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**register today**

**PRE-REGISTRATION REQUIRED**

*Please select only one tier upon registration*

**Members:** \$600 (\$500 for each add'l registrant from the same farm)

**Non-members:** \$775 (\$500 for each add'l registrant from the same farm)

Registration includes program materials and meals; lodging not included. To register, go to pdpw.org, contact PDPW at 800.947.7379 or scan the QR code.



**Continuing Education Units available**

Tier One: up to 14 DACE

Tier Two: up to 14 DACE

Tier Three: up to 14 DACE



**TUESDAY, DEC. 12**

8:30 am Registration

9:00 Program begins

5:00 pm Program pauses

**WEDNESDAY, DEC. 13**

8:00 am Program resumes

4:00 pm Program concludes



**Professional Dairy Producers®**

820 N. Main St., Suite D  
Juneau, WI 53039  
800-947-7379  
www.pdpw.org



**MANAGE LIKE A PRO**

DECEMBER 12-13, 2023

PDPW headquarters  
820 N. Main St., Juneau, WI

If your sights are set  
on managing great teams,  
Dairy Managers Institute® is for you.

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**nail**

**YOUR MANAGEMENT APPROACH**

get your team  
on the same page



DECEMBER 12-13, 2023 | JUNEAU, WI



# Manage your team

WITH A VISION OF SUCCESS AND AN EYE FOR THE FUTURE

**Dairying is more than managing animals, feed and finances — it's managing people, too.**

*Sharpen your core competencies by attending all three tiers in succession.*

## TIER ONE

### lead and manage with insight

The role of a leader is primarily to supervise others and oversee people-related issues. As a leader, it's important to know yourself and your natural tendencies in normal and stressful times.

Since a leader's success is 85% dependent on their people skills and self-knowledge — and only 15% on their technical knowledge — it's essential to understand the fundamentals of leadership. Incorporating memorable lessons and a variety of learning activities, Dr. Becky will teach you practical strategies for managing change. You'll also learn to:

- distinguish between the four categories of leaders and determine which one describes you
- identify your leading and managing strengths and weaknesses
- apply the five practices of effective leadership to your role on your farm
- recognize the differences between the skills of a manager and those of a leader — and when to use which
- implement change more effectively
- understand how change affects you and others — and better assist others through change

Using "Insight Inventory," Dr. Becky will help you identify the strengths of your personality style as well as your individual work style. You'll also discover how to recognize the personality styles of others and more clearly understand why you react to stress the way you do. Dr. Becky will clarify why your attitudes and actions change from one setting to another.

## TIER TWO

### master the art of coaching

When you're ready to build on the concepts learned in tier one, Michael's session delivers the goods. In addition to learning life-changing strategies that will revolutionize your thoughts on managing team members, you'll be equipped to initiate a transformation in team culture.

Aside from being more adept at distinguishing between leading and managing, you'll also be armed with the tools to:

- create strategic approaches for such management coaching conversations as milestones, the end of a project, upcoming changes and setting expectations
- identify the personal and practical needs within a coaching interaction
- effectively coach others with attention to self-esteem, listening skills, empathizing and recognizing the importance of involvement
- determine how to create a greater sense of ownership and involvement, generate buy-in and build commitment to an action plan
- understand and deliver meaningful feedback
- recognize your role in influencing those you manage and how to best use your tools of influence to impact the growth and future of your operation

*All three tiers will be offered in Spanish. Scan the QR code for more information and access to the translated flier.*



## TIER THREE

### nail the financials and negotiations

Even if you're not the financial guru on your dairy, it's important to have a firm grasp on the basics. That means being able to articulate the strategic direction of your dairy, clearly understanding the fundamentals of the farm's financials and knowing how to tie these factors into the big picture.

Being an effective negotiator goes hand in hand with being proficient with managing financials. In reality, you're faced with negotiations from the moment you wake up. Whether that involves employee conversations, scheduling decisions, purchase discussions, or the many things you negotiate without even realizing it, being an effective negotiator boils down to being an effective manager who can also skillfully handle finances.

Linda Swindling and Dr. Kevin Bernhardt will arm you with the tools to sharpen your business acumen so you can wisely make sound judgment calls and quick decisions. In addition to learning practical skills to negotiate boldly, you'll broaden your comprehension in the multi-layered, ever-changing world of dairy financials, communications and business discussions.

Specifically, you'll:

- learn your dairy's break-even mark and understand how to calculate a cost benefit
- master the principal elements of debt and how it works
- explore different negotiation styles and how to leverage them in discussions
- recognize when to walk away and when to compromise
- investigate the value of renegotiating
- identify perspectives from both sides of a discussion — the ultimate goal is to grow relationships, not necessarily to "win"
- understand the varying options and strategies to employ in negotiations

## presenters



**Dr. Becky Stewart-Gross, PhD**, is president and founder of Building Bridges Seminars. With 30-plus years of business experience, Becky earned a B.A. in Business, an M.A. in Communication and a Ph.D. from Michigan State University. Dr. Becky has worked with organizations of all sizes — from small family-owned businesses to large international corporations. She's also authored several books, including *Leader's Communication Toolkit* and *Sleeping with Your Business Partner: A Communication Toolkit for Couples in Business Together*.



**Michael Hoffman** is founder and owner of Igniting Performance Inc., a Dallas-based company that specializes in the skills of sales, customer loyalty and leadership. For more than 25 years, Michael has customized training and delivered presentations for organizations across the country and abroad. Michael's highly interactive style and unique delivery cements his experiences in the minds of attendees. He enables them to ignite the tactics and techniques necessary to OWN their jobs "on purpose" with an attitude of OWN IT-ship and professionalism.



**Dr. Kevin Bernhardt, PhD**, is an agribusiness professor at UW-Platteville School of Agriculture and Farm Management Specialist with the UW-Extension and Center for Dairy Profitability. For several years, he has served as an instructor in the accredited PDPW Financial Literacy for Dairy® program. He has also served at the USDA-Foreign Agriculture Service and as a lender for Hills Bank and Trust Company in Iowa City, Iowa.



**Linda Swindling, JD, CSP**, is recognized as one of the Top 30 Global Gurus in Negotiation. As a former law firm partner and mediator, she has successfully negotiated million-dollar deals and resolved cases that "couldn't be settled" before beginning her professional development organization, Journey On! Author of 20 books including the award-winning, *Ask Outrageously: The Secret to Getting What You Really Want*, Linda received advanced-negotiation training through the Attorney-Mediators Institute and Harvard Program on Negotiation.