

Qualities of a Field Rep

*Supports and Encourages Strong Civic Engagement
in the Name of Florida Farm Bureau Federation*

*Becomes a Continual Learner, as Each Day Brings
New Challenges to Overcome*

Does What is Right, Not What is Easy

Always Leads by Example

Never Takes Off The Farm Bureau Name



Florida Farm Bureau Field Services

District Field Representative Guide

Overview

This manual serves as a resource and information guide for the Florida Farm Bureau Field Service Division. Along with AFBF's and FFBF's educational material, this guide will serve as an extension of those materials, while expanding on leadership techniques that effectively connect County Farm Bureaus to their communities.

Note: This resource is to serve as a *guide*, not as a concrete roadmap. Continue to exercise good judgment and rely on experiences—with this manual as a supportive tool.

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Grassroots of Farm Bureau

Purpose: Ensuring a strong understanding of Farm Bureau's roots and using those values as a guide when addressing complex challenges of modern-day agriculture.

American Farm Bureau Federation

Established in 1919, AFBF serves as a unified voice of farm and ranch families and is dedicated to solving problems and formulating action for economic opportunity, educational improvement, and social advancement to strengthen the lives of rural Americans.

Nonpartisan

Farm Bureau has no political party affiliation and policies are developed on a nonpartisan basis.

General Organization

While specific commodities may be a focus, depending on the issue at hand, AFBF ensures all of the industry is represented through both general and commodity specific policies.

Decentralized

The true foundation of AFBF and FFBF is in County Farm Bureau Membership.

Family Membership

Issues are important to, and concern, everyone in the family. Farm Bureau continues to strengthen the organization through women and youth programs.

- *First Women's Committee* Est. 1921
- *National Rural Youth Committee (YF&R)* Est. 1944

Program Organization

A proactive approach is taken with leadership and education based programs to enhance members' skills.

Voluntary Membership

People join the Farm Bureau Organization by choice, thus affirming and valuing that choice is crucial.

Farmers' and Ranchers' Organization

Only stakeholders of production agriculture, as determined by the County Farm Bureau, can vote on policies and hold office—but we must value and encourage membership from all, regardless of background.

Florida Farm Bureau Federation

Mission

"To increase the net income of farmers and ranchers, and to improve the quality of rural life."

Vision

*"Florida Farm Bureau will be the most effective,
influential and respected Farm Bureau in the nation.
To truly be recognized as Florida's Voice of
Agriculture."*

Florida Farm Bureau Core Values

The Building Blocks We Strive to Uphold

Protects Greenbelt

Champions Free Enterprise

Preserves Our Agricultural Legacy

Supports Youth Education

Participates in Community Service

Apply it

How can I live out these values as a District Field Representative?

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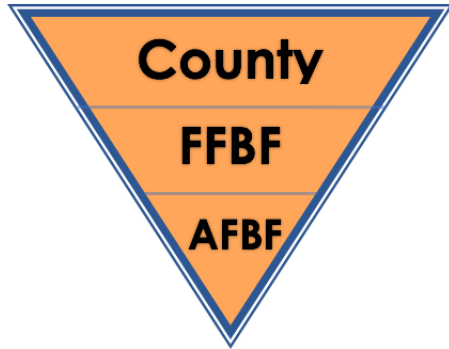
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Farm Bureau Structure

The strength and foundation of Farm Bureau is at the county level. The inverted triangle depicts where the real power and influence of the organization is founded.



The County Level is where policy formation and positions, development, leadership, and direction for the organization begin. It is crucial members understand the power they have at the county level. The state level serves as a professional link between counties and AFBF to ensure issues are represented and heard.

Plan a Response: What would you say to someone who felt discouraged to become involved in Farm Bureau because they believed the state level determined the policies of the organization?

Steps to Successful Public Speaking

Purpose

Identify the purpose of your talk. Is it to inform, entertain, persuade, or a call to action? Once this is identified, select your topic to fit accordingly. The purpose of the talk should be summarized into one powerful sentence. This one-liner is the focus. Continue to refer back to it as you write and present the speech.

Analyze the Audience

Consider the age demographic, common experiences, general background of the audience and how they receive information. Knowing your audience is extremely important as you begin to develop your message points.

Collect Information

Always know what you are talking about. If you are asked to speak on a topic you are unfamiliar with, research and find authorities on the given topic who can provide insight.

