

Creating a Culture of Precision Success: Learn, Adapt, Lead & Grow



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Today

- Educate, Share Some Wins and Losses
- 4 Decades of Nothing You Haven't Heard
- Most Issues Caused By Non-Implementation
- Keep In Mind:

*Success Is Not Permanent,
Failure Is Not Fatal*



KBK Timeline

Started Farming

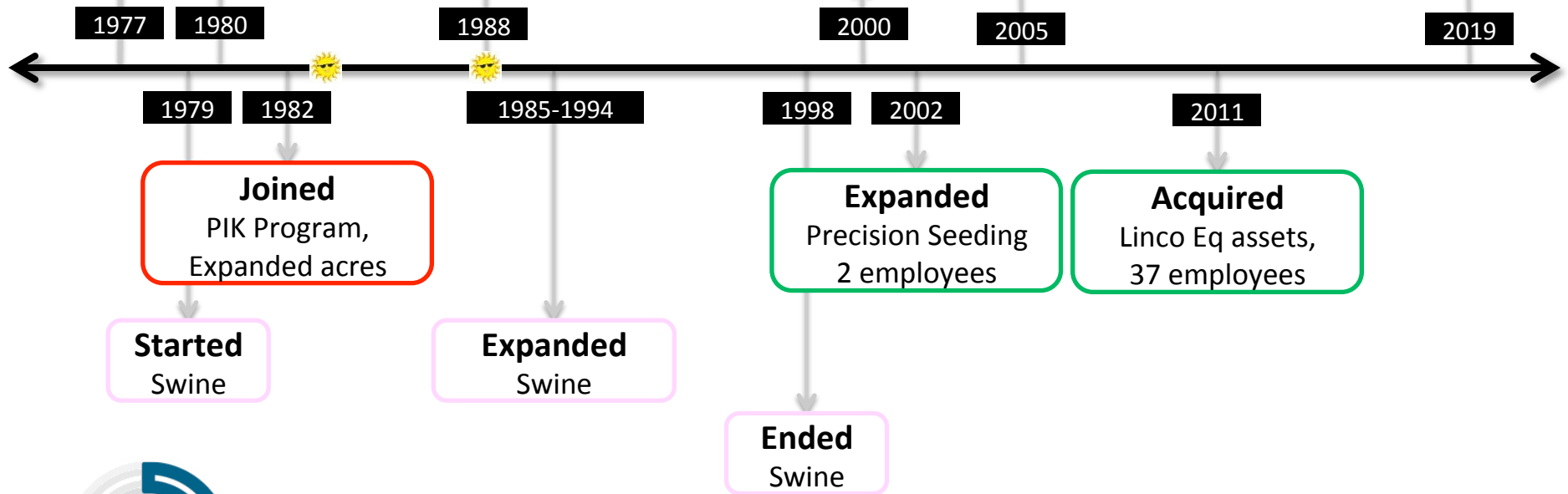
456 acres 50/50 lease with 50/50 partnership with father

Purchased Ops
expanded acres

Expanded
3,200 acres

Expanded
Precision Seeding 3 employees

Today
27 FT, 3 PT employees,
2,250 acres



Four States Of Knowledge

- What you know you know
- What you know you don't know
- What you don't know you don't know
- What you think you know that just ain't

