

# THE EXECUTIVE FARM MANAGEMENT PROGRAM

**You run a complex, decision-intensive, multi-generational farm operation.  
Are your management and leadership skills keeping pace?**

**2021 educational opportunity designed for  
large, family-owned operations across the Southeast.**

## WEBINAR SERIES:

**Tuesdays, Jan 12 - Feb 2 at 9 a.m. (EST)**

*Cost: \$30 per webinar or \$100 for all four*

### **January 12, 2021:**

Transforming Your Business on the Fly

(Greg Hopper) This webinar will talk about a model of "dual transformation": adapting your current business to deal with change, as well as creating a new source of customer value.

### **January 19, 2021:**

Managing Cash for Exploration? (Scott Mickey)

Take away strategies and ratios to use and monitor the business's working capital position throughout the year.

### **January 26, 2021:**

Who's leading the Exploration? Family Succession Issues

(David Mayo) This session will discuss the importance of family business succession planning, leadership and successor development, and the current state of small business and farm succession.

### **February 2, 2021:**

Tackling Sticky Conversations with ONE Simple Adjustment

(Sharon Justice) By making this one adjustment you will be prepared to explore and exploit.

## EFM BOOT CAMP:

— Now Accepting Applications —

**Wednesday, February 10 — Friday, February 12**

In our virtual EFM Bootcamp you will learn foundational skills in financial management, strategic planning, and human resource management. For example, you will learn how to use key financial ratios to manage effectively. You will also learn how to lead difficult conversations and navigate challenging family succession issues. This will be taught with a real-world case study within the context of the Business Model Canvas (BMC)

### Learning Goals:

- Why strategy is important
- Basic understanding of the Business Model Canvas and its usefulness
- Basic understanding of key financial concepts and a how to use key financial ratios
- The most important things to consider when developing a succession plan
- Key concepts every business leader needs to communicate and lead effectively

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