Outline Key Points

As the meat and potatoes of the speech, the outline should cover the key points you want to communicate. The average audience will not retain more than three key points.

The opening and closing will summarize the main points of the speech and emphasize the one-liner purpose statement.

Supporting Key Points

This is where knowing your audience is crucial, as the support adds color and brings the speech to life. Be sure to include factual information, supporting facts, intentional stories, and anecdotes.

Prepare Visual Aids

PowerPoint Presentations are common visual aids, but props can be useful too. Message retention is 40 percent when an audience simultaneously sees and hears the information. **Examples of props:** Old FFA jacket (talking to youth/FFA supporters), toolbox with tools (each one has a purpose and strong suit), WD40 or oil can (keeps gears moving—alumni groups).

Millennial Generation—1982 - 2003

- Protected as children and sheltered in ways other generations were not
- Most numerous, affluent, and ethnically diverse generation in American history
- Conventional—turning back toward traditionalism but with a modern twist, rules-oriented and slightly conservative
- Confident—very optimistic about people and themselves
- Special—perceived as special since birth
- Team Oriented—collective thinking rather than individualists, and enjoy working in teams
- Believe they can make a difference; social duty

Generation Z—2004 - 2024

- Digital Natives - technology reliant and cannot imagine life without technology, as they have lived with it their entire life
- Multi-tasking - prefer to be on five screens at once, rather than two like Millennials. Get ready to communicate to them while they look around, not into your eyes
- Entrepreneurial - Raised with businesses such as Uber, AirB&B, and other tech startups - 72% of Gen Z high school students want to start a business
- Diverse and Progressive - The last generation to be majority white (52%), have grown up experiencing and valuing diversity, and hold more progressive views especially with social issues

Final Notes on Generations

Generation X and Y are unlikely to stick around in organizations where the contribution they make is not valued.

Performing on a team, or county board with individuals from another generation does not have to be intimidating, frustrating, etc. It always comes back to perceptions.

Overview of Farm Bureau Programs

The following information serves as a general overview of the FFBF programs from the state level. Individual counties have the autonomy to tailor events to meet their specific needs and available resources within their county.

Point: With a strong understanding of all programs offered, Field Reps can better support counties and their current initiatives, while advocating for the establishment of new programs that may not be active within the county.

Field Rep's Responsibilities for Programs

When possible, Field Representatives should attend events taking place and support in logistical coordination and planning, as needed. Additionally, each year, Field Reps will rotate between attending the Women's Leadership Conference and the YF&R Conference. The Field Rep should encourage member participation and attendance for all events.



Women's Leadership Program

The FFBF Women's Leadership Program creates an opportunity for leadership, communication, political involvement, and networking through programs and events. The following are the various programs and/or events that are encompassed under the Women's Leadership Program.

Ag in the Classroom

The AITC program provides an opportunity for students and teachers to have agricultural education as an integral part of the classroom and learning experience. When forming an AITC program, volunteers are able to access curriculum and workshops that help bring hands-on experiential learning opportunities to students.

Ag Literacy Day

This annual event is an opportunity for any stakeholder in agriculture to volunteer in elementary school classrooms and educate youth about agriculture. Each year is set with a specific theme that includes a nonfiction book and fun learning resources, based on students' age (coloring pages, crosswords, map activities, etc.). Additional resources can be found on the FFBF website. Resources include access to previous lesson plans, volunteer registration, group registration (such as 4-H and FFA groups), request a reader, and downloadable fun activities for students.



Our Food Link

Our Food Link is a year-round campaign designed to reach the 98 percent of consumers who are not directly involved in production agriculture. The goal is to educate people of all ages about the industry that provides them with the food, fibers, and fuels they use each day. The AFBF *Our Food Link* website has a resource kit complete with event ideas.

Farm-City Week and *Food Check-Out Week* are two community engagement examples within the *Our Food Link Program*. Encourage counties to participate and fill out the *Our Food Link Evaluation Form* to be eligible for a \$750 grant to fund future activities.

Helpful Resources

Information on Generations

Point: To help the Field Rep understand generational differences of people they work with on a daily basis—from understanding the dynamic of a county board, working with external publics, or developing membership.

What is a generation? A span of about 22 years, a generation is a general collective persona for people who have **1)** Common experiences, such as significant world events that happened during formative years, and **2)** common beliefs, attitudes, and behaviors that characterize the generation.

