

The most successful managers are leaders who thrive on helping their team members learn, prosper and grow.

Whether you're a fledgling or seasoned manager, Dairy Managers Institute® will equip you with the skills to soar through the knowns and unknowns.

In your unwavering pursuit for something more, capture what's next for you at Dairy Managers Institute.

**"I really like the way the class was taught.**

Becky made the content relatable and I feel we retained more because of it."

— Ryan O'Leary, Madison, Wis.

## Tuesday, December 20

8:30 am Registration  
9:00 Program begins  
5:00 pm Program pauses

## Wednesday, December 21

8:00 am Program resumes  
4:00 pm Program concludes

It's time to soar  
**REGISTER TODAY**

# SOAR

## ABOVE THE CROWD



Professional Dairy Producers®

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Juneau, WI 53039

800-947-7379

mail@pdpw.org www.pdpw.org



where team managers  
grow into team leaders

DECEMBER 20-21, 2022  
Kalahari Resorts, Wisconsin Dells, WI

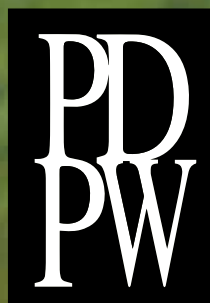


Great team leaders have focused ambition,  
a vision of success, and an eye for the future.

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

It's time to soar | **REGISTER TODAY**

DECEMBER 20-21, 2022  
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where team managers  
grow into team leaders

DECEMBER 20-21, 2022 | WISCONSIN DELLS, WI





## where team managers grow into team leaders

DECEMBER 20-21, 2022  
Kalahari Resorts, 1305 Kalahari Dr., Wisconsin Dells, WI

|                        |                           |
|------------------------|---------------------------|
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| 8:30 am Program begins | 4:00 pm Program concludes |

### tier one || LEAD AND MANAGE WITH INSIGHT

The role of a leader is primarily to supervise people and oversee people-related issues. Because 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. Learn how to recognize 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 || DISCOVER THE ART OF COACHING

When you're ready to build on the concepts learned in tier one, Michael's session delivers the goods. The life-changing strategies you'll learn will revolutionize your thoughts on managing others and your team culture will be transformed. When you return to the dairy you'll distinguish more readily between leading and managing, and you'll be able 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



**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.

### tier three || MASTERING FINANCIALS AND NEGOTIATIONS

Even if you're not the financial guru on your dairy, it's always 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.

As part of becoming proficient in managing financials, it's critical to be an effective negotiator. Truth is, you're faced with negotiations from the moment you wake up. Whether that involves employee conversations, purchase discussions, land contracts, or the many things you negotiate without even realizing it, being an effective negotiator is all about 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 good judgments and quick decisions. In addition to learning practical skills to negotiate fearlessly, 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



**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. He is a perennial instructor in the accredited PDPW Financial Literacy for Dairy® and 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.

# "Eagles can fly where lesser birds cannot; so eagles can do what lesser birds cannot."

— T.D. JAKES

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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 cost includes program materials and meals; lodging not included. To register, go to [pdpw.org](http://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



Sessions simultaneously translated into Spanish are noted with a headset icon.

