business you are in
- Vision – What you want to be in future
- Purpose – It tells why a company exists in the first place, why are you here?

Top 20 Restaurant Culinary Trends for 2016
1. Locally sourced meats and seafood
2. Chef-driven-fast – casual concepts
3. Locally grown produce
4. Hyper-local sourcing
5. Natural ingredients / minimally processed food
6. Environmental sustainability
7. Healthy kids’ meals
8. New cuts of meat
9. Sustainable seafood
10. House-made / artisan ice cream

http://www.acfchefs.org/
NRA, September, 2015

Top 20 Restaurant Culinary Trends for 2016
11. Ethnic condiments / spaces
12. Authentic ethnic cuisine
13. Farm / estate branded items
14. Artisan butchery
15. Ancient grains
16. Ethnic-inspired breakfast items
17. Fresh / house made sausage
18. House – made / artisan pickles
19. Food waste reduction / management
20. Street Food / food trucks

http://www.acfchefs.org/
NRA, September, 2015

What is Disney’s Purpose?
- Mission
  - What we do
  - Operating a business
  - Strategic
  - Motivational
  - Creates “buy-in”
  - Fosters focus
  - Building a company
  - Laying bricks
  - Parking cars
- Purpose
  - Why we do it
  - Shaping the dream
  - Cultural
  - Inspirational (Your North)
  - Inspires “ownership”
  - Fosters passion
  - Building a community
  - Building cathedrals
  - Creating happiness

~ Jones, B., Disney Institute Blog April 23, 2015

2015 Range Beef Cow Symposium, Loveland, Colo.
Disney’s Purpose – “Where Dreams Come True”

Employees with Purpose & Shared Values…

- So how do you as producers work to have employees that share the same purpose as you?
- What common ground might you have with consumers?

My Personal Values…

- 1. Positive attitude
- 2. Courage
- 3. Integrity
- Tied for 4th and 5th. ---- Communication and Responsibility

Employees with like values
- Allows you to connect
- Will emulate the same values and work ethics

Dreams = Goals
Goals = Plans
Plans = Reality

Hire for Attitude,
Train for Aptitude

Hire based upon values

- Employees with like values
- Will emulate the same values and work ethics

Building your team…

- 1. Share Purpose, Mission and Vision
- 2. Train Employees – onboarding
- 3. Communicate and Evaluate
- 4. Include employees – farm planning and direction
- 5. Celebrate Success

Teams - work together, shared purpose
- Versus.

Group – common goal, work individually
- Versus.

Individuals – independent, individual goals
Training

- First 8 hours – first impressions
- Kinesthetic learners
  - Show & tell simultaneously
  - Teach-back
  - Observe
  - Feedback

Training

- Do not assume performance based upon prior experience
- Training on-going
- Use teachable moments
- Random acts of kindness – Thank You

Training... Requires Leadership

- Leadership – is NOT micromanaging people it is holding people accountable and empowering them to make decisions
  1. Delegation
  2. Transfer Control

Communication

- Be approachable -
- Listen before speaking – get the whole story

Communication

- You are human – it is ok to say I’m sorry
- Remember Language barriers
- Education Levels
Communication

- Meetings
  - Formal Meetings – input, training, direction and goals
  - Informal Meetings -

Communicate Directly with the person who you need to talk to.
You don’t want the Telephone Game Outcome…

Celebrate Success

Communicate

Good Performing Teams Do This…

- Fun Working Together
- Encourage
- Respect
- Shared Purpose / Goal
- Organize Skills / Understand Roles

~Thank You~

Questions?
Tracey.Erickson@sdstate.edu
605-882-5140