Traditionalists—1925 -1942

- Spent their youth in the Great Depression and WWII
- Grateful for what they have (money, jobs, homes)
- Respects authority, values hierarchy system, tenure, and experience
- Giving back, honesty, and integrity is important to this generation

Baby Boomers—1943 -1960

- Most active era of church formation in 20th Century
- Work is important - some find it difficult to retire or sacrifice time for family and personal interests
- Dominant generation - they expect undivided attention
- Motivated by public recognition, awards, and expressed gratitude

Generation X—1961 - 1981

- Born during an awakening, a time of social ideas and spiritual agendas
- “Latchkey Generation” - Children during time of shifting societal values and grew up with reduced supervision, as a result of increasing divorce rates and maternal participation in the workforce
- Strong value for work-life balance
- Most entrepreneurial generation thus far
- Generally dislikes public recognition and not motivated by awards

Contributing to the Voice of Agriculture Through Social Media

Power and Importance

Counties must understand the importance of being active on social media. We can encourage social media use among counties by emphasizing the importance of telling the story of agriculture and why we are FARM RAISED. FARM PROUD. The FFBF state office has created resources available for county social media efforts.

Creates a Platform—Sense of connectedness that allows information to be easily updated, shared, and communicated quickly

Reaches a Wide Audience—79 percent of all Americans are active on Facebook (November 2016, Pew Research Center). The County Farm Bureau needs to be a part of the conversation.

Helpful Tips for a Strong Social Media Plan

- Designate Chairperson who is familiar with using social media
- Develop SMARTER Goals—See **page 18**—This will help measure success and overall return on Investment (ROI)
- Conduct audit of current effectiveness—*Hootsuite* is a platform that preforms audits, provides analytics, and allows the user to schedule posts months in advance
- Get social media content inspiration from industry leaders, agricultural organizations, AFBF, and the various toolkits provided on the FFBF website

County Guidelines for Social Media

- Have two administrators for each media page
- Never represent yourself or FFBF in a false or misleading way
- Post meaningful, respectful comments—keeping in mind personal views can wide-ranging
- Never post anything contra to FFBF Policies—including politically charged statements or matters relating to current litigation

Please contact the state office with any questions, concerns, and to access high quality official logos and images consistent with Farm Bureau branding standards.

Farm-City Week

Every year, the week before Thanksgiving, Farm Bureau recognizes and celebrates the unique and beneficial partnership between rural and urban communities that make our food supply safe and plentiful.



A detailed Farm-City Week toolkit is available on the FFBF website. This resource has social media engagement plans complete with logos and pre-created posts, sample press releases, and ideas for community events. This program is an excellent opportunity to showcase Farm Bureau Membership to those not directly involved in agriculture.

Food Check-Out Week

Food Check-Out Week happens each February and is just one example of the *Our Food Link* agricultural advocacy outreach program. The online communications toolkit is available on the FFBF website. The kit is complete with media tips, graphics, and templates, in addition to Florida agricultural facts and sample ideas for celebration events.



Youth Speech Contest

The annual Youth Speech Contest was created to increase agricultural knowledge and interest among high school students. Each county should strive to implement this event. County winners advance to a district competition, with first place winning an award, in addition to an invitation to speak at the Florida Farm Bureau Annual Meeting in October.



Women's Activity Award

Farm Bureau Membership is for the entire family. In an effort to keep the Farm Bureau Women's Leadership Programs active in the community, the *Women's Activity Award* was created. This honor is bestowed upon Farm Bureau Counties with an active Women's Committee that showcases exemplary efforts of leadership, education, and participation throughout the year.



Young Farmers and Ranchers

Through various events, recognition programs, and competitions, YF&R recognizes young people's contribution to the future of agriculture. Members between the ages of 18-35 gain skills in public speaking, media training, legislative awareness, issue advocacy, and servant leadership. The goal of the program is to ensure farmers and ranchers have the leadership tools and confidence to represent agriculture at the local, state, and national levels.

Enhancing Farm Bureau Advocacy

Advocating a Message in 10 Steps

1. Identify an advocacy challenge or opportunity
2. Determine the key audience
3. Determine what the audience knows
4. Determine how audience receives information
5. Develop measurable objectives
6. Develop message points within objectives
7. Create communication and promotion materials
8. Identify resources and stakeholders
9. Plan a timeline
10. Evaluate effectiveness and revisit

Consider resources available and identify the platform(s) that would have the biggest reach

Analyze communication mediums within each county and consider the following:

- ⇒ How big is the listening audience for the Local AM radio station?
- ⇒ Is there a large readership in the local paper?
- ⇒ What other media platforms exist?
- ⇒ How can we tap into the online audience?

