



Dairy Managers Institute® is the place to realize your dream of being an elite dairy manager, a preferred employer and great team leader.

If your dairy's success depends on your ability to hire, develop, lead and inspire teams to work effectively at all levels and across team boundaries, Dairy Managers Institute is the next step for you. This management-level program is designed to fortify your core skills and equip you with the indispensable abilities to attract, cultivate and empower passionate, responsible team members to take ownership of their roles in the business.

Prepare to lift off to new levels. Register today.

December 14-15, 2021 Kalahari Resorts, Wisconsin Dells, WI



set your sights on new heights

ATTEND DAIRY MANAGERS INSTITUTE

**PD
PW** Professional Dairy Producers®
820 N. Main St, Suite D
Juneau, WI 53039
www.pdpw.org



*You know how to manage your herd . . .
let's build on your people-managing skills*



Great dairy managers make great people managers

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**KALAHARI RESORTS
WISCONSIN DELLS, WI**





In the face of rapid business change, **developing managers** is as critical to your dairy's success as production is. Dairy Managers Institute® equips fledgling and seasoned managers and team leaders to maneuver through the knowns and the unknowns.

The *content* will challenge you.
The *trainers* will challenge you.
Your *peers* will challenge you.

And that's what it's all about.

If you're **eager to soar** and elevate your team to new heights, attend Dairy Managers Institute.

DECEMBER 14-15, 2021

Kalahari Resorts
1305 Kalahari Dr, Wisconsin Dells, Wis.

Tuesday, December 14

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

Wednesday, December 15

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

Eagles come in all shapes and sizes, but you'll recognize them chiefly by their attitudes.

- E.F. Schumacher



TIER ONE *Manage the herd and lead the people*

DR. BECKY STEWART-GROSS

DAY 1: LEADERSHIP FOUNDATION & MANAGING CHANGE

The role of a leader is primarily to supervise people and oversee people-related issues. Because a leader's success depends 85% on their people skills and self-knowledge, and only 15% on their technical knowledge, it's essential to understand the fundamentals of leadership.

Featuring interaction with Dr. Becky and your peers, this session will offer practical tips for managing change. You'll also learn to:

- distinguish between the four categories of leaders and which one describes you
- identify your strengths and weaknesses in leading and managing
- apply the five practices of effective leadership to your department and role at your farm
- recognize the differences between the skills of a manager and those of a leader – and when to use which skills

- understand how change affects you and others
- implement change more effectively
- better assist others through the change cycle

DAY 2: LEAD AND MANAGE WITH INSIGHT

Using "Insight Inventory" Dr. Becky will help you identify the strengths of your own personality style as well as your individual work style. You'll also learn how to recognize the characteristics and personality styles of others. This session will shed light on why you react to stress the way you do and why your attitudes and actions change from one setting to another.

Incorporating memorable lessons and a variety of learning activities, Dr. Becky will teach you how to communicate with others to effectively manage conflicts and solve problems. Before the program concludes, you'll learn how to flex your style and use "Insight" to influence others.

TIER TWO *Positively outrageous service ... give it!*

MICHAEL HOFFMAN

If you're ready for a more advanced plane of management training, Michael's sessions will deliver! Packed full of useful, practical and memorable content, building a suite of management skills has never been so much fun. You'll learn the tools of effective, influential coaching in a way that'll transform your team's culture while accelerating your dairy's success.

The concepts you'll learn in tier two will connect with the first tier. Additionally, these sessions will equip you with the keys to unlock your team's potential as well as your own. Inspiring others and successfully managing them will become increasingly effortless – and enjoyable!

WHEN YOU RETURN TO THE DAIRY, YOU'LL BE ABLE TO:

- Distinguish between leading and managing
- Create strategic approaches around various management coaching conversations, including those involving change,

milestones, the end of a project and setting expectations

- Identify the personal – and practical – needs of a coaching interaction
- Apply the personal skill sets of an effective coaching interaction regarding self-esteem, listening skills, the power of empathy and the importance of involvement
- Understand how to create a greater sense of ownership and involvement, generate buy-in and build commitment to an action plan
- Apply the guidelines of an effective coaching interaction to several different types of coaching conversations
- Understand and deliver effective feedback
- Recognize your role in influencing those you manage and how to use your tools of influence to be a part of the growth and future of your operation

YOUR TRAINERS



Dr. Becky Stewart-Gross, PhD, is president and founder of Building Bridges Seminars. With more than 30 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 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. Over the last 25-plus 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.

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Zinpro Performance Minerals

REGISTER TODAY!

--- pre-registration required ---

Members \$600 (\$500 for each add'l registrant from the same farm)
Non-members: \$725 (\$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 or contact PDPW at 800.947.7379.

Continuing Education Units available

Tier One: up to 14 DACE
Tier Two: up to 14 DACE