SO

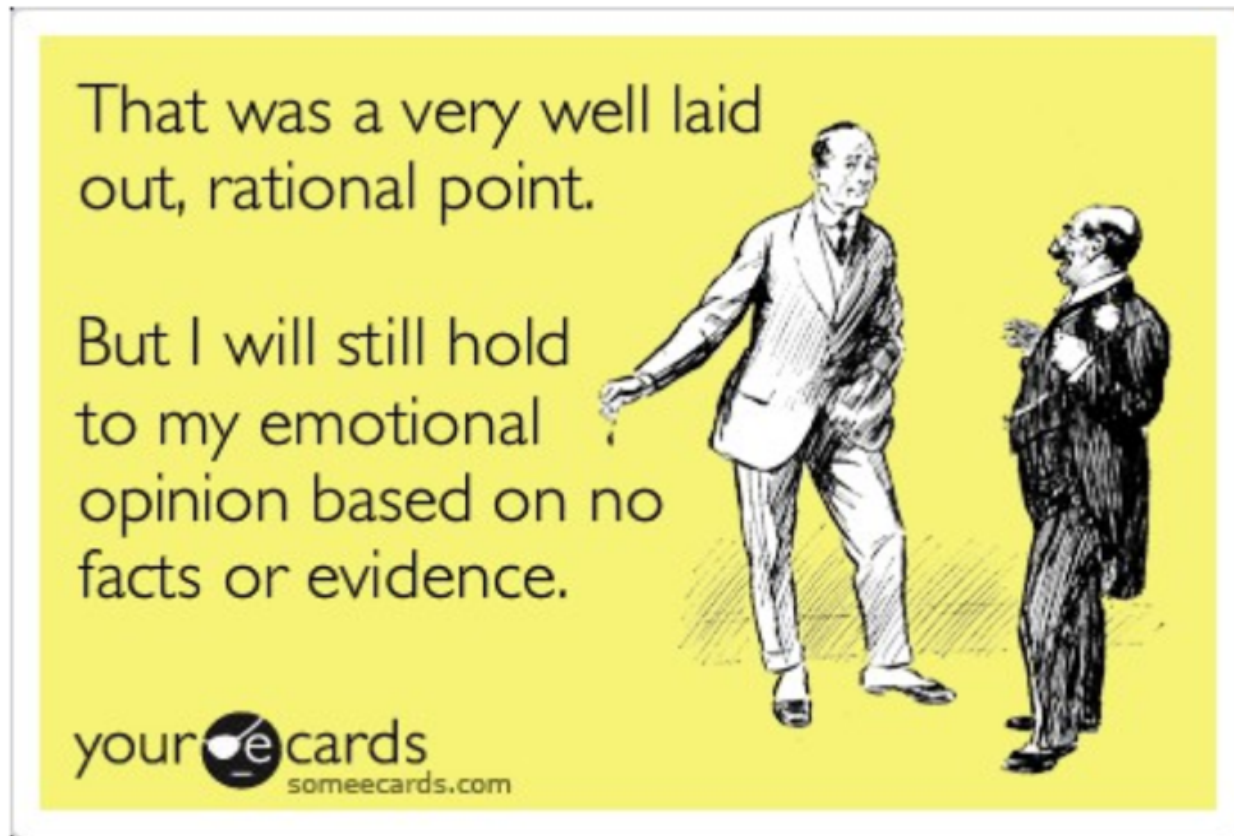
It's Tough, But Pay Attention

“Human beings, who are almost unique in the ability to learn from the experiences of others, are also remarkable for their disinclination to do so”

- Douglas Adams



No Data? Just An Opinion!



Generally Accepted

- Rate Of Change Is Rapidly Increasing.
- Availability Of Qualified Employees Is Decreasing.
- IOT, CRISPR, Blockchain, AR Are Here.
- Sensor Technology And Data Capture Are Growing At An Exponential Rate.
- Consolidation Will Continue.

Best Value of Data Integration?



**PRECISION FARMING DEALER
SUMMIT**
BUILDING BUSINESS VALUE WITH RECURRING REVENUE
JANUARY 7-8, 2019 • INDIANAPOLIS, IN



What Does This Mean?

- We Will Need To Reach Outside Of Ag For Expertise- Possibly Timesharing Expertise?
- To Remain Independent, Many Will Need To Become Interdependent
- Will This Mean Specialization, Decentralization, Demonetization?

Start at the top!

- It may be more painful to run before you walk, but you will get there quicker!
Today's speed of innovation and adaptation will no longer allow you to slowly develop your own comfort zone
- Surround yourself with those that are willing to make mistakes but also are the ones that learn from them.

Start at the top!

- In building your business, don't try to reinvent the wheel- copy someone who is successful already. Look at their weaknesses and improve on them.
- Set a plan, build a map, install, implement.
- The time to have a map is before you enter the forest!

What, Why, How?

- What do you do?
- Why do you do what you do?
- How do you do what you do?
- Do you like what you do?
- Do you like how you do what you do?
- 10 years in- 17 hrs/ day, 7 days a week, to provide protein needs for over 70,000 adults



Choices

- Optimism, Happiness, Giving Back
- Forgiveness, Honesty
- Spoken Words
- Teaching Others
- Showing Gratitude
- Respecting Others



What to Avoid

- Trust with verification- less handshakes, make formal agreements
- Always strive for better communication- when you think things are going well- you probably haven't heard the latest
- Build realistic production and profit scenarios, be prepared for Black Swan events

Avoid

- Avoid Those That Overpromise
- Avoid Building Excess Inventory, Especially When Vendors Are Pressuring You To Do So
- Avoid Placing Too Much Power In One Employee or Vendor

Take Aways- Management

- If you are not passionate about it- do something else.
- Don't reinvent- copy, improve, implement, expand, wash, rinse, repeat- continuously.
- Always be looking ahead- the pace of your success will be set by your ability to see the light before you feel the heat.

