



Doug Avery's Resilient Farmer Roadshow *Innovate or Stagnate* Important "takeaways" for all Business People

- F.E.A.R. has two meanings – Forget Everything and Run or Face Everything and Rise.
- There are three pillars in resilient farming – Emotional resilience (human capital), financial resilience (financial capital) and environmental resilience (natural capital). All must be in balance.
- Are you happy? Many people believe they will be happy when they are successful but it doesn't work that way. Success is not the key to happiness; happiness is the key to success. If you love what you do you will be happy.
- Success is a process. A definition of success is "*the progressive realisation of a worthy goal*". It is not about money, it is about what you want in your life and working towards it. You have to invest in yourself. The seeds you sow in your mind are what you will get. Sow positive thoughts. Thoughts and feelings become words that then turn into actions. Surround yourself with positive people and bring positive people into your life.
- The world is full of workaholics. In the work/life relationship you must keep a balance. When it's tough still take time out every week and do something special, even if there is a cost. Look after yourself and do something positive.
- In New Zealand we work 112% as hard as the OECD average but we choose to work at 80% of the value. When we are young we are told to work hard and we will be successful. We choose to work hard rather than smart. We are poor as a nation compared to other countries because we choose to work this way. Real value is where you work hard but also work smart. How can New Zealanders work with smarter tools to advance their businesses? If you only work with what you have got you will only get the same result. Change is a key if you want to make things different. How can you work with smarter tools and toys? Looking for innovation and learning is important as is accepting and seeking change and collaborating with others to accelerate growth. If you don't like what you've got, change.
- On a farm or any business there are three types of work. First there is manual work, \$25/hr, 50 hrs a week driving tractors, milking cows and doing the manual tasks where you can earn about \$65,000 per year. Then there is tactical work, analysing data and changing systems and processes at \$80-\$100 per hour. Then there is strategic work, farm conversions and making major changes, the work that makes a significant difference. That's \$1,000/ hr stuff. Too often we spend our time working and working and miss the opportunities. We get totally dissatisfied with what we are

doing. Don't get bogged down in the manual tasks. Keep focused on the strategic opportunities.

- The worst time in your life can be your greatest opportunity.
- As we go through life we will climb to peaks and drop into valleys. You won't stay on a peak. After every peak you have to go down the valley. Don't waste your time, have negative thoughts or stay in the valley too long. Learn some new tools and toys while you are there and work out what peak you want to climb next. The best way to go on that journey is with someone positive. Seek a mentor.
- All businesses need change. Keep the innovative process going. When you go through change you will always need help. Collaborate with people. Travel with good people.
- There are two circles in life. The first is the *circle of concern*. In this circle are the things we are concerned about. Many of these things we can do nothing about and shouldn't waste time on. Within it also is your *circle of influence*, the things you can change. This is the circle you have to work within. Work out the things you can change. Write them down and start thinking about them. In farming how can you leverage water, what plants will increase value and what animal systems can add value? Find a new world in your *circle of influence* and it will grow and grow.
- The dice of life has risk on every face. Which side has the greatest risk to your business? Weigh up the risk of staying put versus the risk of changing yourself, being innovative and creating change. The risk is likely to be greater staying put than moving forward.
- I always believe in the three legged stool for resilience; Environmental, Financial and Social wellbeing. When one leg breaks you meet the three ugly sisters; Envy, Anger and Blame. If you have these emotions you might be unwell. Seek help. Men don't talk, they internalise their troubles. Depression is like an iceberg. You only see the little bit above the surface, it's mostly below. Six ways to help are:
 1. Connect – don't shut yourself down, you need to be pushing yourself out.
 2. Don't get angry.
 3. Give – giving is one of the most important things you can do. It's the last thing you will feel like but you will meet with people and start connecting again.
 4. Don't personalise things you can't control. Concentrate on your own problems and the things you can change.
 5. Keep learning – have projects that make you feel good. Feeling good gives you positive energy.
 6. Be active, keep fit.

Life is tough for everyone. Make choices about how to deal with things. Now is important. Do something now. Break things down into tasks and have hope. Hope changes everything.
- BOHICA moments – Bend Over Here It Comes Again. Just when you think it couldn't get any worse.

- The sweetest fruit is on the outside branches. Don't become a tree hugger and stay safe around the trunk.
- You are what you *do* not what you *say* you will do.
- You can't change the hand you were dealt just how you play it.
- What matters most is how you see yourself.

8 Things Resilient People **DON'T** Do

1. Waste time feeling sorry for themselves.
2. Shy away from change.
3. Spend time on things they can't change.
4. Dwell in the past – they learn from it and move on.
5. Make the same mistakes over and over again.
6. Resent successful people - Successful people have already learnt what you want to know. Be positive and join them.
7. Give up after failure.
8. Think the world owes them anything – the world owes you nothing