Note: A county with a higher socioeconomic status will have better audience response to online social media platforms, while a county with a lower socioeconomic status will better respond to communication through radio, print, or TV.

Enhancing Farm Bureau Advocacy

As Field Reps we are called to empower individuals and counties to contribute to the voice of agriculture. Advocacy comes in many forms—through the programs and events Farm Bureau holds, in members' everyday interactions with others, and on public media platforms.

Goals of Farm Bureau Advocacy: The Three E's

Educate — Why

Advocacy is educating. 98 percent of American's are not directly involved in production agriculture. If Farm Bureau members do not share the story of agriculture, someone else will, and in a possibly misguided way. *Advocacy that educates is factual, unbiased, and balances emotion with passion.*

Empower — How

In communicating a message, empowerment happens when members, and non-members, can feel the value in the programs, see the leadership skills gained, and be impacted by the organization's role in the community. *Advocacy that empowers allows people to see and feel the mission, vision, and values of the Farm Bureau cause.*

Engage — Who

Effective advocacy shares an opportunity for those not active with Farm Bureau, or in agriculture, to become involved and interested in the work of the organization and the industry. *Advocacy that engages considers the audience that is receiving the message and provides an opportunity to become a part of The Voice of Agriculture.*

Commodity Advisory Committees

As a grassroots organization, the *Commodity Advisory Committees* play a crucial role in the direction of FFBF by engaging members in policy development and guiding the state board on pertinent issues.

Members wishing to serve must be nominated in the summer and be involved in the farming of the commodity they represent. Field Reps have the opportunity to build connections with the farmers and ranchers they meet and encourage them to serve on committees. More information about the nomination process, positions, current commodity committees, and how to form a new committee can be found on the FFBF website.



The CARES Program

As natural resources become more precious each day, FFBF has responded in a proactive way to show the dedication that Florida agriculturalists have to preserving the state's natural resources. The CARES program, or County Alliance for Responsible Environmental Stewardship, recognizes those farmers and ranchers who have taken voluntary action to preserve land and water resources for future generations through the implementation of sustainable agricultural practices.



Developing a Program of Activities

To ensure the future success of county programs in place, creating a continually update 'living document' for before, during, and after each event will lead to future success.

Point: Work with County President to develop this shareable resource that can be accessed by key volunteers.

1. Create a 'Google Doc' to be shared among volunteers. Members can be invited to view and/or edit the document through an email link.

An online document ensures the longevity of the resource in an easily accessible location.

Those wishing to view or edit the document must first make a Gmail or Google account.

2. County Specific Information to Include:

1. **Program Name and Description**
2. **Key Contacts**—Names, phone, and email
 - A. Event volunteers
 - B. Local media contacts
 - C. Stakeholders such as sponsors, school board and community members, and local businesses
 - D. Relevant FFBF contacts
 - E. Other—any additional points of contact relevant to the event

3. 'Gems' and 'Opps'

Gems are to be defined as a list of strategies that contributed to the event's success and should be done again

"Opps" or Opportunities for Improvement will include specific challenges and feedback, such as logistical details to consider, that will help with the planning process of the event in future years. *Note that providing "opps" does not entail blaming volunteers for mistakes made.*

As a Field Rep, encourage and take part in a Gems and Opps debriefing with volunteers after each program concludes.

"How To" Membership

Communicate the Value of Membership

Membership gives agriculturalists a platform for advocacy to create change by uniting people for a collective goal. To truly advance the mission of production agriculture, there must be unity—*individually, our voice is small, but collectively our voice will be heard.*

Find the Honey Hole

In fishing, a honey hole is a particularly sweet spot in the water with prime conditions for making a catch. Finding the honey hole for membership begins with identifying what facets of the community can be of focus for recruitment, to then develop selling points accordingly.

Example: Agriculturalists—Share the success Farm Bureau has in legislative action, such as the Greenbelt tax break property owners receive on land that is in agricultural production, or Florida's Right to Farm Act.

