

AGRICULTURE U

Navigating the ag industry...
as a FarmHer





SPEAK UP

**“Too many women lower
their voices when they
should be speaking up”**

-Sheryl Sandberg, author of Lean In



DON'T WORRY

**“Part of Believing in yourself
means not worrying too much
about failure”**

-Sheryl Sandberg, author of Lean In



Was there a time when you ran into a problem
with work that you didn't think you could
change?

What did you do?

SIT AT THE TABLE

“Too many women sit on the side of the room when they should be sitting at the table”

*-Sheryl Sandberg,
author of Lean In*



EARN RESPECT

*“Having the persistence
to earn their respect “*

-Pam Johnson

You will have to work harder, faster, smarter just to prove yourself in the farm field or the board room just because you are a woman....but if you know your stuff, you will prove yourself and once you do, live up to the reputation you built with hard work, perseverance and determination.



FIND A MENTOR

“Find a mentor...”

-Pam Johnson

Create a mentoring network of other women of all ages. You will thrive from education and encouragement that you can get from these women.

Connect with these women you have met today and don't be afraid to ask for help!



Do you have anyone in your life you would consider a professional mentor?

How did that relationship start?

IT TAKES US ALL

Agriculture is a Culture and it takes all kinds to thrive!

Many times things are like they are just because they always have been that way and we need to step up, stand up, take a seat at the table to push that change.





DON'T BE SORRY

Never EVER start a sentence with
I'm sorry (unless you really are)!!

Don't minimize what you are going
to say before you say it!

JUST ASK

You will NEVER get something you don't ask for...a job, a raise, a promotion, a bigger piece of land, a portion of your family's farm.

Asking never hurts a thing.



Think about a time when you asked for something that made you nervous.

What was the outcome?

How could you have changed the delivery to affect the outcome?



KEEP YOUR HAND UP

Keep your hand up. You have an opinion and your voice should be heard just as much as the next person's.

Stick with it and believe in yourself...if you don't, nobody else will either!!

And even if you aren't quite there just smile and FAKE it :)

PUSH YOUR FRIENDS

*“It sometimes it takes
having someone push you
- so go inspire and
encourage someone”*

– Crystal Keip

Sometimes it takes
someone pushing you for
you to push yourself.
Make sure you return the
favor and push a friend to
push themselves!



HAVE A COMEBACK

“You are ---”

– Marji Guyler-Alaniz to the next person that says something inappropriate, demeaning or rude

It’s going to happen. Someone will say or do something that will make you feel less than you are, so keep a comeback in your pocket!



What is your comeback?

I am **FARM HER**

Tame the Networking Nightmare

1. Start small, dip your toe in the water. You are here and that is BIG!
2. Have a go-to conversation starter. What brings you here?
3. Prepare questions in advance to keep conversation going. Think The Skimm...
4. Recruit a buddy to go with you.
5. Fake it!
6. Give yourself an out. I am going to go refresh my drink. It was great meeting you – I hope we cross paths again soon!

RESOURCES

1. The women sitting across the table from you
2. Facts www.USDA.gov (NASS, Census)
3. The Skimm – Arm yourself with knowledge
4. Trusted Advisor (financial, accounting, legal)
5. Farmers Union, Farm Bureau, Commodity Groups
6. Conferences and Events – Network and Connect
7. Ag news websites such as agriculture.com
8. RFD-TV daily market news or Sirius XM stations
9. Podcasts such as Ag News Daily

WE HAVE ALL BEEN THERE

Remember, all of the strong successful women you know and have met here were once in your shoes. It takes time but stick with it, no matter what you want to do.

“Being a woman ain’t for the faint of heart”