Management

- Have self confidence and courage
- Go after the things you want
- Cross Train Your Team
- Success and survival will require continuous improvement at a rate set by the leading edge of your competition, not by your own comfort zone.

Dr Danny Klinefelter

Take Aways- Team

- When you get the environment right, you get the behavior right
- Try to catch someone doing something right
- Hire for attitude and passion, period! Bad attitude, low passion= no job
- Hire slow, fire fast
- Realize sometimes you are the problem

Team

- Always give more than you take
- Publish chain of command to your team
- Not only set expectations but also define consequences
- In setting expectations- include educating your team and your clients on what to expect- operating hours, warranties, contacts, updates, upgrades

Take Aways- Office

- Clean and Neat, facilities and team
- Hours- expanded seasonally, after hours support if practical
- Phones- initiate “On Hold” messaging, answer with live people by the third ring, return calls!
- Initiate a good CRM system
- Accurate and correct invoicing

Take Aways- Team Meetings

- After introduction- be the last to speak. You can run the meeting without directing the dialog or beating up the participants
- Schedule regular meeting times and stick to them with published agendas
- Invite opinions, challenges, openness, demand solutions from participants

Take Aways- HR

- Develop a Published Policy manual with regular review, this is a living document
- Document employee interactions- positive and negative, regular performance reviews
- Set expectations, review adherence
- Develop as many SOPs as practical

Take Aways- Sales

- Set expectations- review regularly
- Regular training- product and sales
- Have a great delivery and follow-up plan,
Include a list of company contacts
- Educate your clients- before and after the sale
- Listen to frustrations- team and client
- Under promise- over deliver

7 Management Principles

- The only true competitive advantage is the ability to learn and adapt faster than your competition.
- Strategic management is the ability to anticipate, adapt to, drive and capitalize on change.
- The best organizations spend as much time analyzing what they need to stop doing as they do evaluating new opportunities.

7 Principals

- The most successful organizations are learning organizations. Where a better idea or way of doing things exists, be compelled to find it, learn it, adapt it, and improve it.
- Success requires continuous improvement set by the leading edge of your competition.
- The future belongs to those who see the possibilities before they become obvious.

Culture

- My mantra that my sales team can repeat to you is that it is our job to offer our clients:
“What they need, in the quantity they need, as often as they need it, no more, no less.”
- If we vary from that we are doing a disservice to our client, our company, or both.



Life

- My core beliefs are chiseled in stone, my opinions are etched lightly in the sand.
- Meaning my opinions can change as new facts or knowledge are brought to the surface, my belief in God and the importance of family I will take to the grave. Skip Klinefelter

2022-2030 EV's?

- 3 Million + Evs in 2018, 50% increase 24 Mon
- 125-220 Million in service by 2030?
- Rivian, Normal, IL- EV Pick-ups and SUVs, 2 Yrs
- Estimated \$.01 energy cost per mile
- Multiple countries killing production of Internal comb vehicles in next few years
- What effect does this have on value of corn, oil, current repair shops, energy production?

2022-2030 Health?

- 10 years- Longevity Escape Velocity?
- Ability to replace or repair major organs in the body with better than new ones
- 2 Years later- replace or repair most neuro issues- with better quality of life outlooks
- Effect on housing, health care, food costs, food supply, transportation, labor supply?

All these affect agriculture. YOU!



Follow

- Peter Diamondis- Founder of the X Prizes
Medical Dr, Engineer, Futurist, MIT, Harvard,
Founder Singularity University
- Ray Kurzweil- Director of Engineering- Google
Author, Futurist, Computer Scientist, MIT,
Founder Singularity University
- Simon Sinek- Author, Optimist, Organizational
Consultant, Ted Talks



Lastly-

Be Useful, Be Kind

You don't have to be well liked,
but it helps to bridge the
differences between you and
others.