Potential Honey Holes

- Events such as livestock shows, 4-H and FFA events
- Members who have not renewed
- Non-Farm Bureau members in the community—friends of current members this creates a starting point for recruitment
- Those positively impacted by Farm Bureau policy initiatives

Develop three selling points for people with agricultural and non-agriculture backgrounds within each honey hole

Utilize the SMARTER Goal Setting Formula for creating an effective membership drive on page 18

Working With County Boards

Farm Bureau University

The American Farm Bureau Federation created an online resource for new, or current county board members. The material allows members to develop a plan for effectively fulfilling their new position by covering AFBF history and founding values, individual job descriptions, and the integrity of the position. There is value in this resource for all board members. To encourage utilization, help new board members create a Farm Bureau University profile.

As a Field Representative

Whether you are new to the Field Rep position, or well-familiar with your role, you are in the business of people. How you work with county board members will determine the success of the county programs, and the value volunteers feel from Farm Bureau membership. Identify and connect with key volunteers—County Presidents, executive directors or secretaries, and new and current board members.

Value the Volunteer

Most board members have careers and obligations outside of their county role. It is important to respect this and show gratitude for the time and commitment volunteers give to the organization.

The Business of People

Take the initiative to meet and connect with the volunteers that make up the county leadership—County Presidents, executive directors, and other board members. If you are new to a county, or leadership positions change, get to know each volunteer on a personal basis.

Vision and Goals

When meeting county leaders, become familiar with their goals and vision for the county. What do they hope to get out of their role? Why did they want this position of leadership?

Adding Value to the Position

Every volunteer has the potential to bring new and big ideas. When a volunteer feels they have a hand in a positive change within the county, they feel valued in their role. Encourage volunteers to focus on **“This is what Farm Bureau could be,”** rather than **“This is what Farm Bureau is.”**

A Civic Engagement Guide to Farm Bureau Membership

Creating an Emotional Buy-In for County Presidents and the Community

Point: To promote and enhance the quality of life in a way that people see Farm Bureau as a civic organization that brings value to them, their families, and the entire community.

By focusing on a key component of authentic leadership—civic engagement—people are more likely to engage with and become members of the organization. County Presidents play a crucial role in the level of civic engagement within a community.

The duty of a Field Representative is to support and encourage strong civic engagement in the name of Farm Bureau.

Challenge: Motivating County Presidents to see the value of civic engagement.

Solution: Identify a specific emotional buy-in that will motivate the County President, and simultaneously, the entire community.

Steps for Effective Civic Engagement

Creating the Buy-in

1. **Create Dialogue**—The first step is all about having a conversation, whether it be with a County President or member of the community. The dialogue should focus on identifying specific passions of the individual. What community issues or challenges are significant to them? *Examples: Food insecurity, agricultural advocacy, children with disabilities, etc.*
2. **Connecting Passion to Need**—After identifying what the individual is passionate about, the opportunity for civic engagement is created. Now we use that passion to create momentum toward a specific need in the community. *Example: If the individual is passionate about agricultural advocacy, this could be directed towards addressing the need for agricultural education among youth within the community.*

3. Solution Based Thinking—After identifying passions and connecting those to a need in the community, the solution phase begins. *Solution Based Thinking* is a futuristic approach that evaluates a problem or situation, then determines a practical plan to attack the problem. *Example: Addressing the need for agricultural education through the development of a youth literacy program in county elementary schools.*

Being active in the community increases awareness of Farm Bureau and allows the organization to be represented in a positive light, while building our internal leadership. However, civic engagement for the betterment of a community cannot be achieved without the County President on board.

Sample Questions to Begin the Planning Process with County Presidents

Why did you join Farm Bureau?

What should your County Farm Bureau be doing in the community?

What would you do as a County President if you knew you could not fail?

What do you want your legacy to be once you step down from your office?

How can you begin living that legacy now?

Working with County Presidents

Challenge: The County President is in the rut of doing the same unproductive and dwindling programs. How can we push presidents and counties to greater heights of achievement?

Solution: A key step to getting the county president on board with new programs is first to understand what agricultural, community, or social issues are important to them. After finding their buy-in point the president can be easily encouraged to start a new project to address this need.

Fear of Failure is often the source for the lack of change within counties, programs, and events. *"If it has worked this long, why change anything."* It is important for the County President to know you are an **acting safety net** and will do everything in your power to prepare the county for success.

Refer the County President to the program resources and information that are available on the FFBF website. The County President may be unaware of a program's existence or the resources that have been created to aid in the implementation of that program.

(Also see Civic Engagement Guide to Farm Bureau Membership on page 13)

"Selfless, servant leadership is about action.

What we say and what we believe

will only be as effective as

what we are willing to do."

- Dan Cathy, Chic-fil-A CEO

Working with County Presidents

Creating Motivation

Revisit the *Relationship Building* characteristics in the previous section. A healthy relationship is a catalyst for exerting an influence or motivating another person. The *Creating Motivation* section will address more specific issues and how to address them through a 'Challenge' and 'Solution' approach.

Challenge

Understanding the individual and creating an environment that allows them to be the most productive and satisfied in their role as County President, while simultaneously fueling motivation.

Solution

The Field Rep must develop an understanding of the individual characteristics that allow the County President to work most effectively.

Have a conversation with each County President about the following:

- What is the degree of structure they prefer in a working environment?
- What is their desire for control and responsibility?
- What areas are their abilities strong?
- How can I support any weaknesses?
- What is the preferred method of communication and how frequently?
- What can the Field Rep do to best support the County President in their role?

The Path-Goal Leadership Theory is based on tailoring the Field Reps' supporting and management behaviors in a way that is best fit for the person they are working with (in this case County Presidents). The Field Reps' specific approach creates a clear *path* for the County President to reach their goals. This is effective because the County President has communicated the path that works best for their personal work style. Motivation is increased as the individual becomes more effective and productive—they feel empowered, and foremost, valued.

Enhancing the Farm Bureau Federation Brand Through Citizenship

Community members and current members of Farm Bureau are more likely to show buy-in to the organization when they can see the value it brings to the community. Showcasing Farm Bureau in the most positive light does not always have to be in the form of large-scale community service events.

Point: Work with County Presidents to develop a plan for enhancing the *Farm Bureau brand* through citizenship.

Citizenship 101

Goal: Community members are able to recognize Farm Bureau membership as a positive symbol of citizenship that *improves the quality of rural life*.

1. Identify key community events or volunteering opportunities that county members can take part in. These are not Farm Bureau events. *Examples: Relay for Life, serving meals at shelters, FFA and 4-H fundraiser events, park clean up, charity events, etc.*
2. Volunteer and take part in *Non-Farm Bureau community events, while still representing Farm Bureau in some capacity.*
3. Representing the Farm Bureau brand by wearing Federation hats or t-shirts is a crucial step to portraying the organization in a positive light. This allows others to recognize Farm Bureau members as a fundamental part of the community.

Farm Bureau is more than just a membership organization or an insurance provider, it is a leader in the community. Enhancing the quality of rural life begins with the difference we can make in the life of our neighbor. When our organization becomes recognized as a benefit to the community through citizenship, our ability to expand membership increases.

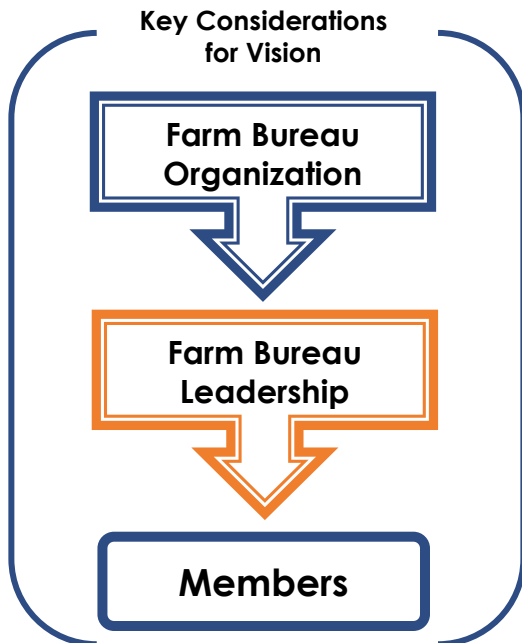
Creating A Vision

Success begins with a roadmap. The drive is not a straight shot, as challenges and curves may deter the path of travel along the way. As Field Reps, the journey cannot begin until you develop the direction for the drive—and you must pave the way for others (County Presidents, board of directors, and community leaders) to follow our lead.

Point: As Field Reps, we often focus on giving and growing others as part of our job, but often forget about our own personal growth. The resource below outlines the *Vision Development Process*. Taking ten minutes now to focus on you can bring substantial benefits to the outcomes of your work.

First: Consider the Following Before Writing

1. Clearly reflect upon and define what you want to build, create, or do within Farm Bureau.
2. Keep it simple—clear, concise, easy to follow.
3. Consider the organization as a whole, those in current leadership roles, and all current and potential members. **How can they be incorporated into the vision?**



Relationship Building

As a Field Rep, you are in the business of people and building relationships. The *Relationship-Driven Leadership Approach* focuses on *people, not power*.

Point: Focus on maintaining and enhancing positive interpersonal relations by remembering key characteristics of Relationship-Driven Leadership.

Friendliness

Mutual Trust

Open To Different Views

Approachable

Listens, Rather than Hears

Recognizes Great Performance

Always Supports

Affirms Every Effort

Admits When Wrong

Seeks Constructive Criticism

Continual Communication

Application: Identify and circle your **three** biggest areas for improvement from the list above. Write them on the lines below.

1. _____
2. _____
3. _____

Other Considerations

- ⇒ Share Relationship-Driven Leadership Characteristics with a County President who may be struggling with developing relationships with board members.
- ⇒ Affirm and thank those people who work hard for a program or event's success, but may not hold a title or receive much recognition.

Field Rep 'Best Practices'

Before You Can Better Your Farm Bureaus, You Have to Invest in Bettering Yourself

Characteristics of a District Field Representative

1. Love the Job and Farm Bureau
2. Demonstrate Honesty
3. Work Incredibly Hard
4. Communicate with counties and FFBF

What characteristics not listed are
important to you? Why?

Do's and Don'ts

- ⇒ **Do** Your Best Each Day
- ⇒ **Do** Remember Members Are Volunteers
- ⇒ **Do** Be Personable In Your Interactions

⇒

⇒

- ⇒ **Do Not** Place Blame or Take Credit
- ⇒ **Do Not** Get Involved in Farm Bureau Politics
- ⇒ **Do Not** Serve Yourself—Serve Others

⇒

⇒

Creating A Vision

Next: Answer the Following Questions

Where do I want my District to be in...

6 months

1 year

And how will I get there?

Thinking long term, where do I want my
District to be in...

3 years

5 year

Identify one person to share this vision with.

Ask that person to hold you accountable to this
vision you have created.

Application: After grasping the *Vision Development Process*, it can be shared with and implemented by County Presidents, board members, directors or administrative assistants. Note that some county roles are election-based. In some cases, members are only in the position for two years, unless re-elected.

Building a SMARTER Target

The process of *SMARTER Target Development* can be used by Field Reps, and additionally as a beneficial tool to be shared with County Presidents and board members.



Specific: The more detailed you can be in our goal setting, the better. Being specific also helps establish accountability and clearly sets the expectation for what outcome you want to achieve.

Measurable: Using quantitative or qualitative means, this step allows you to see the progress of our goal and measure performance.

*Example: Implement **one** new program and increase membership by **100 people** by the end of the event.*

Action Oriented: This step serves as the plan of attack to make each target point become a reality. When writing, think of the specific verbs associated with the goal (fundraise, volunteer, advocate, etc.).

*Example: **Increase awareness** of Farm Bureau and **advocate** for agriculture by **hosting** a Fall Harvest Community Dinner.*

Realistic: Targets must be set high, as a low-set target exerts a low motivational force. Set the goal big, but remain realistic and ensure you are willing and able to work hard towards achieving it.

Example: Increase county membership by 365 members over the next 365 days.

Time-Bound: Every goal should be grounded within a specific timeframe. This ensures accountability and timeliness of completion. *Example: All logistical details coordinated by May 1 and invitations mailed by May 7. (next page)*

Building a SMARTER Target

Evaluate: Targets are not set in stone and often change as issues arise. **Continual** evaluation of the goal is crucial as these factors emerge.

Revise: After evaluating, re-do any goals that need to be amended or altered due to challenges. The revision step is not to be used as a safety net or excuse for not meeting goals. The purpose of revision is to better manage external factors that inhibit the goal.

Using the seven components from above, develop your SMARTER Target Statement

(Create a relevant SMARTER Target that can be used as a sharable example)

Double-check: Is the goal SMARTER?

Specific
Measurable
Action Oriented
Realistic
Time-Bound
Evaluate
Revise